Marketing of Information Products and Services at Invertis University Library: A Case Study

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ABSTRACT

Marketing and information products are a very important role in creating library awareness and information products and services. The needs of modern information management, including the advent of information and communication technology (ICT), which brings different competitors to the delivery of information services, require a new approach from university libraries to reach users, which greatly benefits marketing. This paper examines the strategies used by African libraries to market its services and services to users and the problems they face. The design was approved for this study. Questionnaire was designed and used for data collection. The targeted sample method was used to select four universities in the Bareilly category in this study. The findings revealed that Bareilly University libraries, like their counterparts on other continents, integrate strategically into the library of marketing and information on various strategies. It was also found that Bareilly Libraries' most widely used marketing strategies and resources are library publishing (memo, summaries, newsletters), orientation exercises, website and flyers. Research has equally highlighted the low use of social media platforms such as Facebook, blogs, Twitter, marketing email notifications. Lack of marketing strategy, lack of marketing strategy, lack of resources and respondent funding cited as some of the barriers to marketing and information resources. It was therefore recommended among other things, that university libraries should create an effective marketing plan that fully emphasizes users; this will help determine the users' needs for effective and efficient information service delivery.

Keywords: Marketing; Information Services; Library Services; University libraries.

Introduction

Information is recognized as a national asset and contributes significantly to the country's revenue. It is considered an important tool in the hands of decision makers. Proper knowledge of the right person helps to teach the right person, business, government. Libraries and information centres are beginning to recognize the marketing of information products and services as an important part of Management and Administration especially as a means of enhancing user satisfaction and promoting the use of services, by standing with potential users. Key factors, namely, the emergence of information, technological change, rapid library costs, library budget cuts and the need for financial independence are responsible for improving the functioning of the library in order to improve marketing in its services and services.

Research Method

In this study, a questionnaire was developed .The questionnaire was used for users of university libraries. All respondents were given the same list of questions regardless of their status. A questionnaire was provided to any respondents who voluntarily agreed to participate in the study. Respondents were interviewed to fill in the blanks.

Anwar and Zhiwei (2021) examines the methodology and understanding of librarians in the direction of the marketing of library sources and services in academic libraries of Balochistan. inhabitants. The outcomes of the study exposed that the most of the respondents have done MLIS (35.6%) and least were M.Phil. (2.7%). The respondents disclosed their settlement about the improvement where most of them answered with the accomplish customer satisfaction and showed their superiority. The study were findings some of the recommendations have been posted for future concern .

Ezeh,,(2021). viewed library and information services as sellable products. in the emerging information communication technology world marketing helps libraries to promote the value of the services. Users prefers "Web" as their primary source of information due to its speedy answer to queries. It concludes that a new dawn is here and information professionals should realize that the right time to strategies is now, in other to be relevant in an environment that is shifting and full of threat.

Jha and Pandey (2021) discuss the use of 7Ps in the library marketing policies. Marketing analysis is conventional as a learning movement and significant part of considering in research presentation, responsible for an important idea of the

dimensions of written work, varies from place to place, institution, region, depending on the level of international. LIS consultants are very good at conducting bibliometric studies and actively contributing in the research assessment process.

According to Khalid (2019). marketing and advertising play a very important role in creating library attentiveness and information products and services in the Central Library and to disclose the approaches used by the Central Library to advertise. It resources and services with proposals for library staff to promote their libraries through exhibitions, presentations, advertising and public relations. "

Kumar (2021). The Marketing research work obviously familiarizes the Marketing program, strategies used by libraries of Central University of Haryana. A well-structured questionnaire was provided to the library function of selected libraries and with constant persuasive a well

completed questionnaire was attained. Analysis shows that both libraries offer a number of free services and 26 resources requested by library staff. JMI provides 23 service stations while Central University of Haryana make available only 16 services. This shows that JMI is better at providing library services than Central Library.

Oluwatosin, (2021) studied the impact of marketing impression on the use of library services by graduate students at two of the organisation's universities in Nigeria. The findings exposed that librarians at university libraries provided copies, book searches, current awareness resources, periodic content distribution, newspaper clippings, reference service, notification of conferences / seminars / workshops, among other students according their qualifications.

Objectives of the Study

1.   Exploring and accessing the information products and services offered by the Invertis University Library in the fields of social sciences.
2.   Identifying the information needs of Teachers, Researchers and students and to identify the information products and services of Invertis University Library in the fields of social sciences.

Analysis & Interpretation:

1.   Gender wise use of the library products & services

Table 1. Gender wise use of the library products & services

S. No.	Gender wise	Percentage
1.	Male	54 %
2.	Female	46 %
3.	Transgender	00 %

Table 1. represent the use of the library products & services in Invertis university library that 54% are male users and 46% are female users. No transgender are using this library products & services in the library.

2.   Preferred to Access information

Table 2. Preferred to Access Information

Location	Response	Percent
Institutional Library Collection	7	7%
Colleagues and Friends	35	35%
Internet	5	5%
Personal collection	19	19%
Subject expert	19	19%
Conferences and seminar Proceedings	15	15%
Total	100	100%

On the bases of above data it is analyse that majority (35%) responded that they preferred information from colleagues and friends.   Personal collection and subject experts is responded by (19%) and (15%) responded

conference and seminar proceedings. Institutional Library Collection is responded by (7%) and Internet is responded by (5%).

