User Study of Marketing of Library and Information Science Products and Services by Indian Institute of Technology Bombay Library

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Abstract: The research paper tangibly explains the present status of application of marketing strategies, marketing tools and techniques being used by IIT Bombay library to make their users' more aware and informed about the LIS products and services. It covers the steps taken by library authority in terms of library marketing planning, strategies, marketing tools and techniques being used with futuristic approach. The work presents the 108 users' response in terms of marketing of LIS products and services.

Keywords: Marketing, Library, Library Products and Services, Marketing Tools, Indian Institute of Technology, Marketing Strategies, LIS Products and Services

1.   Introduction

The world of libraries is changing at a very fact pace to cope with technological advancements and to accept and adapt the latest in terms of collection and services and to tap and increase the membership in Google world. Easy access of information and availability of varied sources has attracted and retaining the information seekers resulted in less library membership and least dependency on library collection and services. The library of Indian Institute of Technology Delhi also face the similar problem of less dependency on LIS products and services as more use of electronic resources and also unawareness of what library is doing, what it has and what more the staff members can provide by amalgamating the resources with experience to satisfy the information needs of varied stake holders is not tangibly known. This lack of clarity in approach and practice from library authority led to less awareness about library collection and services have led to adapt and implement the marketing strategies of LIS products and services to keep the users' well informed about the library potentialities and trustworthy mentor for seeking the authentic information.

1.1   Indian Institute of Technology Bombay (IITB) Library

IIT Bombay library named as central library was established in 1961 and it is providing state of the art services and facilities to the users' community. The library authority do

understand and use marketing tools and techniques to promote what they offer, what more they can do and how to accept the technological advancements to reflect paradigm shift in collection, resources and services. The library received about 14 crores in budget for year 2014-15 but no separate amount for marketing of LIS products and services has staff strength of 28 professionals and non professionals to tender library services to large number of members.

2.   Methodology

This survey focuses on to check the users' awareness about the marketing of library and information science products and services by the library. The questionnaires were distributed and collected back between June 30, 2015 to July 30, 2015. The questionnaires were distributed randomly to 150 users' and only 115 duly filled questionnaires were received back. The overall response rate was 76.6% and SPSS version 22 was used for data analysis. The survey method was employed and the questionnaire cover users' library visit, awareness and use of LIS products and services, marketing tools and techniques, payment based LIS products and services, role of staff members and users' opinion about varied aspects and issues of LIS marketing.

3. Data Analysis and Findings

Table 1: User population

Category	Total
	IITB
B. Tech.	43 (37.39%)
M. Tech.	40 (34.78%)
Ph. D	32 (27.82%)
Total	**115 (100%)**

Note: B.Tech. means Bachelor of Technology, M.Tech. means Master of Technology and Ph. D means Doctor of Philosophy.

Table 1 tangibly shows the *Users' population* of IIT Bombay library covered in the study. Further, in B.Tech. category, 43 (37.39%), in M.Tech. category 40 (34.78%) and in Ph.D category, 32 (27.82%) responded to the questionnaires administered to them.

