Marketing Library and Information Products of Dhaka University Library

Examination Roll No. 2527
Registration No. HA-6761

Thesis submitted to the University of Dhaka in partial fulfilment of the requirements for the degree of Master of Arts (MA) in Information Science and Library Management

Department of Information Science and Library Management
University Of Dhaka, Dhaka-1000, Bangladesh

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Declaration

I hereby declare that the thesis entitled *"Marketing Library and Information Products of Dhaka University Library"* is my own work and to the best of my knowledge and belief it contains no material previously published or written by any other person.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university or institution.

Signature: Roll No. 2527

Date: …………………………..

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Supervisor's Certificate

I hereby certify that the thesis entitled *"Marketing Library and Information Products of Dhaka University Library"* submitted by Roll No. 2527 for the degree of Master of Arts (MA) in Information Science and Library Management is a bona fide record of research done by the Candidate under my supervision and that this thesis has not formed the basis for any other degree, diploma, or similar qualification at any university or similar institution.

I also certify that this thesis represents in independent work on the part of the Candidate.

……………………………………….
(Supervisor)

Dedicated to My Parents

Acknowledgement

At first, I would like to express my heartiest thanks, gratitude to almighty for giving me the opportunity, spirit and moral strength to complete my theses.

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Chapter I

Introduction and Background

1.1 Introduction

In recent years marketing has been achieving importance in libraries through the world libraries and information centers are facing a time of unparalleled change and challenge due to momentous changes have been taken place all over the world in the last decade like-globalization, information explosion, information revolution, mercerization and using information for development ,the clientele interested in information services and products has been on increase, that have been posing challenges to various professions and professionals .The main objectives of libraries today are to obtain self-sufficiency and their resources and to provide an optimum level of services to reach more potential users encouraging use of library resources. This requires service orientation an organizational process as such needs to be executed this execution requires time and resources. This naturally requires a "staff from product or service orientation to customer or need orientation" (Kavulya, 2004). Different marketing concepts provide librarians with the tools for collecting and analyzing useful data about information needs of customers, that assets in designing, developing and delivering appropriate services. The library, as a nonprofit making organization, can and must apply marketing techniques and tools as a function, both in its strategic approach and its day-to-day operation. Marketing aims to identify the client base and to determine to fill the need wants and demands by designing and developing appropriate products and services. To become user or customer oriented is a fundamental principal of today's libraries.

Libraries are trying to find suitable ways to respond to the contemporary requirement fulfill their aims, meet their requirements doth existing and potential users and communicates the libraries value. Libraries and information centers have begun to appreciate that marketing of information products and services is an essential part of administration, especially as a means for improving user satisfaction and increasing the use of services by current and

potential users. Some factors are responsible for inspiring the library profession to develop a marketing attitude in its operations and services. Some librarians feel that marketing is unfriendly to the nature of their activities. However there are also many librarians correlate marketing with profit and consider that libraries are not for making profits. But with increased competition in the world of information, marketing is a factor for existence. Marketing means putting the right product in the right place, at the right price, at the right time which is closely related to the objectives of the establishments of a library. Marketing goals to classify the patron base, and to define and fill its needs, wants, and demands by planning and delivering appropriate products and services. The main attention of the concept is the patron/user, and the aim is user satisfaction.

1.2 Background of the study

Marketing section is popular and widely accepted for all libraries due to the growing interest in library management and marketing issues. It is necessary to identify the market scope to formulate appropriate policies and principles of a library. The Dhaka University Library(DUL), with a huge collection of books, journals, manuscripts and other collections rarely have planning and principle to establish of marketing its products. A fruitful marketing program enhances both image and betterment of its services. As a largest academic library in Bangladesh, DUL must have to introduce and initiate marketing plan for its product and service. Some steps are taken occasionally and unconsciously but no specific measures are taken for betterment of the marketing library and information product at Dhaka University Library.

1.3 Concept of marketing information product

Information is an essential factor for encouraging the development of society. Information has become a commodity or product for that people pay for. The quality and quantity of the information resources of an institution are two of the parameters for development. It is a negotiable product that changes about in international markets. Non-profit oriented organizations like libraries and other institutions have only recently become aware of the need to market their products and services. Information marketing can be seen as providing required information to its user within a specific time.

1.4 Problem statement

Marketing concept is not new in libraries it is as old as library. It is a tool kit a set of practical techniques and proven process which involves all aspects of service planning, service delivery and service evaluation as well as staffing organizing decision making and so on. Dhaka University library as a largest academic library of Bangladesh, having huge collection of books and other materials, having huge number of employee and a lot of funding, still facing some problems and its user are not facilitate with the met of all of their requirements. Only proper management and application of marketing strategies can solve the pronounced problems.

1.5 Objectives of the study

The main objectives of the study are to:

- discover user requirements and expectation from Dhaka University library service;
- know and assess the existing status of marketing of information services and products in Dhaka University Library;
- monitor and tract service performance of the library staff;
- assess the gap between customer expectation and perception of the service;
- identify dissatisfy user so that service recovery can be performed;
- measure the attitude of staff toward its user;
- identify information need and information seeking behavior of academic community;
- examining motivating factors for introducing marketing strategy and techniques in library and information products, services effectively;
- understand the attitude of Dhaka University Library towards different aspects of marketing;
- assess the nature of the relationship between these attitudes and certain personal, professional and organizational characteristics;
- examine the resources and facilities of the library in relation to marketing;
- gather information about the products/services with charging patterns; and
- determine the extent, strategies and principles of marketing.

Organization of the study

Chapter I: Introduction and Background

Chapter II: Literature Review

Chapter III: Marketing Concept, Marketing Mix, Information Marketing

Chapter IV: Marketing Library and Information Product

Chapter V: Research Design and Methodology

Chapter VI: Result of the Study

Chapter VII: Discussion, Recommendation and Conclusion
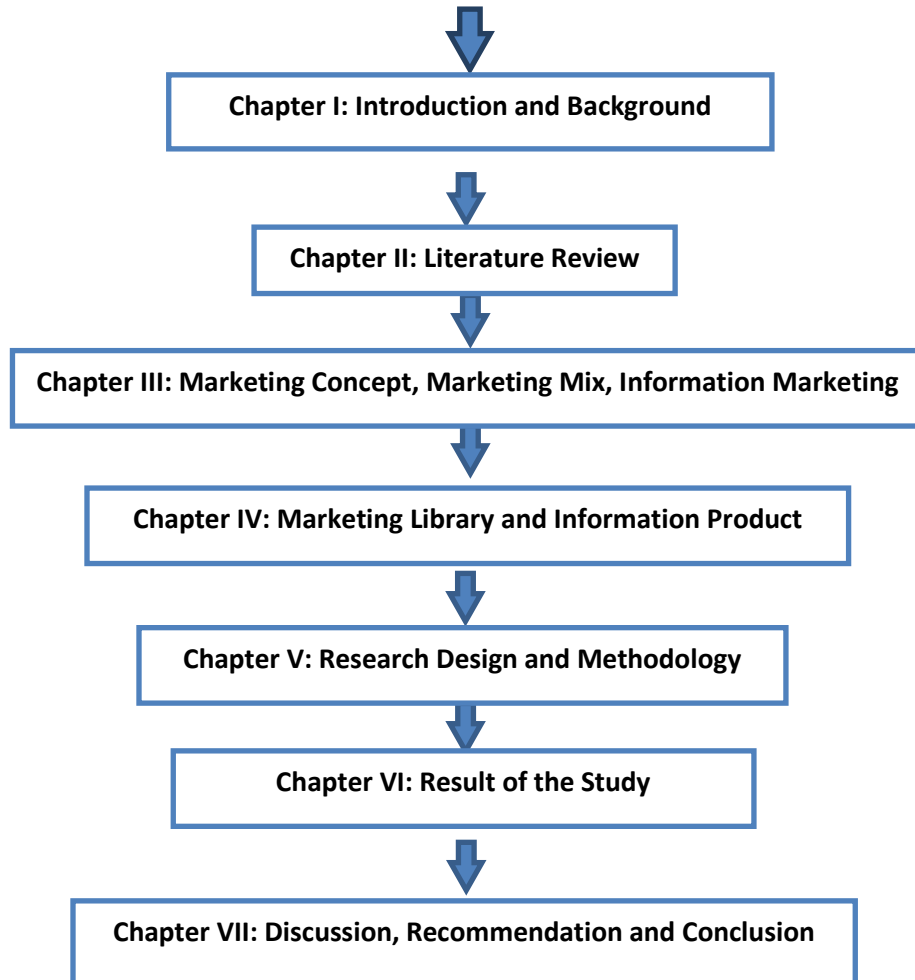
Chapter II

Literature Review

2.1 Introduction

A systematic literature search on various databases and on various aspects of this topic was reviewed. The literature review is prepared on emerging themes directly drawn from the literature, thematically and chronologically within each section. It aims to identify the changing perspectives, the present challenges, and the benefits offered by examining information science specialists' views. The main marketing concepts are identified throughout a strategic planning approach, which has been recommended as the most successful by the popular of researchers.

2.2 Literature review

Madushun (2008) describes marketing as an important part of library service. Information marketing, product development, physical distribution of information is describes as indispensable factor for promoting the development of a library product and service. Marketing information products and services in a diversity of formats have made libraries and information centers more viable and alert. Marketing goals is to identify the client base, and to define and fill its needs, wants, and demands by designing and delivering appropriate products and services. Information marketing by university libraries and academic libraries is indispensable in order to; acceleration of the use of information resources; creation of perception of need and thereby create demand; ensure the enthusiastic use of information. Improvement of the image and status of the libraries and library professionals, tackle of the problems of rising costs of reading materials, journals, and databases; cope with the information explosion; introduce cutting-edge information technology systems in library services; are also gain importance. The main focus of the concept is libraries and other non-profit administrations have only recently become aware of the need to market their

products and services. Library and information products and services are now being documented as commodities that can be sold, exchanged, lent, and transmitted. He gives importance on product amplification; physical dissemination of information; promotion of products and services; and price.

Kanaujia (2004) describes the assess to nature of the relationship between different aspects of marketing; the attitudes of certain personal, specialized and organized features; to examine the resources and facilities of libraries in relation to marketing; to gather information about the products/ services with charging patterns; and to determine the extent to which the principles of marketing are put into actual practice in libraries. The paper provides a reminder of the four Ps of marketing identification.

Marketing planning can provide an opportunity to assess quality and usage of information products/services according to 91 percent of librarians. It shows that none of the librarians have a negative attitude, and that all the librarians feel that marketing helps in justifying the involved cost in cohort of information products, and aspects such as resource constrictions, shrinking budgets, electronic information age have made marketing necessary. All the librarians accept that marketing, its application and benefits, must be taught in library education and are tending to create the marketing environment in the library. It has been seen that sometimes the change from free service to charged service can bring change in the outlook, attitude and structure of the institute to achieve a marketing alignment. Marketing planning can provide an opportunity to assess quality and usage of information products/service.

Renborg (1997) considers that "marketing is not new to libraries, it is as old as contemporary librarianship and the derivation of marketing dates back in 1870s. The approaches of library authorities like Melvil Dewey, SR Ranganathan, and others were marketing oriented. Even Ranganathan's five laws have been seen in the light of today's marketing concepts (Ranga, 1986). The closer consideration of the Five Laws by Ranganathan (1957) reveals that the focus is on a customer/user that came to the library, rather than the library reaching out to the patron. Marketing concepts defined by Kotler and Bloom (1984)have hardly been used in libraries/information Centre in developing countries

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.Strategic intervention is needed to approve the marketing approach, for development in providing services to patrons. Information has been considered not only as a hot commodity Eagleton (1992), but also as a marketable product. Information products/services, like any other product, are required in the market and the demand is affected by factors like expense, preference, income, expectations, populations, seasons, technology and price of other goods.

Gupta (2003), stressed the importance on library services rather than manage collection, staff and technology. According to him the notion of services has changed, from basic to value added, from staff assisted to self -service, from in-house to outreach, from free to price. He divided the existing appendices into four categories, namely: selective bibliographies that list bibliographical information, annotated bibliographies that contain descriptive or evaluative comments, web biographies that consist of web-based resources, and critical reviews of the literature.

Marketing orientation in library and information services is required for helps in handling libraries better; it brings assurance to patron focus; publicizes the advantages of the library services and listening to customer's requirements; it encourages users to come to the library to fulfill their needs again and again; and it enhances the library's image. Marketing facilitates appreciation and good understanding among librarians resulting in the increase of user satisfaction and increase of funding in turn, since increased customer satisfaction will often result in their increased willingness to use and pay for services offered. The library gains its due support when people understand the importance of using a library in their daily lives for various reasons. Marketing is seen here as a better set of procedures, a discipline, an approach and as user driven service.

Lozano (2000) Provide a brief review of the concept connotations in the area of information services is carried out, and trying to stress the suggestions of being "customer oriented" also state "customer oriented" as the most important feature of marketing. Some connotations given by various specialists as (Cronin, 1981; Zachert and Willians, 1986; Wood, 1988): are also mentioned and described in this paper. This article offers a model to measure the level of the libraries orientation toward its marketing as observed by its managers is presented.