1.   Frequency of library Use

Table 3. Frequency of library Use

SN.	Use the Library	Always	Often	Usually	Sometimes	Never
1.	Once in a week	43.33 %	-	-	-	-
2.	Twice in a week	-	6.66%	-	-	-
3.	Thrice in a week	-	-	11.16 %	-	-
4.	Once in a month	-	-	-	14.16 %	-

Majority (43.33%) users responded that they use the library once in a week. (14.16%) users responded that they use the library once in a month. (11.16%) users responded that they use the library thrice in a week. Only (6.66%) users responded they use the library twice in a week.

2.   Purpose of using the library

Table 4. Purpose of using the library

SN.	Purpose of Use the Library	Percentage
1.	Research needs	10.16 %
2.	Education	76.83 %
3.	Current Information	5.16 %
4.	Photocopy	2.22 %
5.	Newspaper	2 %
6.	Journals	3 %

Table 4.shows most (76.83%) of the respondents use the library for education purpose. Purpose of using the library to fulfil the research need. (10.16%) , Current information is responded by (5.16%) and (2.22%) use for the photocopy, 3% users use it for consulting the journals and (2 %) use it for reading the newspaper and in Invertis university library.

3.   Collection of the Library

Table .5   Collection of the Library

S.no	Resource	Total Number
1.	Books (Excluding reference books)	45,000
2.	Reference books	12,000
3.	Thesis and Dissertations	2000
4.	CDs, DVDs, etc. .	4000
5.	Journals (National)	35
6.	Journals (International)	10
7.	Back volumes of journals	3000
8.	Other sources	Thesis-50, Project -2000

Table.6 Information about e- journals subscribed by the library

S.no	Name of the publisher	Total number of journals
A	EBSCO	258
B	IEEE	250
C	DELNET	50
D	-	-

Table 6. shows that 258 EBSCO, 250 IEEE and 50 DELNET are publishers in Invertis university libraray.

Shows and exhibitions

Importance of marketing library and information services through exhibitions and exhibitions. According to him the exhibition could enhance the current awareness of the library because it allows library clients to know that there are things available in the library. Each year, the University of Invertis Library organizes 2-3 exhibitions specifically to promote the collection of the library by displaying public items according to a selected theme. This effort is being coordinated by a team of library staff appointed by the Exhibition Committee.

Face-to-face events or "Library Customer Day"

Library Consumer Day is an annual event dedicated to professional development, communication, and further education within the University. Considering the importance of this marketing activity, the Client Services Division, Central Library has organized a Consumer Day each year from 2014 in line with the launch of the International Conference on Educational Research. Organized activities e-resources Clinic to provide guidance and information related to Endnote, Online Databases, and Online Public Access Catalogue. The Institutional Repositories Clinic will specify in the archives which are eligible for university, special discounts of up to 20% of overdue fees to encourage users to pay the fees, e-services Clinic explained the services available in the Library Interactive Portal especially the Document Delivery service. and library borrowing, demos to upgrade the latest library registered library.

Conclusion

The purpose of this study was to examine the strategies used in the marketing library and information services in Bareilly University libraries. It aims to investigate whether library staff are marketing their resources and what strategies and barriers are encountered in an attempt to market library resources. Research findings show that university libraries market library and information resources and resources using a variety of strategies such as pamphlets, library publishing (memos, bullets, newsletters), directing, posters, websites, radio, twitter, email notifications, i -Facebook, and blogs. The results equally show that the most widely used strategies in library services are library publishing, exercise, and website. It has also emerged that the use of social media platforms such as Facebook, Twitter and blogs is limited. The study also revealed a lack of marketing strategy, not knowing what to market, lack of resources and lack of funding as some of the barriers. It is therefore imperative that university libraries become familiar with the formal and innovative methods of determining the needs of users in order to develop appropriate strategies and services to meet their needs and requirements. To date university libraries have to develop a viable marketing plan that focuses entirely on users. This will help determine the users' needs for effective and efficient information service delivery. Information and communication technology with a stable internet connection should be set up at university libraries in order to reach a wider audience of users. Also forums should be widely accepted and used in university libraries in marketing library products and services because the benefits are greater than the cost. Library schools should revise the curriculum to incorporate business and business models that include.

Many librarians face various challenges and challenges such as 'throwing many responsibilities at once', 'lack of funding / budget issues', 'lack of time' and 'lack of staff / resources'. In order to meet the challenges, overcome obstacles and overcome our competitors, experts play a key role in successfully promoting resources and resources, and as a result, the role of experts is important in ensuring that this happens. This study has confirmed that Library professors at the University of the Library promote resources and services using a variety of effective promotional methods such as engaging users through the Internet and social networking, face-to-face events, user training and exhibitions to promote services and resources. Future research will focus on how often experts use these and other effective strategies to improve resources and influential features, as well as promotional questions such as what should be promoted and how to evaluate promotional activities in the digital age.

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