<p align="center">**Table 2:** Marketing Tools and Techniques</p>

S. no.	Marketing Tools and Techniques	Category	IITB		
			Yes	No	Total
1	Do you find the need of special marketing tools and techniques to bring awareness among users' about library products and services and for promotion	B. Tech.	36 (31.30)	7 (6.08)	43 (37.39)
		M. Tech.	36 (31.30)	4 (3.47)	40 (34.78)
		Ph.D.	28 (24.34)	4 (3.47)	32 (27.82)
		Total	**100 (86.95)**	**15 (13.04)**	**115 (100)**
2. (i)	Ways you prefer to bring awareness about LIS product and services Online advertisement	B. Tech.	34 (29.56)	9 (7.82)	43 (37.39)
		M. Tech.	30 (26.08)	10 (8.69)	40 (34.78)
		Ph.D.	20(14.3)	12 (8.6)	32 (27.82)
		Total	**84 (73.04)**	**31 (26.95)**	**115 (100)**
(ii)	Library Website	B. Tech.	43 (37.39)	0 (0.0)	43 (37.39)
		M. Tech.	40 (34.78)	0(0.0)	40 (34.78)
		Ph.D.	30 (26.08)	2 (1.73)	32 (27.82)
		Total	**113 (98.26)**	**2(1.73)**	**115 (100)**
(iii)	Social Media * Youtube	B. Tech.	40 (34.78)	3 (2.60)	43 (37.39)
		M. Tech.	38 (33.04)	2(1.73)	40 (34.78)
		Ph.D.	26 (22.60)	6 (5.21)	32 (27.82)
		Total	**104 (90.43)**	**11 (9.56)**	**115 (100)**
	* Facebook	B. Tech.	41 (35.65)	2(1.73)	43 (31.9)
		M. Tech.	37 (32.17)	3(2.60)	40 (34.78)
		Ph.D.	30 (26.08)	2 (1.73)	32 (27.82)
		Total	**108 (93.91)**	**7 (6.08)**	**115 (100)**
(iv)	User Orientation Programme	B. Tech.	43 (37.39)	0 (0.0)	43 (37.39)
		M. Tech.	40 (34.78)	0 (0.0)	40 (34.78)
		Ph.D.	32 (27.82)	0 (0.0)	32 (27.82)
		Total	**115 (100)**	**0 (0.0)**	**115 (100)**
(v)	Personal Contact	B.Tech	42(36.52)	1 (0.86)	43 (37.39)
		M.Tech	36(31.30)	4(3.47)	40 (34.78)
		Ph D	30(26.08)	2(1.73)	32 (27.82)
		Total	**108 (93.91)**	**7 (6.08)**	**115 (100)**
(x)	E-Mail	B.Tech	43 (37.39)	0 (0.0)	43 (37.39)
		M.Tech	40 (34.78)	0(0.0)	40(34.78)
		Ph D	32 (27.82)	0 (0.0)	32 (27.82)
		Total	**115 (100)**	**0 (0.0)**	**115 (100)**
(xi)	Bulletin Board	B.Tech	38 (33.04)	5 (4.34)	43 (37.39)
		M.Tech	34 (29.56)	6 (5.21)	40 (34.78)
		Ph D	28 (24.34)	4 (3.47)	32 (27.82)
		Total	**100 (86.95)**	**15(13.04)**	**115 (100)**

S. no.	Marketing Tools and Techniques	Category	IITB		
			Yes	No	Total
(xii)	Notice Board	B.Tech	41(35.65)	2 (1.73)	43 (37.39)
		M.Tech	36 (31.30)	4 (3.47)	40 (34.78)
		Ph D	30 (26.08)	2 (1.73)	32 (27.82)
		Total	**107 (93.04)**	**8 (6.95)**	**115 (100)**
(xiv)	Advertisement in Newspaper/ Journals	B.Tech	30 (26.08)	13 (11.30)	43 (37.39)
		M.Tech	26 (22.60)	14 (12.17)	40 (34.78)
		Ph D	25 (21.73)	7 (6.08)	32 (27.82)
		Total	**81 (70.43)**	**34 (29.56)**	**115 (100)**
(xv)	Marketing through Presentation in Conferences Seminar/ Workshop	B.Tech	29 (25.21)	14 (12.17)	43 (37.39)
		M.Tech	29 (25.21)	11 (9.56)	40 (34.78)
		Ph D	24 (20.86)	8 (6.95)	32 (27.82)
		Total	**82 (71.30)**	**33 (28.69)**	**115 (100)**
(xvii)	Oral Presentation	B.Tech	40 (34.78)	3 (2.60)	43 (37.39)
		M.Tech	38 (33.04)	2 (1.73)	40 (34.78)
		Ph D	28 (24.34)	4 (3.47)	32 (27.82)
		Total	**106 (92.17)**	**9 (7.82)**	**115 (100)**
(xxi)	Library Weeks And Book Fairs	B.Tech	36 (31.30)	7 (6.08)	43 (37.39)
		M.Tech	35 (30.43)	5 (4.34)	40 (34.78)
		Ph D	16 (13.91)	16 (13.91)	32 (27.82)
		Total	**87 (75.65)**	**28 (24.34)**	**115 (100)**
(xxii)	Word of Mouth	B.Tech	41 (35.65)	2 (1.73)	43 (37.39)
		M.Tech	37 (32.17)	3 (2.60)	40 (34.78)
		Ph D	24 (20.86)	8 (6.95)	32 (27.82)
		Total	**102 (88.69)**	**13 (11.30)**	**115 (100)**