Ana (2000) designed the model taking account models prepared by different specialists and assess then. The main message is to show librarians to establish to what magnitude the library is properly user oriented and at the same time, what specific marketing related features it is failing in or should improve at. Emphasize is given on total quality based on administrations obligation to design and develop products and services that meet its customer/user need. Library image or that people thinks about the library, organizational culture, philosophy, marketing approach, understood as a basic attitude, competition and long term view or strategic planning evaluation and measuring and maintaining quality are also mentioned as important connotations in the area of marketing information product and services. Long term view/strategic planning, evaluation, public relations, publicity dissemination, awakening etc. are also seen as strategic tool for marketing. According to the article, libraries need to be more attractive, modern computerized and technology, incorporating all communication media, with different comfortable areas, also to interrelate and talk, with culture related activities.

Wade (2012) focuses on efforts to reach user determining the impact of strategic planning marketing and external relations and shared services on library development. The paper uses the National Library of Scotland (NLS) as a case study. This article offers an introduction and development of strategic planning and also defined and accomplished a new role within and beyond Scotland. The development of: shared services" is changing the way back office services are provided, achieving some savings and adding operational resilience. Added that libraries to continue to achieve their role and purpose they must respond to the digital monetary and social changes similarly challenging their own ways of working. It is developing new services, using new ways of working and enhancing enhances the skills of its staff. This paper intends to focus on three components of the change process-strategic planning, marketing and external relations and the role of shared services. Also mentioned different strategic plan developed by the NLS in different times. There was also a clear response to the digital revolution. The strategy signaled a clear commitment to exploit the opportunities created by a shift towards digital, both in terms of the collections and access. The report identify and emphasize three fundamental themes as the transition to digital, particularly broadband and wireless access, the need for out ward focus (the shift from physical to digital and an agile library libraries must be agile), It helps to inform the librarians

planning and development through market research and an innovation, successful and award winning approach to publicity and improvement. The research has supported marketing campaigns that have worked to promote the library and its services and also gain emphasize on organizational association and joint fund rising.

Mi (2006) gain basic classic marketing principles to appeal and better serve new generations of users its emphasis is not only marketing library services but also user satisfaction with library services, those services must determined not by what libraries have but by what users need. Author then provide brief idea about branding, Information seeking, determining the information seeking behavior of users, thinking and education process. "Branding" is here seen as to get librarians on their way with labeling further library marketing. The paper reviews classical marketing texts and current user studies for applicability to library service. Findings – The paper finds that libraries can apply classic marketing principles to attract and better serve new generations of users. Although libraries no longer have a monopoly on information sources, libraries do offer value-added services. Originality/value – By understanding the users and their contexts, the paper proposes various strategies of value to market librarians and library resources. Keywords Marketing strategy, Libraries, Information services, Students, Universities. The explosion of internet changes the market; it is also seen as an important and precious tool in learning. Also state that "The Market has changed". Electronic library and "Digital library" which only has properties online, have been trying to regulate and provide more electronic services to users. It intended that librarians can do to bridge the gap between that Net generation and libraries. According to this article marketing is the key to the success of the library and listening to customer/users is the key to marketing and marketing principles, as Kotler and Levy (1969) demonstrated, are applicable to not for profits or for any organization especially for libraries the goal is to improve service coupled with increased efficiency, measured by increasing use.

Mu (2007) suggests approaches for marketing academic library resources and information services to assign international students. It looks also at what information literacy programs and activities are suitable to accommodate the information needs. Cuiying Mu identifies

that academic libraries need to market their services and resources proactively and librarians need to consider patrons appearances, language expertise, learning styles and their subjects of interests. The main focus of every library is customer service, which is an approach of marketing. Author mentioned that marketing is vital to the success and continued existence of a library; effective marketing provides the means by which users are made aware of the library and their significance. Need of marketing library services and their resources enthusiastically to create awareness of libraries value. Give emphasize on information literacy for international students and mentioned challenges faced by academic librarians as establishment of positive image, be proactive building good relationship between user and librarian creation of welcoming environment etc. Also states that marketing is an approach towards customer satisfaction, to market information product librarians must be sensitive. Kaur, A, and Rani, S. (2008) determine the attitude of library professionals towards the concepts of marketing and also how it is applied in proactive to marketing of university library products and services.

Kaur and Rani (2008) carried out a survey of university libraries of Punjab and Chandigarh (India) and their user to determine the staff attitude towards marketing library and information products. The paper states that the librarians or professional staff have positive attitudes towards the marketing of library information services and products and admit that each library should have a mission statement and a full time professional to handle marketing related activities. Some aspects are seen as facility for optimization of library services and products. Marketing is basically an approach towards customer or user satisfaction. To market information services and products, the library staff must be sensitive to the needs of the users, and deliver services which really meet the patrons'/user needs. Sensitivity does not come if one is not optimistic about it. The marketing concept will fail to work if the atmosphere in which it is applied is not conducive or favorable and the librarian is not positive and enthusiastic about it. A positive change in the attitude of the librarian towards marketing is a prerequisite for making it successful in the library. The paper show is library under their study has its own logo, mission announcement or a specially designed professional for marketing related activities; information professionals are imposing to adopt marketing techniques to enhance the use of library resources and services. Emphasize on positive attitude as a prerequisite towards marketing. The paper provides basic idea and

concept about marketing the libraries can solve their problem of underutilization of resources and services by applying marketing principle. The concept of marketing means a adequate change in the out-of-date attitude of the librarians towards acquisition, organization, processing and repossessing information. The basis of library services should be to help its users in solving their information congregation and processing needs. This the library can do only if it relies on systematic information collection, method and policies and adjusts its products, services and organizational policies and procedures and principle to the demands of the users.

Emmanouel and [et.al] (2013) provide an overview of the marketing motions and the implementation of marketing techniques in library management. Also examines and clarifies the existing misunderstanding and difficulties in library and information marketing and stresses the importance of its implementation in the contemporary competitive environment. The paper examines library marketing in six sections: misconceptions regarding library marketing, main challenges and reasons as to why the adoption of marketing concepts is an integral part of the strategic planning reports on the international library organizations are, provides a description of the implementation of strategic marketing and planning procedure. The paper broadens the library marketing literature by gathering researchers 'scientific views and advice and recognizes the main application concerns derived from the earlier and more recent relevant literature. Moreover, for the first time, IT records concerns concerning library marketing, social media and Web 2.0. Also examines some marketing approaches, contemporary technological opportunities for library marketing in the digital era. The author reviewed as marketing asset of an institution in the process of quality products and services development. Additionally, marketing can provide a range of useful tools targeting to determine and evaluate the appropriateness of the existing services and products of an organization. The paper presents the present and historical reviewed of marketing library facilities by different author. Their concepts, ideas and analysis are reviewed within this paper.

Renbory (1997) consider a historical review of marketing library services. The paper also suggested that "marketing is not a new library activity". Gupta (2003) in a brief historical account suggests that the changes noticed in the use of the "marketing concept" in library

and information services indicate a shift from the "selling concept" to the "product development" and finally to the customer focused concepts.

Karn (2008) describe the relation with the marketing of library and information services in the global epoch. The paper converses about the marketing concept of today's library and information enterprises covering various topics such as management of libraries and commitment to client's satisfaction. It also defines the marketing and its current approach to library and information services at the comprehensive level. It also designates customer/user's topic such as customers' importance, customers' requirements, individuality responsiveness, associations, quality of services, professional skills and competencies and value added services. The 5 Ps of marketing mix, i.e. product, pricing, place, promotion and person (staff) have been deliberated. The marketing should aim at effective library and information services. The "service trinity", i.e. users (customers), the staff (service provider) and information resources and system should be taken care of from the view of these services in this paper. In the present age, the library and information services (LIS) are customer (user) oriented. Therefore, users' significances, expectations and requirements should be taken into consideration. The services should be value added according to the present requirement of the users. It is determined that the modern libraries are information markets and the library users are consumers of information. The ultimate objective of the marketing of library and information services should be the distribution of the right information to the right customer (user) at the right time.

Joseph J. K.J. and Parameswari B. (2002) describe that marketing is a comprehensive term that describes all the procedures and associations that result in satisfaction for users. Libraries and information centers have begun to realize that marketing of information products and services is an essential part of administration. Determine three factors as reason which encouraging library sector to develop a marketing approach in its operations and services namely information explosion, the technology revolution, and escalating library costs and provide emphasize on certain point of marketing as marketing activities, principles of marketing management, marketing technique, marketing strategy creating a market and so on. The paper also declared that the institution which is under account must have an active attitude towards the market. It cannot assume customers/user to buy a product

willingly because it is produced. The management must enthusiastically study the market; influence patron's, promote the product, and organize dissemination. Marketing should be given at least as much importance as other basic purposes such as administration, production and funding. Management is required to control the application of a range of skills and procedures and strategies in marketing, generally derived from practical industrial experience and from contemporary social sciences such as economics, statistics and applied psychology. Marketing skills and techniques can be divided into four broad groups as, obtain data about the market, used to create and stimulate demand , used to analyze costs and other marketing factors, practical skills and techniques. Not all enterprises can afford to use all the marketing procedures and techniques. Different situations require diverse techniques. The marketing manager must be able to select those techniques that are necessary for an individual product in a particular situation. Therefore, successful marketing includes the art of deciding which techniques to use in different situations. Marketing strategy also means selecting various techniques in proper proportion and balance. The marketing function must be "integrated". This paper emphasize that the different marketing considerations must be taken into account in the judgments of all the managers, not only those directly concerned with sale. Called library as an information market and the library user is a consumer or purchaser of information. Information is essential resource for countrywide development and increasing realization of the role of information has caused in the establishment of information.

Ronke (2013) determines some reasons for marketing library and information products, as libraries are no longer the only information services trade, online book dealers, information professionals, the Internet services providers, free web access providers and individual customers will not hesitate to market to potential library customers or users. Provide emphasize on libraries of all types have to compete with other organizations or department for funds. Marketing library services and products benefits, academic libraries have to compete with capabilities and other university units and projects for funds, so also special libraries find their distribution declining when the paternal association budgets are cuts. Libraries have to market because of the necessity to maintain significance and remain connected to the communities they serve and have some bearing on the present day's occasion and real-world problems. Librarians have to market their services and products in

order to improve the image of their libraries and. For instance, libraries have to be exceptional in the kind of admittance and services they provide.

Kaushik (2012) discus about open access initiative discovers the new way to access intellectual literature free of cost which published in miscellaneous online journals on different subjects. The study goals to identify growth and publication arrangements of marketing library and information services related literature published in LIS open access journals by various bibliographic points of view. The consequences of the paper demonstrated that maximum quantity of articles published in marketing library services, this of articles concentrated on library marketing theme. Results further exposed that wide range of articles published in foreign open access LIS journals by single and foreign authors relative to Indian authors and hidden web properties (i.e. Special libraries and Marketing Library services) on LIS Marketing also discovered. This study will be useful to keep track on development of marketing library services literature publishing in open access journals in library and information science domain.

2.3 Conclusion:

Literature review encompasses the library marketing literature by gathering researchers' scientific views and guidance and identifies the main implementation concerns derived from the earlier and more recent relevant literature. And also clarifies the existing misunderstandings and difficulties in library and information services marketing.

Chapter III

Marketing Concept, Marketing Mix and Information Marketing

3.1 Introduction

Before 1970s, it was the concept of marketing that was confined almost exclusively to organizations supplying products rather than service oriented. Rengborg (1997) consider that "marketing is not new in libraries".

3.2 Marketing

Institutions or an organizations success depends on its effectiveness in meeting identified customer wants and needs both explicit and implicit. The simple and common opinion of marketing is those activities which direct the flow of goods from production to consumption. Delivering satisfying products and services for library user is enumerates of itself. "Marketing is the management process responsible for customer requirements profitably" (The UKs Chartered Institute of marketing).

"Marketing is the business function that wants, defines and measures their magnitude determines which target markets the organization can best serve and decides on appropriate products, services and programs to serves as the link between a societies needs and its pattern of industrial responses"(Kotler,1988). "Marketing is a social and managerial process by which individuals and groups obtain what they need and exchanging value with others" (Philip Kotler, 2006). "Marketing is both a set of performance of business activities that directs the flow of goods and services from producer to consumer or user.

-Marketing is the creation of time, place and possession utilities.

"Marketing is the process of determining consumer demand for a product or service, motivating its sale and distribution it into ultimate consumption at a profit" (Brech, 1954)

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"Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationship in a dynamic environment through the creation , servicing, distribution, promotion and pricing of goods se5rvices and ideas"(The American Marketing Assosiation,1969)

These traditional and economically influenced definitions of marketing are based on the concept of the marketing exchange. These definitions draw out a number of aspects of marketing s of marketing as;

- ➢ An organizational process and as such needs to be executed, this execution requires time and resources.
- ➢ About meeting customer requirements and delivering customer value. Customer focused, requirement need to be understand and meet using the resources at the disposal of the organization.
- ➢ Meet organizations objectives assets in fulfilling customer requirements.
- ➢ An exchange process.

