

Marketing Library resources. A case study of the library Australian college business and technology

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Abstract

The students use various sources of information in their tertiary education. they may find this information within the libraries or outside the libraries. But in tertiary education the students have to do a considerable amount of self- directed studies, find information for assignments. laboratory work, research projects, Assignments etc...therefore the private universities librarians conduct various training programs to support the students to find information in print and electronic media.

To promote the library resources and services, it is essential to market the library services and products. The findings of this research highlight that promotion of information resources increase the users in the library, the optimum use of library resources, the professionalism of library staff and the motivation of library staff.

The reading of the users has increased due to the value added activity conducted by the library. Activity interaction with the users and library staff was observed. Users were impressed with the library infrastructure.

The major observation in this study was that users were not willing to physically access the library resources physically. They always find information online. They don't have much time and they cannot go through the same book during the same period. Hence it is the duty of librarians to case and brand the library resources. ACBT have reached the conclusion that resources convert to Digital version. Library resources will gain the user's maximum utilization of the resources and increase the regular visit of users to the library for their information requirements.

Keywords: *E resources, Library services, Marketing Library, User's requirements, Information needs.*

Introduction

Marketing guru, Kotler (1999) pointed out that organizations such as Universities, libraries and charities need to market. This research paper highlights the marketing services undertaken by the library of Australian college business and technology (ACBT) to promote their resources for users initiated to obtain the maximum utilization of library resources. ACBT library has employed many innovative library services to satisfy the new generation of users. Therefore, ACBT library provides value- added, need based and user – oriented services and products to their users. The study exports the different library services to gather in the library and provide the services to users.

To promote the library resources and services it is essential to market the library services and products. The findings of this study highlights that promotion of information resources increases the users in the library. The optimum use of library resources, the professionalism of library staff and the motivation of library staff.

The major observation of this study was that the users were not willing to access the library resources physically. They are willing to access the library via online and they need to fulfill their information needs through the e- resources. This study population was 100 of users. There are Foundation program students, Diploma, higher Diploma Student and lecturers. Hence it is the duty of the librarian to showcase and brand the

library resources. ACBT has reached the conclusion that the skill to market library resources will gain the users maximum utilization of the resources and increase the regular visit of the users to the library for their information requirements.

Librarians must customize their services' own personal brand and user requirements for maintaining relations with their users. Libraries should use the digital media to allow their users to access knowledge anytime and anywhere. An efficient marketing plan is needed to understand the users' needs and requirements.

Problem Statement

This study is aimed to focus, find out the information gathering with e- resources and libraries market their products and services to reach each individual user and increase the utilization of library resources. Implementation of different value added activities is needed to market and connect users with the libraries and to increase utilization of the library resources.

Objectives

To identify the information gathering patterns of the new entrance

To examine the library usage of new entrance

To examine the identify the facilities in the library

Research methodology

The total population consisted of 100 users representing the Foundation, Diploma, and higher Diploma studies. The response rate was 95% 28 out of the 100 respondents 56 were females and 44 were boys' users. A structured questionnaire used to collect data. The questionnaire was distributed to the users before the semester exam. The results were entered into Microsoft Excel Package. Descriptive statistical Methods were used to analyze results.

The questionnaire was designed to raise awareness of the e resources, identify the facilities to fulfill information needs in the library, library usage during their class days and the usage of internet for their academic work as well as for entertainment.

Results and Discussion

In this study, it was discussed how to fulfill their information needs through e-resources. Different value added activities designed and executed by the library to promote the library services and to motivate the users to utilize the library resources.

The students mainly use information resources recommended by lecturers rather than selecting on their own. The students have used a lot of examinations and various kinds of information sources to prepare for the examinations. This shows that their main aim of information gathering is to face the examination successfully rather than gaining knowledge on their subjects. However, the students have used textbooks too. But some of them are not very familiar with the credibility of the hard copy. They are selecting digital versions in selecting

information sources.

Most of the users have used their library, but only few have used the internet. Although they use the library they can't fulfill their information needs precisely. They have to gather more information through the internet.

Students do not seek the help of the library staff to find information in the library. They need to be encouraged to get the support from the library. Staff to find information in the library unlike during their tertiary education period. The internet usage is very high. The students have already used the internet for educational purposes during their tertiary education.

This library needs to develop an imaginative design of services, effective communication methods and proper feedback mechanism. This involves market research. Objectives and strategies to implement the plan. Users must be made aware of all the library services and the resources available. The promotion of the library services has increased the usage of the library resources and the value of the library and it has changed the perceptions of the library users.

Library staff plays a significant role in the identification of relevant resources and giving hands-on training to its users. ACBT library has always focused on fulfilling user requirements as and when they need any information. ACBT library is to conduct regular workshops, Seminars, orientation programs and other value added activities not only for the librarians but also for students as well as library support staff.

These activities are conducted for educational professionals as and when required. This is the main marketing strategy of the library and the institute.

Awareness of the e resources and if they are aware of Digital libraries how to become aware.

Majority of the users have used websites to raise awareness of digital resources. (80%) They have also used a considerable amount of private institute 70%. less than 40% users have used books, newspapers, and journals to acquire information for their information needs. Library staff have supported them 50% to fulfill their needs.

The next question was to examine who recommended the information resources to the users. 80.69% students have responded that the lectures recommended them. 44.50% have mentioned that either classmates or him/herself have selected the resources. 40.09% have stated that either brothers/ sisters recommended them. only 18% have stated that they selected the resources as mentioned by the library staff.

Usage of Digital resources through internet

The students were asked whether they have used the internet. 98% users use the internet and e resources and internet. overall internet usage of ACBT users is high. most of the users use the internet for educational purposes.

Usage of the library

The users were asked whether they used libraries. Majority of the users 40% have used libraries. The next question was about the type of libraries they used. Hence the students mainly depend on the ACBT library to find information.

The students were questioned about the way of finding the books in the library. Majority of the users look for books by going through the bookshelves in the library. The usage of computerized catalogs is very low. The other method of finding books in the library is to get the help of lecturers and library staff.

Lack of usage of library users

The users of this study most of them were part time users. They cannot use the library when opening time. Majority of the users couldn't use them during the open time. In this case 40% students use the library. Others asked whether if they can use the library resources online and gather information through the electronic version it is better than using physically. The users were asked whether they have used the e resources, (98%) users will use the e resources.

Identify the facilities in the library

Most of the users have used this library (ACBT) in this study. But they mentioned the lack of facilities in the library. When they get free after the class they used to use the library. But they are always disappointed regarding these facilities.

Recommendation

Professional and skilled librarians should utilize the digital media to market their services and to develop groups of users of similar interests. It is needed to update them with each and every news of the library. Also the users should be informed about the library events and the new addition to the library collection. Obtaining user feedback and immediate response to evaluate the library users and need to keep a complete list of users with their requirements. The requirements of the users are collected through feedback to use in future. Librarians must market their services not only to promote the utilization of resources, but also to boost the profession and the role they play in educating the users.

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