Table 2 presents the Users' responses regarding marketing tools and techniques. It tangibly reflects that with regard to question that do you find the need of special marketing tools and techniques to bring awareness among users' about library products and services and for promotion, in B.Tech. category, out of 43 (37.29%), 36 (31.30%) responded yes and 7 (6.08%) opined no, in M.Tech. category out of 40 (34.78%), 36 (31.30%) responded yes and 4 (3.47%) opined no and in Ph.D category out of 32 (27.82%), 28 (24.34%) responded yes and 4 (3.47%) opined no for this. Thus, out of 115 (100%), 100 (86.95%) users' responded yes and 15 (13.04%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Online advertisement, in B.Tech. category, out of 43 (37.39), 34 (29.56%)

responded yes and 9 (7.82%) opined no, in M.Tech. category out of 40 (34.78), 30 (26.08%) responded yes and 10 (8.69%) opined no and in Ph.D category out of 32 (27.82), 20 (14.3%) responded yes and 12 (8.6%) opined no for this. Thus, out of 115 (100%), 84 (70.37%) users' responded yes and 31 (26.95%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Library Website, in B.Tech. category, all 43 (37.39%), in M.Tech. category all 40 (34.78%), and in Ph.D category also all 32 (27.82%) responded yes for this. Thus, all 115 (100%), users' responded yes about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Youtube, in B.Tech. category, out of 43 (37.39), 40 (34.78%) responded yes and 3 (2.60%) opined no, in M.Tech. category out of 40 (34.78), 38 (33.04%) responded yes and 2 (1.73%) opined no and in Ph.D category out of 32 (27.82), 26 (22.60%) responded yes and 6 (5.21%) opined no for this. Thus, out of 115 (100%), 104 (98.43%) users' responded yes and 11 (9.56%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Facebook, in B.Tech. category, all 43 (31.9%) responded yes, in M.Tech. category out of 40 (34.78), 37 (32.17%) responded yes and 3 (2.60%) opined no and in Ph.D category out of 32 (27.82), 30 (26.08%) responded yes and 2 (1.73%) opined no for this. Thus, out of 115 (100%), 108 (93.91%) users' responded yes and 7 (6.08%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. User Orientation Programme, in B.Tech. category, all 43 (37.39%) responded yes, in M.Tech. category all 40 (34.78) users' responded yes and in Ph.D category all 32 (27.82) responded yes about it. Thus, all115 (100%), users' responded yes about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Personal Contact, in B.Tech. category, out of 43 (37.39%), 42 (36.52%) responded yes and 1 (0.86%) opined no about it, in M.Tech. category out of 40 (34.78) users' 36 (31.30%) responded yes and 4 (3.47%) opined no and in Ph.D category out of 32 (27.82), 30 (26.08%) responded yes and 2 (1.73%) opined no to it. Thus, out of 115 (100%), users' 108 (93.91%) responded yes and 7 (6.08%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. E-Mail, in B.Tech. category, all 43 (37.39%) responded yes, in M.Tech. category all 40 (34.78%) users' responded yes and in Ph.D category all 32 (27.82)) responded yes to it. Thus, all 115 (100%), users' responded yes about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Bulletin Board, in B.Tech. category, out of 43 (37.39), 38 (33.04%) responded yes and 5 (4.34%) opined no, in M.Tech. category out of 40 (34.78) users', 34 (29.56%) responded yes and 6 (5.21%) opined no and in Ph.D category out of 32 (27.82), 28 (24.34%) responded yes and 4 (3.47%) opined no to it. Thus, out of 115 (100%), users' 100 (86.95%) responded yes and 15 (13.04%) responded no about it.