And to this endeavor, we must capitalize upon our experience as well as gain knowledge from other profession. Marketing is important to libraries because people need to be convinced of the need to use them. Increasingly, libraries are moving towards marketing service and product.

"Marketing is a stance and an attitude that focuses on meeting the needs of the users. Marketing is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice. It is good practice." Smith (1995).

Market customer integrated needs marketing → Profits through customer satisfaction
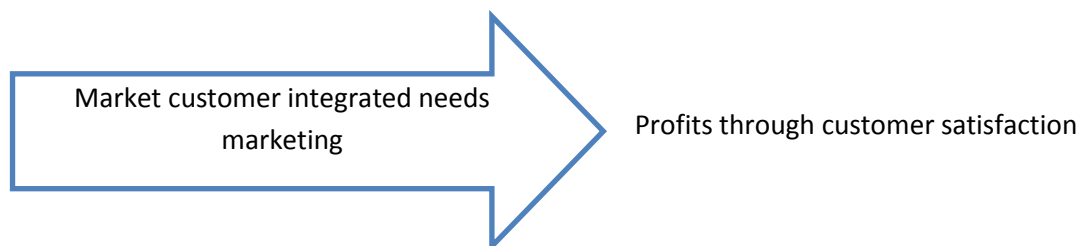
Figure 3.1: Marketing concept

In terms of libraries, the concept of marketing means a sufficient change in the traditional attitude of the librarians towards acquisition, organization, processing and retrieving information. The basis of library services should be to help its users in solving their information gathering and processing needs. This the library can do only if it relies on systematic information collection, procedure and policies and adjusts its products, services and organizational policies and procedures to the demands of the users. Under the marketing concept, the patron is the focus and not the librarian, for the patron is the reason for the library professionals being there. Marketing is concerned with customers and the satisfaction of their needs with appropriate products and services.

3.3 Information marketing

Marketing is planning and managing the organization's altercation relations with its clientele. It consists of studying the target market's needs, designing appropriate products and services, and using operational pricing, communication, and distribution to inform, motivate, and serve the market. Marketing is seen as those activities which direct the flow of goods and services, from production to consumption.

It is relatively difficult to define information marketing. Rowley, Jennifer (2001) defines marketing as;

"The marketing of information based products and services "

"Marketing of information product means acquiring, displaying, storing and selling the right type of information(product) to the right type of user at appropriate time" (Chakrabarti,1985)

As such information marketing needs to be emphases on marketing in context and institutions in which information based products and services are a significant product category. Typical information based product include books, CDs, videos, journals, databases, electric journals, newspapers and so on.

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Society

Information

Marketing

Consumers   Institution
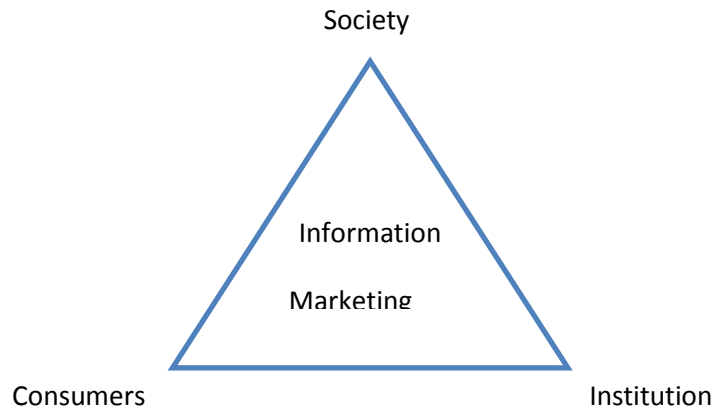
Figure 3.2: Information Marketing

Marketing is a management process that involves identifying, forecasting and monitoring the need of the user ;communicating to the users about the products and services that are available; and measuring the user satisfaction within the framework of the objectives of the library and so on. Marketing provides a librarian to map to target user, competition design marketing mix elements .production and delivery system, planning and organizing and controlling user, product and so on.

Tangible goods/int engible goods

Customer or Clints or library Users

Information Market
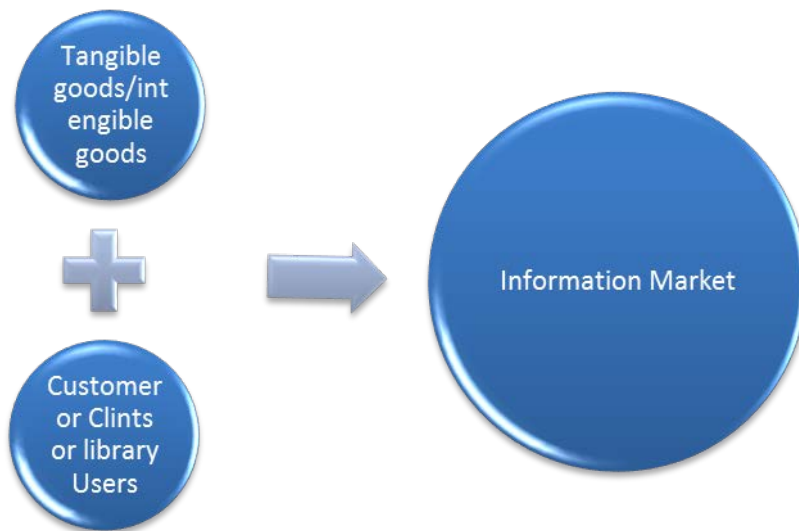
Figure 3.3: Flow of goods From Production to consumption

The simple and common approach of marketing is that direct the flow of goods from production to consumption. Two main component of information marketing is goods and

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customer or consumer a library as an information market: user of the library. And to this endeavor, we must capitalize upon our experience as well as gain knowledge from other profession.

3.4 Marketing mix

One of the basic concepts of marketing is marketing mix, define as the planned package of elements that makes up the products or services offered to the market and aimed at supporting the library and information services to satisfy or reach target users and specified objectives. The traditional marketing mix composed of four Ps: Products, price, place and promotion, identified by McCarthy.

In services these factors are also has led services marketers. In addition to the traditional 4s marketing mix includes people, process and physical evidence. The Marketing mix is the concept of identifying a number of policies to be adopted by managers to suit consumers' needs in providing marketing strategies (Palmer, 2004). Many libraries tried to adopt and adjust these elements as a part of a complete marketing process while others have used them as performance measurement indicators, resulting in the development of a more effective and efficient marketing campaign (Wood and Young, 1988; Arachchige, 2002b; Blackstead and Shoaf, 2002; Ewers and Austen, 2004; Naqvi, 2004).

Figure 3.4: Marketing mix

The elements of expanded marketing mix are defined as, follows:

Dimension	Statement
Product	Being distribution of the item.
Price	Amount of payment, user pay for the service.
Place	Indicates where products being distributed.
Promotion	Inform the user about product
People	User of the product.
Process	Techniques that are being adapted to distributed the product.
Physical evidence	Appealing and attractive with the environment.

Table 3.1: Marketing mix

3.5 Marketing mix for LIS

Paying attention to marketing mix elements the library should create useful products and services aiming to assist the users (product); distribute library services through its various branches, understanding what the users want and where they want to use it (place); plan effective marketing strategies using the appropriate communication channels adopted by the users themselves (promotion – Web 2.0 tools nowadays); pay attention to personnel behavior and communication skills, information services skills, and train personnel accordingly (people); consider the environment as an important element strongly linked to user satisfaction and pay attention to both internal and external architecture, physical and virtual space (physical evidence); develop effective procedures, policies and flow of activities by paying attention to automation procedures and procedures that can be handled by the users themselves (process); and may charge specific types of services if necessary (price) (Zafeiriou et al., 2012).

The elements of marketing mix adjusted to a library environment, are described below:

Figure 3.5: Library and Information Science (LIS) marketing mix

Product

Refers to what we offer our uses books, journals activates education, advice professional expertise, searching, competitive intelligence. Successful marketing is offering the appropriate product to different groups and segments. The services, the resources and programs offered;, e.g. reference services, loans, opening hours, website, books, journals collections, e-sources, databases, printers, training, seminars (Ewers and Austen, 2004; Breivik and Gee, 2006; Saunders, 2008; Balabanidou et al., 2009).Libraries occasionally review the products and services they will be providing. Excellent patron relations by delivering quality services are a must. In general sense the library products and services are;

Physical information products and services: i.e. Books, Journals, proceedings, bibliographies, library catalogues, etc.

Intangible products: Different intangible services available in the library are also includes in intangible products. These are such as bibliographic service, reference service, Indexing, translation, SDI service, CAS service and so on.

E-information products and services: i.e. CD-ROMs, E-publications, OPAC, LAN, Internet, e-mail. etc.

Price

Since library is a non-profit oriented organization, it does not require from all aspects of library services, but user satisfaction is important for a library. So if library determines not to charge for a given product or service, it is useful to realize that this is still a pricing strategy. Traditionally price refers to what people pay for the product, but of course in most causes libraries are free to the user. The tangible or intangible price or cost paid to use the library services, resources and programs; e.g. tangible: taxes, fees or fines/intangible: indirect costs, time spent to find specific information, the kind of experience when using the library. Libraries could adopt a pricing policy for different types of services (Jose and Bhat, 2007 p. 25,).Pricing depends on costs, is a significant issue to affect inspiration to purchase and use secondary information products and services. Different standards or norms are needed for pricing policy for various libraries.

Place

"Place" refers where, when and how a product is delivered, promoted and will be available. In libraries place also refers for the location of the library or the service. Where and how are the services made available and the users are served; e.g. at a library department, by telephone, online from the library's website or from a digital library. This is the extent of area to which the library services are made available; procedures of delivery of services and products; and communication methods. Place is usually translated into "Distribution" in a commercial marketing mix, but for libraries and information service it indicates to "dissemination" of information. Saez (2002) describes, place means, everywhere and ever6y way the product or service is made available that links product and users.

Promotion

Library needs to promote the services and products it offers. It involves mechanisms, which inform the target users about the resources available, services and products offered by the library and information centers. This could be in a form of advertisement, user enlightening, sponsorship of events, book exhibition and so on. The way in which a library advertises its services and the methods-tool is used to inform the public. Promotion includes: public relations, advertising, publicity and personal communication. Additional tools can be used such as brochures, leaflets, posters, newsletters, user orientation seminars, book

presentations/exhibitions, announcements on press and local media (Ewers and Austen, 2004; Jose and Bhat, 2007).Promotion encompasses publicity and reaching out. Libraries do regularly contribute in fairs and advertising in newspapers in developing countries. Senior library staff visit institutions and give presentations.

People

Includes all human actors, people is an essential element, who play a part in service delivery and thus influence the patron. The library staff (reference department). The way in which they communicate, behave and serve users plays a decisive role, affects the service quality, and creates positive or negative perceptions towards the library. Specific attributes of staff behavior include educational qualifications, professional experiences, appearance, polite behavior, willingness to assist, communication skills, quickness in service delivery, efficiency, etc. (Dewdney and Ross, 1994; Jardine, 1995; Radford, 2006; Kuruppu, 2007).

Process

Every library and information center should get to provide information products for user in a convenient way. Process denotes the actual procedures, mechanisms and flows of activities by which the service is delivers or user gets holds the service. The efficiency and effectiveness of human resources management and library procedure to satisfy user needs;, e.g. automation of loans etc.

Physical evidence

The environment in which the product is delivered and where the library and users are interact. The physical evidence of library includes all the tangible representatives of the service such as: broacher's, library cards reports equipment etc. The impressions created by the surrounding environment in which services are provided, depend on the specific facilities or virtual library environment attributes;, e.g. clean and tidy facilities, buildings architecture, decoration, lighting, air-conditioning, quiet, technological equipment/accessibility, usability, operation, easy search and navigation performance (Ewers and Austen, 2004; Jose and Bhat, 2007).

3.6 Applications of marketing mix at Dhaka University Library

Dhaka University library recently become aware about marketing concepts .Unconsciously from the very beginning the library is implementing marketing strategies in its applications and aspects related with the user. Partial implementation of marketing concepts in the library can easily be identified. As:

Product

Dhaka University library(DUL)facilitates a wide variety of products to its users as Books journals , Thesis ,periodicals, reports, manual's, newspapers, Magazines, catalogues, Dictionaries, CD-ROMs, Maps, atlas, and provide various types of services as CAS, lending service(selected user, selected product), reading service, and also some online service as OPAC, bibliographic database, and so on. Online service and products are not meeting users rising expectation.

Price

As a non-profit oriented organization Dhaka University library provide, free or all most free of charge or token-charge, in exchange for information products to its users.

Place

DUL housed within Dhaka University campus –have main building and science library building, for providing service to its user. Products specially delivered either on request or in anticipation of a need. Distribution of product is performed by professionals and semi-professionals.

People

Students, teachers, researchers, are mainly personnel who are the user of the library (external and internal users,).A number of professional. Semi-professional, non-professionals and technical staffs are working to provide service to the user.

Process

In a convenient way Dhaka University library ready its products for the user (ensure use of cataloguing scheme, classification scheme).But still lack of proper digitalization and lack of online service are the problem in this sector facing by the user.

Promotion

Some promotional activities are occasionally performed by the library staff as; inform the user about the new arrivals, CAS services, display of book jacket and so on. But still now effective and proper marketing promotional plan is not executed and introduced in DUL.

