

## The significance of applying green concept as a marketing tool to increase the library usage at University of Kelaniya

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The decrease of library usage among consumers has become an issue to the library and the mother institute: University of Kelaniya. The issue faced by the university as a result of this is the drop of life - long education and researches. The inability to create a good library image and the failure to use the library collection adequately are current challenges faced by the library. As a solution for those issues, a modern library marketing should be undertaken in the digital world. Use of web sites, blogs and social media are also not effective, as the number of online visits in the library web pages are not satisfactory. Therefore, a creative marketing tool is needed. Hence, the objective of this study was to examine the significance of applying green concept as a marketing tool in the library of first state green university in Sri Lanka. Interviews were conducted with randomly selected 5 academic library staff members to be aware of current user visits and to measure the possibility of green implementation in the library. 95% of library staff emphasized the necessity of green library movements as current trend in the world. Questionnaires were distributed only to randomly selected 10 academic staff members in each faculty and 10 students in each academic year. According to the data derived from questionnaires, 76% of the respondents declared that library marketing is needed and 45% of them suggested that the most suitable method of library marketing is green concept. If green concept exists, 90% of them are ready to increase the number of library visits. Accordingly, it is evident that application of green concept is a timely requirement and a solution to market the library services among consumers and a marketing tool as well to increase their library visits.

**Keywords:** Green concept; Library marketing; Marketing; Marketing tools; University libraries

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# **The Significance of Applying Green Concept as a Marketing Tool to Increase the Library Usage at University of Kelaniya**

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The decrease of library usage among consumers has become an issue to the library and the mother institute: University of Kelaniya. The issue faced by the university as a result of this is the drop of life - long education and research culture. The inability to create a good image of the library, non - popularity among library users, the distance between the library and the user as well as the failure to use the library collection adequately are the current challenges faced by the library.

As a solution for those issues, library marketing should be undertaken. The traditional marketing tools such as conducting lectures, distribution of flyers, posters are now out dated in the digital world. Use of web sites, blogs and social media are also not effective, as the number of online visits to the library web pages are not satisfactory. Therefore, another creative marketing tool is needed. Hence, the objective of this study was to examine the significance of applying green concept as a marketing tool in the library of first state green university in Sri Lanka.

Interviews were conducted with randomly selected 5 academic staff members of the library. Questionnaires were distributed to randomly selected 10 academic staff members in each faculty and 10 students in each academic year. 76% out of the respondents declared that library marketing is needed while 45% of them suggested that the most suitable method of library marketing is green concept. 88% of them prefer green concept. If green concept exists, 90% of them are ready to increase the number of library visits.

Accordingly, it is evident that application of green concept is a timely requirement and a solution to market the library services among consumers and a marketing tool as well to increase their library visits.

*Key words: Marketing, Library Marketing, Marketing Tools, Green Concept, University Library.*