\With regard to question ways you prefer to bring awareness about LIS products and services viz. Notice Board, in B.Tech. category, out of 43 (37.39), 41 (35.65%) responded yes and 2 (1.73%) opined no, in M.Tech. category out of 40 (34.78) users', 36 (21.29%) responded yes and 4 (3.47%) opined no and in Ph.D category out of 32 (27.82), 30 (26.08%) responded yes and 2 (1.73%) opined no to it. Thus, out of 115 (100%), users' 107 (93.04%) responded yes and 8 (6.95%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Advertisement in Newspaper/Journals, in B.Tech. category, out of 43 (37.39), 30 (26.08%) responded yes and 13 (11.30%) opined no, in M.Tech. category out of 40 (34.78) users', 26 (22.60%) responded yes and 14 (12.17%) opined no and in Ph.D category out of 32 (27.82), 25 (21.73%) responded yes and 7 (6.08%) opined no to it. Thus, out of 115 (100%), users', 81 (70.43%) responded yes and 34 (29.56%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Marketing through Presentation in Conferences Seminar/ Workshop, in B.Tech. category, out of 43 (37.39), 29 (25.21%) responded yes and 14 (12.17%) opined no, in M.Tech. category out of 40 (34.78) users', 29 (25.21%) responded yes and 11 (9.56%) opined no and in Ph.D category out of 32 (27.82), 24 (20.86%) responded yes and 8 (6.95%) opined no to it. Thus, out of 115 (100%), users', 82 (71.30%) responded yes and 33 (28.69%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Oral Presentations, in B.Tech. category, out of 43 (37.39), 40 (34.78%) responded

yes and 3 (2.60%) opined no, in M.Tech. category out of 40 (34.78) users', 38 (33.04%) responded yes and 2 (1.73%) opined no and in Ph.D category out of 32 (27.82), 28 (24.34%) responded yes and 4 (3.47%) opined no to it. Thus, out of 115 (100%), users', 106 (92.17%) responded yes and 9 (7.82%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Library Weeks and Book Fairs, in B.Tech. category, out of 43 (37.39), 36 (31.30%) responded yes and 7 (6.08%) opined no, in M.Tech. category out of 40 (34.78) users', 35 (30.43%) responded yes and 5 (4.34%) opined no and in Ph.D category out of 32 (27.82), 16 (13.91%) responded yes and 16 (13.91%) opined no to it. Thus, out of 115 (100%), users', 87 (75.65%) responded yes and 28 (24.34%) responded no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Word of Mouth, in B.Tech. category, out of 43 (37.39), 41 (35.65%) responded yes and 2 (1.73%) opined no, in M.Tech. category out of 40 (34.78) users', 37 (32.17%) responded yes and 3 (2.60%) opined no and in Ph.D category out of 32 (27.82), 24 (20.86%) responded yes and 8 (6.95%) opined no to it. Thus, out of 115 (100%), users', 102 (88.69%) responded yes and 13 (11.30%).

Table 3: Payment Based LIS Products and Services

Payment Based Products and Services	Category	IITB		
		Yes	No	Total
Readiness to pay for a product / service specially designed for user on demand	B.Tech.	25 (21.73)	18(15.65)	43(37.39)
	M.Tech	20 (17.39)	20(17.39)	40(34.78)
	PhD	25 (21.73)	7(6.08)	32(27.82)
	Total	**70 (60.86)**	**45(39.13)**	**115(100)**
Products/Services CurrentAwarenessService(CAS)	B.Tech	0 (0.0)	43(37.39)	43(37.39)
	M.Tech	0 (0.0)	40(34.78)	40(34.78)
	PhD	4 (3.47)	28(24.34)	32(27.82)
	Total	**4 (3.47)**	**111(96.52)**	**115(100)**
SelectiveDisseminationofInformation(SDI)	B.Tech	5 (4.34)	38(33.04)	43(37.39)
	M.Tech	2 (1.73)	38(33.04)	40(34.78)
	PhD	18 (15.65)	14(12.17)	32(27.82)
	Total	**25 (21.73)**	**90(78.26)**	**115(100)**
TranslationService	B.Tech.	12 (10.4)	31(26.95)	43(37.39)
	M.Tech.	7 (6.08)	33(28.69)	40(34.78)