Physical evidence

This is the place where library and user interact.

3.7 Conclusion

Marketing strategy is an essential aspect for to-days librarians. Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services.

Chapter IV

Marketing Library and Information Products

4.1 Introduction

In marketing any products or services everything like human expertise, service attitude and Information resource is closer to the patron. A library's service strategy and principle must be clearly interconnected to its user. Marketing plays an important role between products and related users through application of different promotional techniques, such as products and service oriented programs, book talks, book exhibition, study circle, etc. Samuel Olu Adeyin (2005) describes that the concepts of marketing resolves on three pillars, namely consumer centered, profit-centered and anticipating of changes through time. In addition to this, he also tried to merge this concept with the library services as:

Marketing is customer centered: Marketing library services should be centered on the library users.

Marketing is profit-centered: commercialization of library services via a priced or fee-based information system should be developed.

Marketing is anticipating of changes through time: since user is dynamic and change is inevitable, it is therefore imperative on the part of library manages to formulate policy planes in anticipation of changes in the field of information provision to their various categories of users, especially in this era of new and emerging information and communication technology.

Figure 4.1: Marketing library and information product

4.2 Historical Back ground of Marketing LIS Product:

The concept of marketing was confined to the business organization or profit oriented organization only, before 1970s.Greta Renberg, 1997 consider" that marketing is not new in libraries; it is as old as modern librarianship and origin of marketing dates back on 1870s". PhlipKotler (1979) Describes marketing as non-profit oriented organization. The approaches of other library experts like Melvil Dewey, S. R. Ranganathan, and others were marketing oriented. The idea of applying marketing principles to library activity was realized by Ranganathan in 1930s himself and on the basis of which the Five Laws of library science were formulated by him. Definitely, the concept of marketing in library and information centers entered when Philip kotler formally propagated the marketing concept in non-profit organization in 1970s and the concept was sharpened in 1980s when the concept of services marketing emerged.

Library users are now transforming into customers with rising expectations, diverse needs and wants, and choices. Now, the real challenge for library and information professionals is not to manage the collection, staff and technology but to turn these resources into services. A non-profit organization, in order to take full advantage of the potential offered by the adoption of marketing concepts and fundamentals, should:

- Comprehend marketing theory, realize the differences and distinguish marketing from selling, promotion, public relations, publicity and other functions or aspects that are part of the marketing process; and
- Develop its marketing plan and organize the marketing strategy that will contribute to its efficiency and performance (Kotler, 1979; Ojiambo, 1994).

Marketing services has "witnessed an incredible growth of interest in non-profit service providers such as libraries" during the past two decades (Kim and Park, 2006).

In the early 1970s, librarians and information professionals began to consider that marketing their library according to their users' needs could contribute both towards the contentment of the entire library purposes and the development of the existing services and products.

4.3 Chronological concepts of marketing LIS products

The particular date, when marketing as a scientific discipline entered our professional lives, is difficult to determine. But very confidently it can be said that during last three or four decades marketing have been rise in Library and information centers. The big ideas of the traditional and formalized concepts of marketing LIS product has been demonstrated by Dinesh k. Gupta in the following table:

Marketing Terminologies in uses in Libraries before 1970	Marketing Concepts in use in Libraries After 1970	
	Marketing Terms	Major Works/Propagators
Advertising	Marketing Mix	Bellardo and Waidhard (1977)
Exhibitions	Marketing planning	Wood (1984)
Community relations		Weingand (1987)
Extension work		
Promotion	Customer service	St Clair (1993)
Public relations		Water (1994)
Outreach	Service quality	Peter Hernon(1996)
Publicity	Future driven Marketing	Weingand (1998)
Book talks	Relationship Marketing	Besant and sharp(2000)
Mobile libraries	Internet Marketing	Linda Ashcroft(2000)
Display	Digital library Marketing	Jenifer Rowley(2001)
	Internal Marketing	Broadly-Preston(2002)
	Integrated Marketing	Gupta and Jambhekar(2003)
	The visual librarian	Siess(2003)
	User focused Marketing	Gupta and Jambhekar
	Forward Marketing, Reverse Marketing	

Table 4.1: Chronological development of marketing in LIS.

Strategic planning of marketing offer a wide variety of tools to like user satisfaction surveys, environmental scanning and segmentation that can be useful in Library and information product marketing.

4.4 Importance of marketing in LIS

Marketing information is acquiring, displaying, and storing the right of information to the right type of information at appropriate time. Information available in libraries should be user based, and in a suitable medium capable of being retrieved to the user satisfaction. Thus market techniques play a vital and enthusiastic role for identification of user needs and in acquisition and dissemination of information.

Marketing LIS product is important for library because:

- Planning and conducting a marketing program offers introducing new information products/services to the user.
- Ensures the maximum uses of library services/products and services could be fully utilized.
- Accelerate service development and provision of products of the library.
- Users can be made aware of the existence of the services provided by the libraries through promotional activities.
- Creation of friendly information tools in personal communication with users, can provide great assistance in making the library's physical environment more familiar, and in creating a better public image to user.
- Strategic marketing plan implementations; promotion of the library; and providing products/services, by the implementation of marketing principle.
- Create perception of need and thereby create demand of the information product and helps to cope with the information explosion.
- Marketing planning can provide an opportunity to assess quality and usage of information product.
- Improve the image and status of the library and library professionals by implementing proper marketing strategy
- Solve the problems of increasing costs of reading materials, journals, and databases.

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- Helps in survive in the emerging and increasingly competitive information environment.

To cope up with the rising expectation of the user and explosion of the library and information product marketing strategies and principle must have to implement in libraries.

4.5 Reason for LIS marketing

Marketing ensure acquirement of resources for use. Make product available in a suitable location saving the time of reader either by decentralization of information or by digitizing the information. Publicize its products to create demand and satisfy needs of the majority of the user, by exhibiting its Products and resources to provide a positive environment of use of the resource. At minimal cost or at no cost library provide information to its user. There are some reasons or opportunities that marketing provide to a non- profit oriented organization described as follows:

a. Administration of libraries:

Keiser, B.E. and Galvin, C.K. thought that ''the world in which libraries exist changed dramatically. It moves faster, relies on technology and competes more efficiently. Fearful that change may threaten our existence, we must look to marketing to help us manage better.'' Due to such unstable circumstances at international level, the more information is available in the market. Marketing LIS product in management of libraries is necessary to information needs of users, and marketing is the constructive effort of meeting those needs productively.

b. Assurance of user satisfaction:

A library operates routinely with a known set of users, and satisfaction of the users is of primary concern in the marketing process. As a non-profit service organization library owe the responsibility of satisfying its users. Because increased user satisfaction will result in the increased willingness to use and pay for the services offered .The main principle of marketing is to obtain user satisfaction.

c. Understanding user requirements:

The most significant role of marketing in library and information center is to find information/products for the users, not users. Librarians must always remember that no library owns its users to the extent that it determines their likes and dislikes, but they must pay attention to users requirement and preferences.

d. Welcome further and again:

Librarian should give positive attitude and favorable relationships with users for all time. But they (users) will come again only if their present needs are well met, and in meeting the information needs of users marketing approach plays a vital role.

e. Libraries need to grow:

According to Ranganathan's 5th law ''Library is a growing organism''. Due to global information explosion, more information comes every second and today's information is old very fast for tomorrow. Libraries continue to face continuing changes in the environment strategies and outcomes. Good marketing efforts can take care of all resources and can instruct how it can be done in an efficient way.

f. Improving image of the library:

In today's business environment, a good reputation may involve cordial relations with the users' community, good facilities, high services standard, good discipline, a well-qualified staff and good results. As such, marketing efforts can help a library in improving its image through improved services.

g. Rising expectations:

Library users expect recognition, attention, and appreciation for their individual information needs. Customers also have ever-changing needs and wants, which makes the library market as dynamic as retail markets. Marketing helps to create an environment in libraries that fosters user consciousness among employees.

4.6 Marketing library and Information product:

Libraries and other non-profit organizations have only recently become conscious of the need to market their products and services. Library and information products and services are now being recognized as commodities that can be sold, exchanged, lent, and transmitted. Marketing can be seen as a philosophy, a procedure, a culture, a set of tools or a management process for any institution especially for library.

There are four key business concepts that provide the basis for marketing thought and action in the non- profit environment which are considered by Shapiro (1981) these are;

1. The self – interest aspects of the transaction or exchange, in which both the buyer and the seller behave they are receiving greater value than they are giving up.
2. The marketing task, which stresses the importance of satisfying customer needs.
3. The marketing mix, the elements of which are the tools that marketers use such as advertising and public relations, channels of distribution, pricing and product policies.
4. The idea of distinctive competence in which the company concentrates on what it does best because doing so, maximizes profits.

The cost effective information is to provide by librarians as a service for application of modern principle of marketing management.
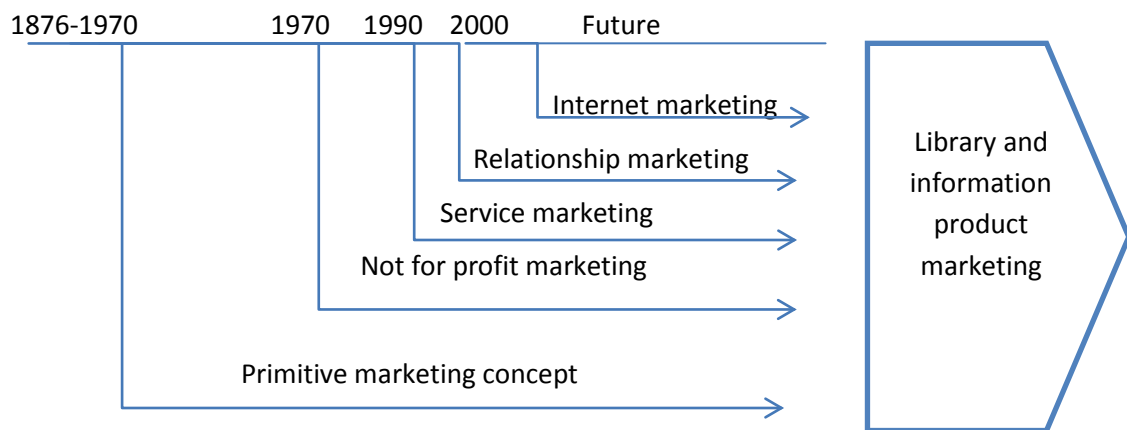

Figure 4.2: Changing concept of library and information Marketing

Source: "Broadening the concept of LIS," by-Danesh k. Gupta (Amazon)

Nowadays library and information have become profit making organizations due to adaption of new technological advances and innovations and changing nature of their storage, retrieval and service.

The erroneous and somewhat limited view of marketing as public relations or, advertising and selling (Balabanis et al., 1997) leads some nonprofits to hold quite negative attitudes towards marketing and continues todayy (Dolnicar and Lazarevski 2009). Marketing is an essential part of library service, because it has to do with basic principles of librarianship i.e. to develop good collection and user-oriented services.

In terms of libraries, the concept of marketing means a sufficient change in the traditional attitude of the librarians towards different aspects of marketing LIS products. The basis of library services should be to help its users in solving their information retrieving and processing needs. This the library can do only if it depends on systematic information collection, procedure and policies and adjusts its products, services and organizational policies and procedures to the demands of the users. Under the marketing concept, the patron is the concentration and not the librarian, for the patron is the reason for the library professionals being there. Marketing is concerned with customers and the satisfaction of their needs with suitable products and services. By involving in any formal marketing strategy, the librarians were conscious of some of the strengths and weaknesses of the services provided.

Modern marketing approaches emphasize customer satisfaction, retention and long term customer relation. LIS marketing go through the modern marketing. Marketing of information products involves user need analysis of the available products, definition of differentiated products, matching the user profiles with the product profiles, identifying tools and techniques of information service, creating suitable publicity for marketable products and so on.

Non-profit marketing	Service marketing	Relation marketing	Internet marketing
Marketing is important for library	Internal marketing	Customer orientation	Network marketing
Adoption for practices from various sector	Service quality	Customized products	Interactive marketing
Exchange relationship	User employment	Long term transaction	Self service
Free service	Moment of truth	Customer loyalty	Round the clock service
7ps concept	Life time value to the customer	Emphasize on customer service	Database
Segmentation. Targeting, positioning	One-to-one marketing	Quality is important for all	Smart card

Table 4.2:   Marketing library and information product

4.7 Marketing library and information product at DUL

Libraries can apply and learn the marketing strategies in the book storage, in quest to attract and satisfy their patrons, and determine target audience, evaluate present service performance. Dhaka University Library, one of the biggest academic libraries of Bangladesh with its parent institution, provides various types of products and services to its user. Marketing research and programs still not properly implemented in Dhaka University Library. As a result professional are not still aware of marketing policy and strategy.

Products (tangible, intangible products and services), are available at Dhaka University Library but scarcity of the implementation of proper planning, management, lack of awareness about user requirements decreases the level of performance of the library. Though some irregular initiatives are taken to understand the user requirements, which is not sufficient. Dhaka University Library as a traditional academic library focus its attention in collections of the library, design should switch the focus to users but often fails to do so. Having generated a better understanding of the needs of the library's customer, the library

should incorporate visual and interactive design for implementation of marketing strategy. Some online services like OPAC, a visual and graphically well decorated and designed website generated by the personnel of DUL.DUL collect complains from users and take prompt initiative to solve the problems. The library carries out periodic studies to determine the contribution and effectiveness of marketing program. The marketing information system designed to serve the needs of different users. If any stuff of library assigned to analyze, plan and implement the library and information product marketing, there is a need for training of those staffs involves in marketing activities.

4.8 Conclusions

In short besides, new approaches should be developed to make the user feel more comfortable about coming into the library, asking reference questions and make easy the use of the library resources so that they can achieve better service and required information.

Chapter V

Research Design and Methodology

5.1 Introduction

This chapter details the research design and data collection methodology used in this thesis. The choice of an appropriate research methodology is very important for any research study. It is very difficult to define appropriate methodology in research because the success in a fruitful research programmed much depends upon in what way the research work is performed. This study contains a huge amount of data and information. This research used a mixed method research approach. Both quantitative and qualitative methods for data collection and following analysis were used. Data for this study came from both primary and secondary sources of information. Secondary sources of data included previous works such as reports, books, journals, magazines, electronic sources and other related resources. The primary data was collected using different data collection instrument; questionnaire comprising close-ended and open-ended questions designed on issues directly related to the objectives of the research and qualitative interviews with some of the respondents to get additional information as well as strategic views on the topic being researched. Both deductive and inductive analyses were used to examine the collected data.

5.2 Questionnaire

For the purpose of the study two structured questionnaires have been prepared and designed. One for the librarian consists of twenty nine sets of statements which are designed to measure the attitude of librarians/professional staff towards different aspects of marketing of information products and services and it asks the librarians to respond. Another one makes a request for providing information about certain library data such as library policies, various services provided, availability of infrastructure, time and budget spent on marketing related activities and this one for the user of the library which contains twenty statements with a five scale linker scale on a scale as to their agreement or disagreement with each statement by using the five-point Linker scale. Questions are

designed towards different aspects of marketing of library and information products and services. The structured questionnaires were administrated to acquire both qualitative as well as quantities information from the respondent relevant to the study in the light observations and experience. Primary data regarding the marketing attitude and practices of DULs were collected through a detailed questionnaire. Questionnaires were designed to study the attitude of Dhaka University Librarian towards different aspects of marketing and find out the marketing practices and development of DUL. The relevance and utility of each questions was also examined before they include in the questionnaire. One set of the questionnaire is prepared for the user of the library and the other for the librarian of the library. A questionnaire is essentially skillful communication of objectives. A topic through literature search on various database and on various aspects of the related reviewed. A sample consisted of 150 students of Dhaka University.

5.3 Sources of data

Data is the main element for any research work. Data is collected can be from many sources and the fields of different area of knowledge. Data was collected from the librarian of Dhaka University Library. The study combined both the qualitative and quantitative in nature along with review of related literature.

- **Primary data or information**: For collecting primary data or information followed questionnaire method. Researcher collected primary information through a questionnaire with the user and library staff of Dhaka University Library.

- **Secondary data or information:** For secondary data or information researcher has gone through different types of publications. Researcher had also used published data and various types of manuscripts related national and international publication which was related to my study.

5.4 Procedure of the data analysis

For the data analysis the following steps are followed:

- **Software:** Computer software (e.g. SPSS) was used, which has helped to make the analysis of data controlled during the research proposal, more competent and more effective.

- **Tables:** Frequency table, data analysis etc. have been used to describe the findings.
- **Graphics:** Chart wizard, graph different types of figures and illustrations have been used to represent the findings from the survey.

This chapter has explained in detail the methodology and procedures used in this research, including the research design, sampling, and techniques used to select the sample, data collection process, research instruments, tools and data analysis techniques were discussed.

Chapter VI

Result of the Study

6.1 Introduction

Analysis is the most important part of the research work and is the most complex process. Use of different tools and techniques offer researcher various opportunities to conducts a fruitful and successful research works and analysis and thus help the researcher to decide the appropriate. This chapter discusses the result of the survey conducted as part of this research. Data analysis has largely been conducted on responses of the questionnaire that was distributed among the users of Dhaka University Library.

Table 6.1: Faculty affiliation of the responding students

Faculty	Frequency	Percentage
Arts	45	30.00
Social Sciences	20	13.33
Business Studies	30	20.00
Science	15	10.00
Pharmacy	17	11.33
Law	5	3.34
Institute	18	12.00
Total	**150**	**100**

The above table shows the number of students from whom data were collected. The above table shows that out of 150 students, 45 (30.00%) were from the Faculty of Arts, 20 (13.33%) from Social Sciences, 30 (20.00%) students were from Business Studies, 15 (10.00%) from Science Faculty, 17 (11.33%) were from Pharmacy, 5 (3.34%) were from Law and 18 (12.00%) were from various institutions.

Figure 6.1: Faculty affiliation of the responding students
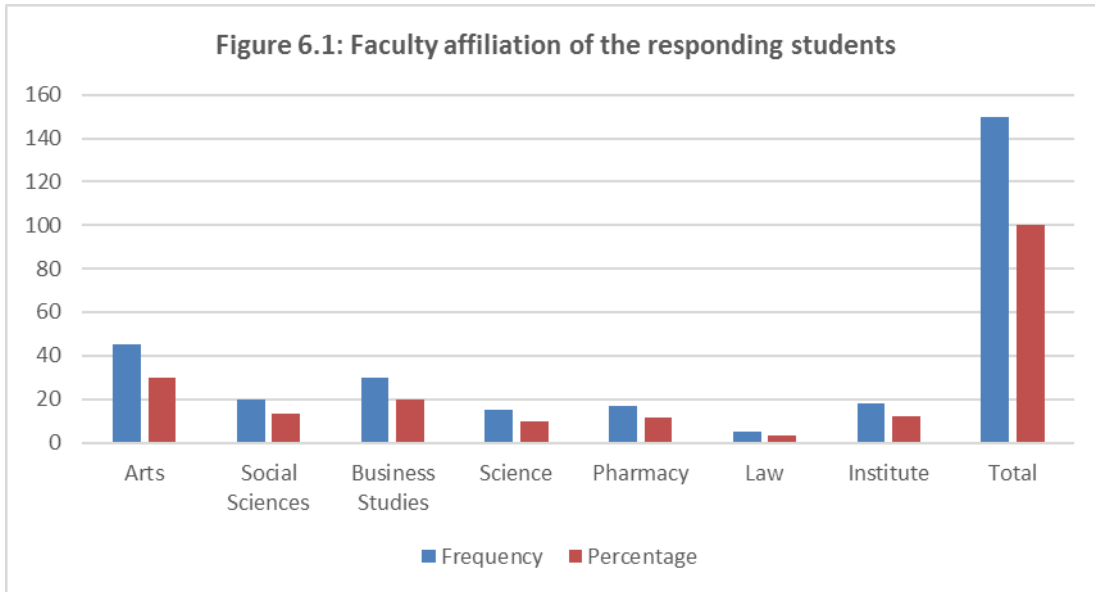
Table 6.2: Gender of the students

Gender	Frequency	Percentage
Male	85	56.70
Female	65	43.30
Total	**150**	**100**

Table 6.2 shows that among 150 students, 85 (56.70%) were male and 65 (43.30%) were female. This suggests almost a balance between male and female respondents.

Figure 6.2: Gender of the students
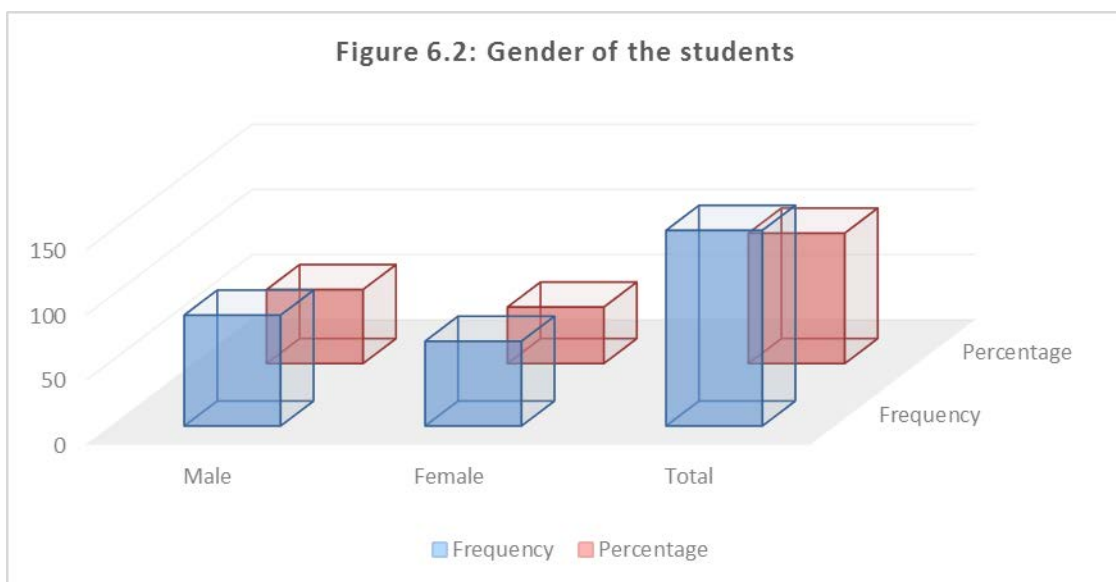
Table 6.3: Age of the students

Age groups	Frequency	Percentage
15-20 years	23	15.30
21-25 years	123	82.00
26-30 years	2	1.30
30+ years	2	1.30
Total	**150**	**100**

Table 6.3 shows that 23 (15.30%) students were aged between 15-20 years. The largest group of students (123, 82.00%) comprised of those in the age group of 21-25 years. The smallest group of respondents (21.30%) were aged between 26-30 years and 30+ years.
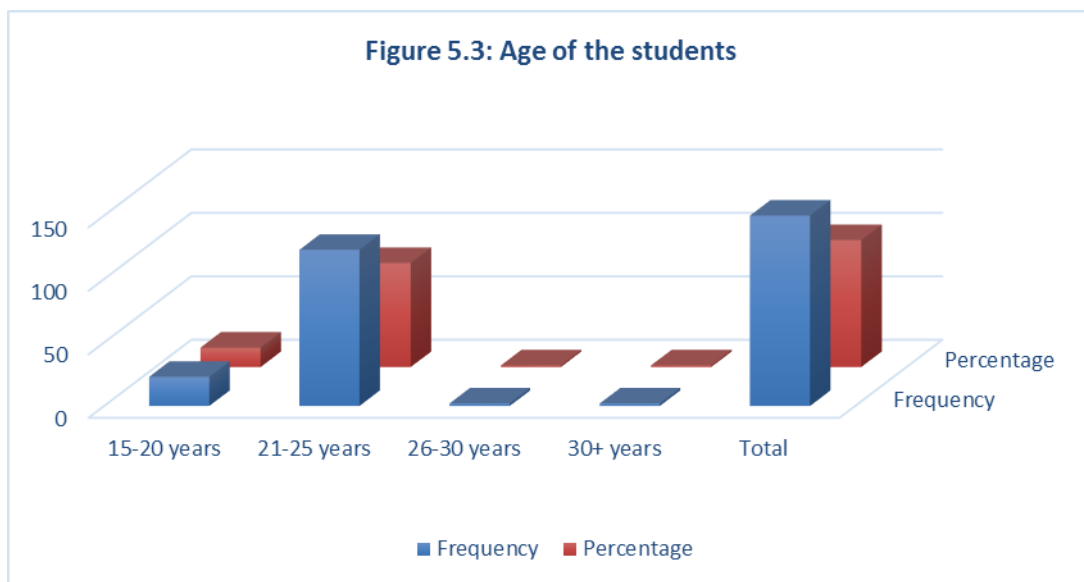

Table 6.4: Academic year of the students

Year	Frequency	Percentage
1st year	12	8.00
2nd year	21	14.00
3rd year	27	18.00
4th year	38	25.30
Masters	52	34.70
Total	**150**	**100**

Table 6.4 indicates that 12 (8.00%) students were studying in their first year, 21 (14.00%) students were studying in second year, 27 (18.00%) students were in third year, 38 (25.30%)

respondents were studying in fourth year and 52 (34.70%) students were studying at the Masters levels.

Figure 6.4: Academic year of the students
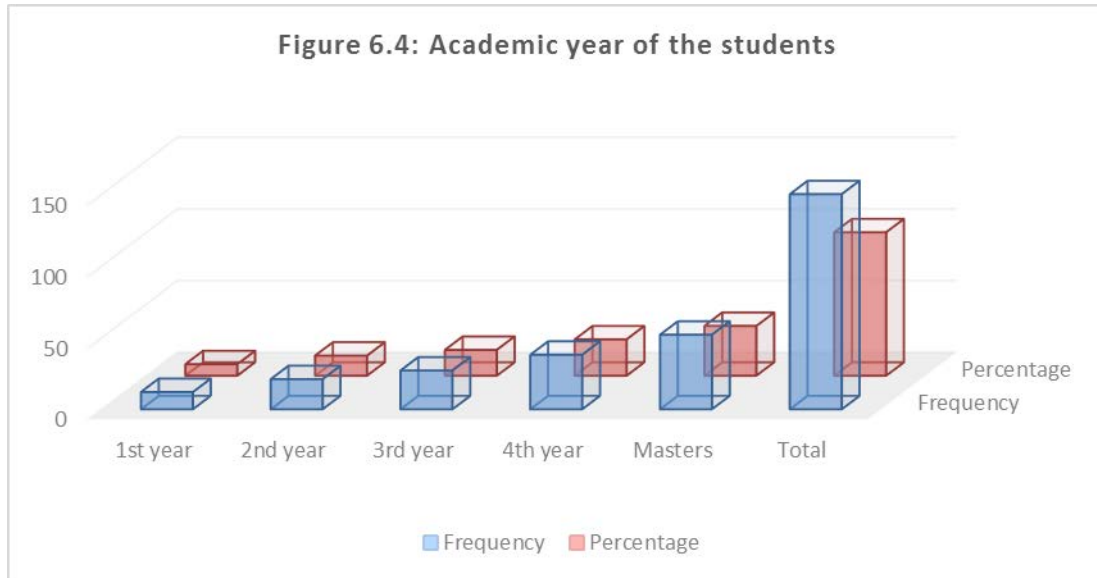
Table 6.5: Visit of Dhaka University Library

Do you visit	Frequency	Percentage
Yes	147	98.00
No	3	2.00
Total	**150**	**100**

Table 6.5 indicates that 147 (98.00%) students were visit of Dhaka University Library whereas only 3 (2.00%) students do not know about its existence.

Figure 6.5: Visit of Dhaka University Library
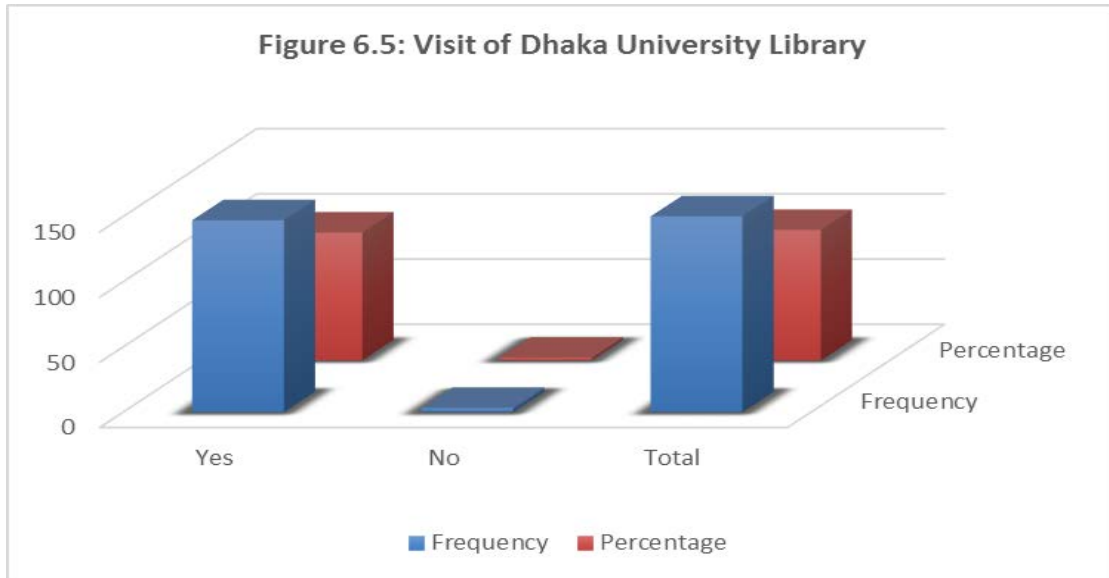
Table 6.6: Frequency of DUL visit

How often	Frequency (n=147)	Percentage
Most days	68	46.26
A few times every week	41	27.89
At least once a week	14	9.52
At least once a fortnight	6	4.08
At least once a month	18	12.24
Total	**147**	**100**

Table 6.6 shows that 68 (46.26%) students visit the DUL most days, 41 (27.89%) visit a few times every week, 14 (9.52%) visit at least once a week, 6 (4.08%) visit at least once a fortnight and 18 (12.24%) visit at least once a month.

Figure 6.6: Frequency of DUL visit
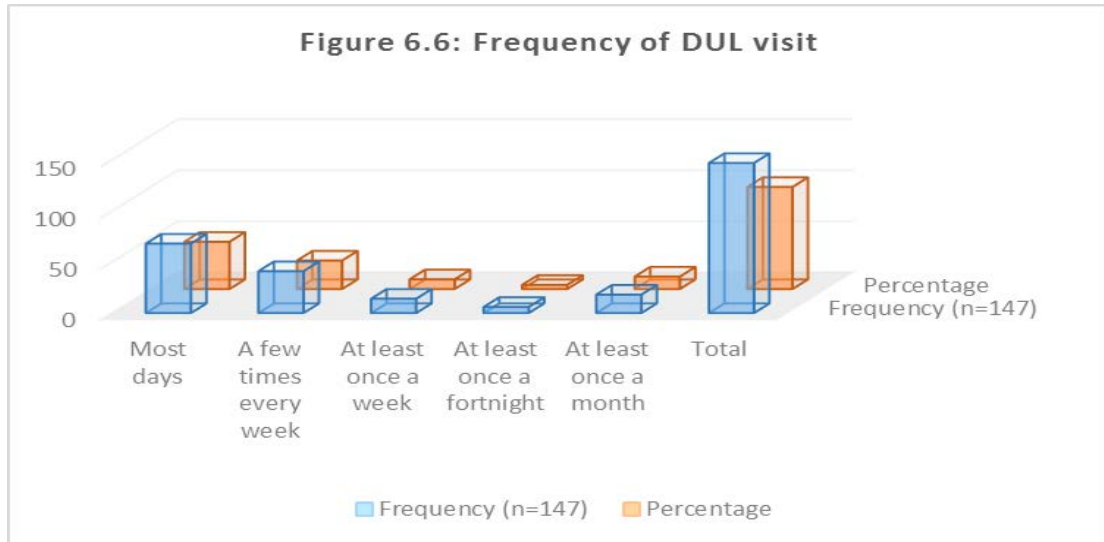
Table 6.7: Purpose of DUL visit

Purpose of visit	Frequency (n=147)	Percentage
Academic purpose	113	75.30
Research work	16	10.70
Entertainment	5	3.30
Using library cyber café	1	0.70
Others	12	8.00
Total	**147**	**100**

Table 6.7 illustrates that 113 (75.30%) visit DUL for their academic purposes, 16 (10.70%) visit for research work, 5 (3.30%) visit for entertainment and only 1 (0.70%) student visit DUL for using library cyber café.

Figure 6.7: Purpose of DUL visit
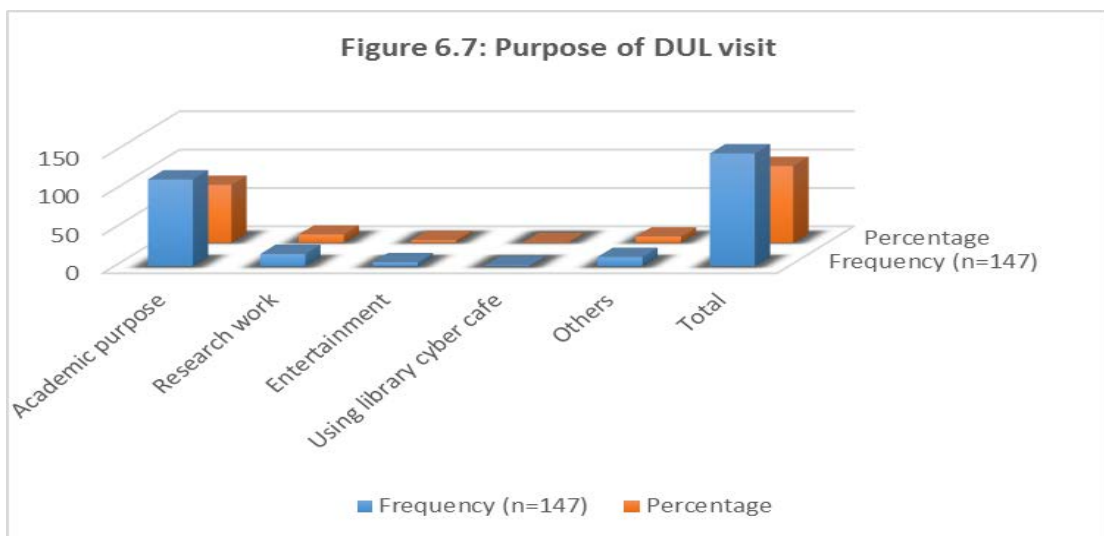
Table 6.8: Physical document of DUL

Physical documents (n=147)	Yes (%)	No (%)
☐ Books	73.3	26.7
☐ Journals	52	48
☐ Thesis	22	78
☐ Reports	14.7	85.3
☐ Manuals	9.3	90.7
☐ Newspapers	73.3	26.7
☐ Magazines	40	60
☐ Indexing Periodicals	0	100
☐ Abstracting Periodicals	0.7	93.7
☐ In-house Bulletins	0	100
☐ Catalogues	42.7	57.3
☐ Subject Bibliographies	10.7	89.3
☐ Pamphlets	14.33	85.67
☐ Directory, Gazetteer	10.3	89.7
☐ Basic Reference Books	24	76
☐ Maps, Atlas, Globes	99.3	0.7
☐ CD-ROMs	0.7	99.3

Table 6.8 shows the uses of physical documents used by students and the percentage are shown based on the reply of the interviewer in this regard. Book (73.3%) is the most used item of all the physical documents. In-house Bulletin and Indexing Periodicals (0%) has on positive reply.

Table 6.9: Traditional services of DUL

Traditional services (n=147)	Yes (%)	No (%)
☐ Cataloguing	72.7	27.3
☐ Bibliographic services	0.7	99.3
☐ Indexing services	0	100

☐ Abstracting services	0	100
☐ Translation services	0.3	99.7
☐ Reprographic services	16.7	83.3
☐ Document back-up services	0.3	99.7
☐ CAS	6.0	94.0
☐ SDI services	0	100
☐ Lending service	2.7	97.3
☐ Document delivery service	11.3	88.7
☐ Inter-library lending service	17.4	82.6
☐ Learner's adviser service	2.7	97.3
☐ Reading service	12.7	88.2
☐ Digest services	0.7	99.3
☐ Referral service	0.56	99.44
☐ Book mobile service	2.25	97.75

Table 6.9 shows the reply of the students regarding uses of traditional services provided by the library. The table shows that the students use cataloguing service (72.7%) the most and SDI service is not used by any of the student.

Table 6.10: Online services of DUL

Online services (n=147)	Yes (%)	No (%)
☐ OPAC	2.7	97.3
☐ Bibliographic database	11	89
☐ Online reservation	2.4	97.6
☐ EDDS	0	100
☐ E-mail and Internet service	11.3	88.7
☐ CD-ROM database service	0.7	99.3
☐ Bulletin board service	0	100
☐ Tele-conferencing	0	100
☐ Video-conferencing	0.7	99.3

☐ Tele-facsimile	0.7	99.3
☐ Telephony information service	0.7	99.3
☐ Network and file sharing	1.2	98.8

Table 6.10 shows the uses of online service by the students. E-mail and Internet service (11.3%) is the most used online service and Bulletin board service and Tele-conferencing (0%) are not used at all.

Table 6.11: Free access of DUL documents

Free access	Frequency (n=147)	Percentage
Yes	10	6.80
No	137	93.20
Total	**147**	**100**

Table 6.11 shows that among 147 students, 10 (6.80%) said that they have access to DUL documents and a large number of students (137, 93.20%) said that they have no access to all DUL documents.

Table 6.12: Needs of marketing DUL products

Needs of marketing	Frequency (n=147)	Percentage
Yes	110	74.8
No	37	25.2
Total	**147**	**100**

Table 6.12 shows that among 147 students, a large number of students 110 (75.3%) said that marketing library and information product in DUL is needed and other students 37 (24.7%) said that marketing library and information product is not needed.
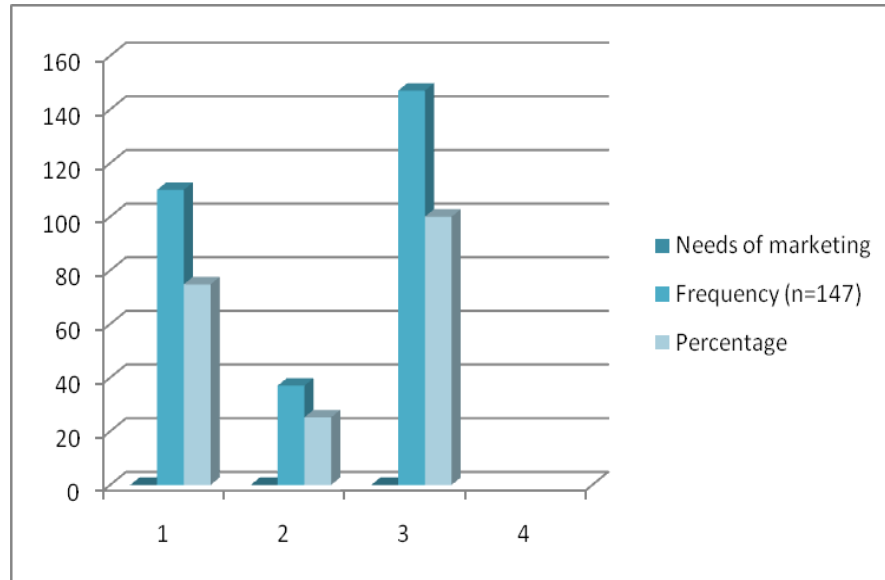
Figure 6.8 Needs of marketing

Table 6.13: Information need being met satisfactory.

Information need satisfactory	Frequency (n=148)	Percentage
Yes	76	51.35
No	72	48.65
Total	**148**	**100**

Table 6.13 shows that among 148 students, a large number of students 76 (51.35%) said that their information need being meet satisfactory in DUL and other students 72 (48.65%) said that their information need is not satisfied.

Table 6.14: Satisfaction with the staff behavior and activities

Satisfied	Frequency (n=147)	Percentage
Yes	80	54.42
No	67	45.58
Total	**147**	**100**

Table 6.14 shows that among 147 students, a large number of students 80 (54.42%) said that they are satisfied with the behavior and activities of the staffs and 67 (45.58%) students said that they are not satisfied.

Table 6.15: Library products meet information need

Meet Information need	Frequency (n=147)	Percentage
Most adequately	24	16.34
Adequately	63	42.86
Satisfactory	48	32.65
Poorly	12	8.16
Total	**147**	**100**

Table 6.15 shows that DUL products how far meet the information need of the user it reveals most adequately 16.35%, and adequately 42.86%, Satisfactory 32.65% and 8.16% poorly meet the students need.

Table 6.16: Know about new arrivals

Know about new arrivals	Frequency (n=147)	Percentage
Exhibition	0	0
From friends	63	42.86
Display of book Jacket	14	9.52
From the library staff	40	27.21
From the library website	2	1.36
From the library OPEC	9	6.12
From the libraries Facebook page	7	4.76
From the card catalogue	10	6.80
Total	**147**	**100**

Table 6.16 shows that DUL how students know about the new arrivals of 147 students 42.86% know from friends, 9.52% from display of book jacket, from the library staff 27.21 students know, from library website 1.36%, from library OPEC 6.12 students, from facebook page 4.76% and from catalogue 6.80%.

Table 6.17: Advertisement program or promotional activities

Advertisement program seen	Frequency (n=147)	Percentage
Yes	0	0
No	147	100
Total	**147**	**100**

Table 6.17 shows that no students seen any type of advertisement program at DUL.

Table 6.18: Have sufficient modern technological equipment and facilities.

Sufficient Technology	Frequency (n=147)	Percentage
Yes	54	36
No	93	63.27
Total	**147**	**100**

 Table 6.18 shows the rate of having sufficient modern technology and facility. About 36% students thinks its sufficient and 63.27% thinks that it is not sufficient.
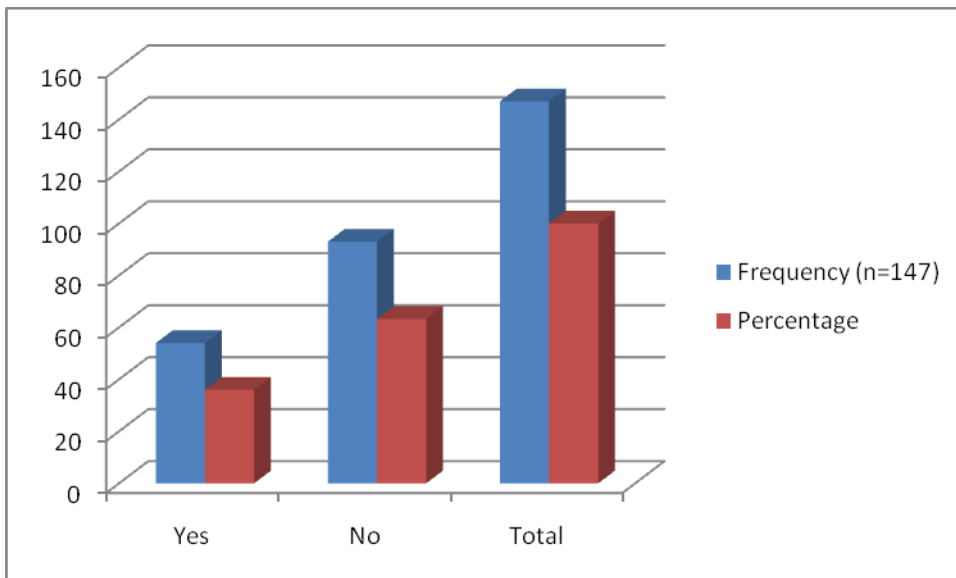

Figure 6.9: Sufficient modern Technology and technology.

Table 6.19: Enough skilled staff for answer user accurately.

Sufficient Technology	Frequency (n=147)	Percentage
Yes	85	57.82
No	62	42.18
Total	**147**	**100**

Table 6.19 shows that from 147 57.82% students thinks that staffs are enough skilled to answer them other thinks they are not enough skilled to answer their query

Table 6.20: Overall satisfaction on LIS marketing of DUL

Variable	Mean	SD
Staffs willingness to help the user	2.84	0.793
Giving prompt service to user	3.01	0.975
Suitable and welcoming environment that inspires study & learning	2.96	1.079
Having suitable space with adaptable furniture	2.99	2.768
How adequately does the library meet your information need?	2.86	0.986
How efficient are the library personnel?	3.03	0.942
Are you satisfied with the present service of the library?	3.08	1.021
Space of the library is sufficient	2.92	1.168
Materials are updated	2.93	1.025
Skilled staff (behavior & activities)	2.80	1.136
Audio visual materials availability	2.49	1.081
Access to rare collection	2.46	1.049
Meet the rising expectation of the user	3.27	0.919

Table 6.12 reveals the overall satisfaction of DUL use by the students. They seem generally satisfied with the current situation as most scores fell above 2.50 on a 5-point scale. A few scores, however, fell below 2.50 which mean the present condition of DUL requires improvement specially in terms of making it more usable and user convenient to students.

6.2 Librarian's questionnaire analysis

A structured questionnaire is provided to the librarian for knowing and assessing present situation of the Marketing library and information products at Dhaka University Library. The survey found the necessity and demand of a separate unit of marketing for making close relations with the clientele concerned with the user. Some problems considered as lack of manpower and intellectual program, insufficiency of equipment and professional training a hindrance towards formulation of public relations unit and marketing strategy. According to the survey, it seems, the organization concerned the suffering from lack of a separate marketing unit or department by which products and services could have been marketed properly that could enrich an organization in terms of services they provide.

Physical document   Traditional service   online service
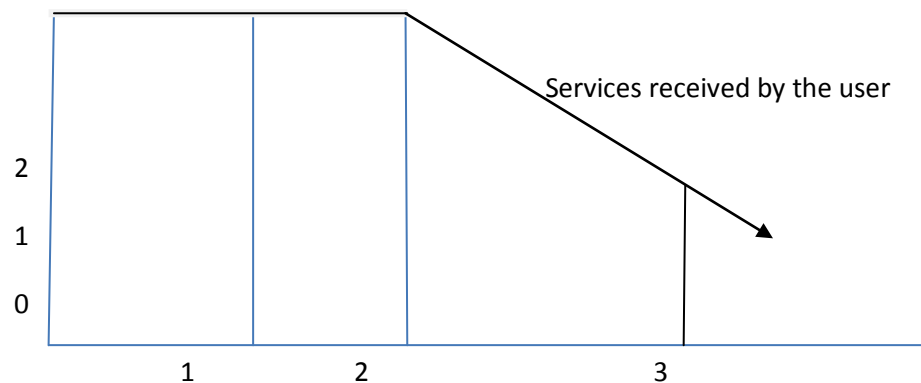
Figure 6.10: services received by the user of the library

Source: from questionnaire asked to the librarian and user.

Dhaka University library provide a wide range of services and offer a variety of products to its user as; physical documents ,traditional services, Online services and so on namely Books, Journals, Thesis, Reports, Manuals, Newspapers, Magazines, Indexing Periodicals, Abstracting Periodicals, Catalogues, Subject Bibliographies, Pamphlets, Bibliographic services, Reprographic services, CAS,SDI services, Lending service, Document delivery service, OPAC, Bibliographic database, Online reservation, E-mail and Internet service, D-ROM database service, Network and file sharing, Directory, Gazetteer, Basic Reference

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Books, Maps, Atlas, Globes. it contains about 6,72,278 books and bound periodicals, about fifteen department works to provide better service to the user.

But scarcity of the proper marketing planning and application of marketing strategy services received by the user are not adequate. User sometime never knew about services they are searching for. Product and services public relations found to be essential in each information resource center, libraries or documentation center. But at DUL implementation of the public relation sometime found ignored by the library.

Initiatives toward marketing:

Some initiates toward marketing library products taken by the library today's as

- The review of library activities and services and discuss that in through committee meeting.
- Provide tanning to the staff periodically.
- Collects visitor recommendation regularly for the betterment of the service.
- Collects complains from user and take prompt initiative to solve its problems.
- Initiate computerization and planning of development are taken as required by the user.
- Initiation of marketing information system
- Marketing information design to serve the need of different user.
- DUL determine customer requirement by monitoring their requirements periodically.
- DUL monitor and evaluate service performance of the library regularly.
- By announcement and discussion in meeting and email DUL publicize their products, which is not quite enough for the user of the library.

During the study it was found that most of the libraries and documentation centers do not have specific public relations program for activity. Make the information resources more useful.

Conclusion:

From the afforested analysis and discussion it is clear that marketing materials in a non-profit oriented organization is necessary, and at Dhaka University Library it is somewhat not gets much importance but for the fulfillment of the purpose of the organization marketing DUL material is mandatory.

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Chapter VII

Discussion, Recommendation and conclusion

7.1 Introduction:

Marketing supports the reaching of institutional objectives by focusing on the identification and satisfaction of customer needs, thus it can also contribute considerably in achieving the objectives of non-profit organizations such as libraries. Dhaka University Library (DUL) professionals face a number of obstacles in implementing Marketing strategies. Marketing promotion of an institution is the process of quality products and services development, by taking first into account customer needs, aiming to increase product and services' awareness as well as their usage. So for the betterment of the library, problems must be identified and analyzed clearly.

7.2 Problems of marketing LIS Products at DUL:

Problems are faces at different level and at different stages. The idea of the implementation of marketing can be equally successful when; these problems can be identified and solved. Major problems are discussed below:

Problems those are facing when implementing marketing program and strategies at Dhaka University library.

Administrative problem:

One of the major problems that obstacle marketing library product is administrative problems. Library professionals often don't want to understand the changes of the library in library sectors as; noticed in the use of the "marketing concept" in library and information

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products specify a shift from the "selling concept" to the "product development" and finally to the "customer focused concept". At DUL administrative problems are:

- Lack of initiatives in establishing marketing product management department.
- Lack of training program for the staff of DUL, Which is responsible for the unawareness of the concept of marketing LIS Products. As a result service performance of the professionals and cooperation with the users are not always satisfies the user of the library.
- Lack of administrative obligation, awareness and adoption policy of implementation of marketing strategy and principle.
- Lack of clear vision, purpose and role in ensuring optimal and maximum use of the products of Dhaka University.
- Bureaucracy and other administrative complexity obstacles implementation of marketing programs.

Financial problems:

Main obstacle in implementing a new policy faces by Dhaka University Library is lack of proper funding in marketing product.

- Dhaka University Library allotted an annual budget for maintaining the library and at the same time for purchasing new products as; bound volume of books, journals and so on. But there is hardly had allotment for marketing product activities. That discourage marketing library product.
- Initiatives that are taken for proper allotment of the monetary funds are not sufficient. Dhaka University library invest huge amounts on the collection development, processing and storage of information resources.

Interaction:

Some problems are identified when interacts with the user or patron's. Can be mentioned as;

- Lack of understanding of the need or requirements of the user.

- Lack of introduction of strategic planning process.

- Obstacles in collecting user feedback and collecting and determining problems faces by the new user of the library.

- Obstacles in adopting new competencies and skills those develop the service performance.

- Introducing effective marketing and external relations to ensure greater marketing of the product.

Skilled staff:

Staffs or personnel, works in the library, are most important element for a library they are the provider of the products of the library. They will make sure the Implementation of marketing strategy in the library.

- Semi- professional and unprofessional library staffs are hardly aware of the marketing policy of the library.

Other problems:

- Unwillingness of the library staff.
- Lack of skilled staff.
- Lack of effective marketing planning.
- Lack of encourage and innovation.
- Failure to understand the significance of the implementation of marketing strategy in library.
- Lack of public relation program and user orientation program.
- Lack of promotional activities.
- Lack of mission statement and marketing policy.
- Lack of positive attitude toward marketing.
- Easy approach and access to materials is needed.

- Proper funding and financial support are needed.

- Technological barrier and lack of infrastructural facilities.

Afforested problems are the most significance and often faced by the Dhaka University library.

7.3 Solution:

University libraries must grasp that marketing and business plans are essential for survival in the face of rising competition and fast changing environment. While designing new products and services or redesigning old ones, the libraries must keep in mind the user and their requirement. Solutions of the problems mentioned are given bellow:

- Initiatives have to be taken for establishment marketing management department

- Full time professional staffs have to be recruited for proper implementation of marketing strategy.

- Ensure the arrangement of the proper training program for library staff for awareness of the concept of marketing LIS Products. As a result service performance of the professionals and cooperation with the users can be ensured.

- The librarians and professionals have to create positive attitude toward marketing of information services and products.

- Implementation of annual marketing program will be helpful. User should be involves in this process and regular user survey should be conducted to determine whether a product should be continued or withdraw.

7.4 Recommendation:

One of the fundamental processes involved in any successful business operation is creating and implementing a marketing plan and strategy. It provides the librarian or information manager with a blue print for identifying and targeting opportunities and user groups and for the cost effective supply of information products and services to those user groups. Successful marketing must begin with the formulation of a marketing plan, and the

marketing plan should begin with the formulation of specific purposes. It is a framework, on the basis of which decisions can be taken and implemented.

The plan helps to forecast and compare the results[2]. Before writing a marketing plan, it is necessary to define your target market and to understand its needs. This involves conducting market research which Eric Lease Morgan describes as using transaction log analysis, circulation records, user surveys, focus group interviews, and information interviews to provide insight on what your customers really expect.

- The library must have a reach and updated collection;
- There must be a separate unit to be responsible for marketing products and public relations of library.
- Library professional concerned must have professional training on promotion and marketing of their product and services.
- They should have an outreach program policy to publicize their services and products.
- The parent body should take care of the marketing and public relations activities for their better services to implement.
- Use of necessary information technology for better processing and ensuring delivery of information to the clienteles should be introduced.
- In-house program and outreach program may be coordinated for the awareness of users as well as internal personnel.

Current awareness bulletin or products like that may be introduced in this connection.

Inter-library cooperation and exchange views in development of public relations in order to sale products and services may be maintained regularly.

Orientation and feedback program in association with users' community, users-professional community, amongst the staffs, professional-researchers, information professional-office administration personnel etc. may be arranged time to time for improvement of the product and services based on their demand and desires.

Follow-up action may be taken for further improvement

7.4 Conclusion:

Effective use of library resources and services of the library, documentation centers and information resource centers of has been adopted new strategies and techniques for the betterment of their service, new examples of real-life library publicity successes, and new strategies for promotions and communications and use of the materials. It is found in the study that there is no clear concept of marketing library and information products in Dhaka University Library. The library should consider the policy issues, funding programs, and technological opportunities as well as develop a marketing (PR) plan; build a brand identity and define the library message; use the Web, the media, and library-developed marketing materials to inform attract the clientele about the organization. The library should plan for events, publish newsletters and brochures, Web pages, press releases with up to date information. The libraries may also introduce the online services for publicity and user interaction with the library, enhancement of the networking with user. In this study it has been tried to focus on different marketing activities performed by DUL to reach the clientele for the better use of information resources. Accordingly establishment of a separate department and staffs for marketing activities in libraries is recommended for better services to sale their products as well.

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Appendix

The questionnaire
(For the user)

Marketing Library and Information Products of Dhaka University Library

The main aim of this survey is to assess marketing library and information products of Dhaka University Library (DUL). It will be highly appreciated if you could take a few minutes to complete the survey.

1. Demographic and academic information:

1.1   Name of the student:

1.2   Department:

1.3   Gender: ☐ Male   ☐ Female

1.4   Age group (years)   ☐ 15-20   ☐ 21-25

                                    ☐ 26-30   ☐ 30+

1.5   Academic year/Semester:

2. Do you visit Dhaka University Library?

☐ Yes   ☐ No

If yes, how often do you visit the library?

☐ Most days   ☐ A few times every week   ☐ At least once a week

☐ At least once a fortnight   ☐ At least once a month

3. Purpose of library visit?

☐ Academic purpose   ☐ Research work   ☐ Entertainment

☐ Using library cyber cafe   ☐ others:

4. What type of products and services you frequently search?

Physical Documents	**Traditional Services**	**Online Services**
☐ Books	☐ Cataloguing	☐ OPAC

☐ Journals ☐ Bibliographic services ☐ Bibliographic database

☐ Thesis ☐ Indexing services ☐ Online reservation

☐ Reports ☐ Abstracting services ☐ EDDS

☐ Manuals ☐ Translation services ☐ E-mail and Internet service

☐ Newspapers ☐ Reprographic services ☐ CD-ROM database service

☐ Magazines ☐ Document back-up services ☐ Bulletin board service

☐ Indexing Periodicals ☐ CAS ☐ Tele-conferencing

☐ Abstracting Periodicals ☐ SDI services ☐ Video-conferencing

☐ In-house Bulletins ☐ Lending service ☐ Tele-facsimile

☐ Catalogues ☐ Document delivery service ☐ Telephony information service

☐ Subject Bibliographies ☐ Inter-library lending service ☐ Network and file sharing

☐ Pamphlets ☐ Learner's adviser service

☐ Directory, Gazetteer ☐ Reading service

☐ Basic Reference Books ☐ Digest services

☐ Maps, Atlas, Globes ☐ Referral service

☐ CD-ROMs ☐ Book mobile service

5. Do you have free access to all the documents of DUL?

☐ Yes ☐ No

6. Do you think marketing library and information product in DU library is needed?

☐ Yes ☐ No

7. Are your information needs being met satisfactory?

☐ Yes ☐ No

8. Are you satisfied with the behavior and activities of library staff?

☐ Yes ☐ No

9. How far the library products meet your information need?

☐ Most adequately ☐ Adequately

☐ Satisfactorily ☐ Poorly

10. How do you know about new arrivals?

☐ Exhibition   ☐ From friends   ☐ Display of the book
jacket ☐ From the library staff   ☐ From the library website   ☐ From the library
OPAC

☐ From the library's Facebook page   ☐ From the card catalogue   ☐ Others:

11. Do you think DUL environment is user friendly?

☐ Not Friendly   ☐ Friendly

☐ Very friendly   ☐ others:

12. Did you attend any type of program arranged by the library?

☐ Yes   ☐ No

If yes, what type?

☐ Seminar   ☐ Workshop   ☐ Orientation program

☐ Group discussion   ☐ others:

13. Have you seen any type of advertisement program/promotional activities on DUL

materials/services?

☐ Yes   ☐ No

14. Do you think library staff are enough skilled?

☐ Yes   ☐ No

15. How would you rate your satisfaction with the library?

☐ Most adequately   ☐ Adequately

☐ Satisfactorily   ☐ Poorly

16. Having sufficient modern technological equipment and facilities?

☐ Yes   ☐ No

17. Having adequate services, which reflect the needs of distinct user?

☐ Yes   ☐ No

18. Having knowledgeable staff with enough skill to answer your questions accurately?

☐ Yes   ☐ No

19. Identify major problem you faced in DU library?

☐ Scanty of books   ☐ Scarcity of new edition   ☐ Infrastructure

facility

☐ Place problem   ☐ Inadequate staff   ☐ Others:

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20. Please circle the numbers, which most appropriately reflect your impressions about library and information product of DUL. Please try to respond to all the items.

Overall satisfaction on LIS marketing of DUL	1	2	3	4	5
Staffs willingness to help the user	1	2	3	4	5
Giving prompt service to user	1	2	3	4	5
Having suitable and welcoming environment that inspires study and learning	1	2	3	4	5
Having suitable space with adaptable furniture	1	2	3	4	5
How adequately does the library meet your information need?	1	2	3	4	5
How efficient are the library personnel?	1	2	3	4	5
Are you satisfied with the present service of the library?	1	2	3	4	5
Space of the library is sufficient	1	2	3	4	5
Materials are updated	1	2	3	4	5
Skilled staff (behavior &activities)	1	2	3	4	5
Audio visual materials availability	1	2	3	4	5
Access to rare collection	1	2	3	4	5
Meet the rising expectation of the user	1	2	3	4	5

21. Do you have any suggestion for the betterment of service of Dhaka University Library?

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☺ **Thank you very much for your co-operation** ☺

The questionnaire (For Librarian)

Marketing Library and Information Products of Dhaka University Library

The prime aim of this survey is to assess marketing library and information products of Dhaka University Library. It will be highly appreciated if you could take a few minutes to complete the survey.

1. Year of establishment:

2. Library opening hour:

3. Total library collection:

4. Services provided by the Library:

Physical Documents

- ☐ Books
- ☐ Journals
- ☐ Thesis
- ☐ Reports
- ☐ Manuals
- ☐ Newspapers
- ☐ Magazines
- ☐ Indexing Periodicals
- ☐ Abstracting Periodicals
- ☐ In-house Bulletins
- ☐ Catalogues
- ☐ Subject Bibliographies
- ☐ Pamphlets
- ☐ Directory, Gazetteer
- ☐ Basic Reference Books
- ☐ Maps, Atlas, Globes
- ☐ CD-ROMs

Traditional Services

- ☐ Cataloguing
- ☐ Bibliographic services
- ☐ Indexing services
- ☐ Abstracting services
- ☐ Translation services
- ☐ Reprographic services
- ☐ Document back-up services
- ☐ CAS
- ☐ SDI services
- ☐ Lending service
- ☐ Document delivery service
- ☐ Inter-library lending service
- ☐ Learner's adviser service
- ☐ Reading service
- ☐ Digest services
- ☐ Referral service
- ☐ Book mobile service

Online Services

- ☐ OPAC
- ☐ Bibliographic database
- ☐ Online reservation
- ☐ EDDS
- ☐ E-mail and Internet service
- ☐ CD-ROM database service
- ☐ Bulletin board service
- ☐ Tele-conferencing
- ☐ Video-conferencing
- ☐ Tele-facsimile
- ☐ Telephony information service
- ☐ Network and file sharing

5. How many departments of your library?

6. Is the any mechanism to review library activates and services for improvement?

☐ Yes   ☐No

If yes, how does?

☐Through committee meeting   ☐Survey through questionnaire

☐Through open forum   ☐ other:

7. Does the library maintain library statics?

☐ Yes   ☐No

8. Total strength of library staff

☐Professional   ☐Semi-Professional

☐Non-Professional   ☐ Others:

9. Do you think conduct of employee training is necessary?

☐ Yes   ☐ No

10. Do you arrange any training program for your staff?

☐ Yes   ☐ No

11. How do you rate your present collection?

☐ Adequate   ☐Almost adequate   ☐Poor   ☐Inadequate

12. What is the user attitude toward library?

☐ Enthusiastic   ☐ Positive   ☐ Comfortable in library setting

☐ Indifferent   ☐ Intimidated or embarrassed   ☐ Negative

13. Does the library conduct user survey periodically?

☐ Yes   ☐ No

If yes, frequency of survey:

14. Total budget of the library/ details of libraries expenditure for this year?

………..

15. Does the library collect visitor's recommendations?

☐ Yes   ☐ No

16. Does the library collect complain from users?

☐ Yes   ☐ No

If yes, do you take prompt initiative to solve the problems?

☐ Yes   ☐ No

17. Have you initiated computerization yet?

☐ Yes   ☐ No

18. What is the libraries core strategy for achieving its objectives?

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19. Do you think marketing library and information products in Dhaka University Library is needed?

☐ Yes   ☐ No

20. Does your library develop an annual plan for marketing products?

☐ Yes   ☐ No

21. Does the library carry out periodic studies to determine the contribution and effectiveness of marketing program?

☐ Yes   ☐ No

22. Does the library have a marketing information system?

☐ Yes   ☐ No

If yes, the marketing activates designed to serve the needs of different users?

☐ Yes   ☐ No

23. Is any staff of your library assigned to analyze, plan and implement the library and information product marketing?

☐ Yes   ☐ No

If yes, is there a need for training of those staffs involves in marketing activates?

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☐ Yes   ☐ No

24. Is there any process to determine customer requirements/expectations from LIS products?

☐ Yes   ☐ No

25. How do you determine customer requirements from your products/services?

☐ Interviewing them   ☐ Filling in any structured form of questions

☐ Monitoring their requirements   ☐ other:

26. Do you monitor and evaluate service performance of the library?

☐ Yes   ☐ No

27. Does your library staff understand the marketing of information concept?

☐ Yes   ☐ No

28. How do you publicize?

☐ By announcement and discussions in meeting   ☐ By newsletters, brochures

☐ By poster in library   ☐ By hand out

☐ By telephone   ☐ By e-mail

☐ By SNTs   ☐ Other:

29. What type of problems /difficulties frequently faced by you while marketing library and information product and services?

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☺*Thank you very much for your co-operation*☺