Payment Based Products and Services	Category	IITB		
		Yes	No	Total
	PhD	10 (8.69)	22(19.13)	32(27.82)
	Total	**29 (25.21)**	**86(74.78)**	**115(100)**
DatabaseSearch	B.Tech	0 (0.0)	43(37.39)	43(37.39)
	M.Tech	0 (0.0)	40(34.78)	40(34.78)
	PhD	2 (1.73)	30(26.08)	32(27.82)
	Total	**2 (1.73)**	**113(98.26)**	**115(100)**
DocumentDelivery	B.Tech	4 (3.47)	39(33.91)	43(37.39)
	M.Tech	6 (5.21)	34(29.56)	40(34.78)
	PhD	2 (1.73)	30(26.08)	32(27.82)
	Total	**12 (10.4)**	**103(89.56)**	**115(100)**
Inter-LibraryLoan	B.Tech	1 (0.86)	42(36.52)	43(37.39)
	M.Tech	8 (6.95)	32(27.82)	40(34.78)
	PhD	8 (6.95)	24(20.86)	32(27.82)
	Total	**17 (14.78)**	**98(85.21)**	**115(100)**
ProductPatents	B.Tech	21 (18.26)	22(19.13)	43(37.39)
	M.Tech	22 (16.1)	18(13.1)	40(34.78)
	PhD	15 (10.7)	17(12.1)	32(27.82)
	Total	**58 (50.43)**	**57(49.56)**	**115(100)**
NewProductsRecords	B.Tech	0 (0.0)	43(37.39)	43(37.39)
	M.Tech	0 (0.0)	40(34.78)	40(34.78)
	PhD	0 (0.0)	32(27.82)	32(27.82)
	Total	**0 (0.0)**	**115(100)**	**115(100)**
IndustryOrientedProducts	B.Tech	1 (0.86)	42(36.52)	43(37.39)
	M.Tech	2 (1.73)	38(33.04)	40(40.78)
	PhD	2 (1.73)	30(26.08)	32(27.82)
	Total	**5 (4.34)**	**110(95.65)**	**115(100)**
MarketingAnalysisProjects	B.Tech.	6 (5.21)	37(32.17)	43(37.39)
	M.Tech.	4 (3.47)	36(31.30)	40(34.78)
	PhD	10 (8.69)	22(19.13)	32(27.82)
	Total	**20 (17.39)**	**95(82.60)**	**115(100)**
PreparationofReports	B.Tech	27 (23.47)	16(13.91)	43(37.39)
	M.Tech	27 (23.47)	13(11.30)	40(34.78)
	PhD	24 (20.86)	8(6.95)	32(27.82)
	Total	**78 (67.82)**	**37(32.17)**	**115(100)**
PreparationofProjects	B.Tech	26 (22.60)	17(14.78)	43(37.39)

Payment Based Products and Services	Category	IITB		
		Yes	No	Total
	M.Tech	22 (19.13)	18(15.65)	40(34.78)
	PhD	16 (13.91)	16(13.91)	32(27.82)
	Total	**64 (55.65)**	**51(44.34)**	**115(100)**
ConsultancyService	B.Tech	14 (12.17)	29(25.21)	43(37.39)
	M.Tech	14 (12.17)	26(22.60)	40(34.78)
	PhD	8 (6.95)	24(20.86)	32(27.82)
	Total	**36 (31.30)**	**79(68.69)**	**115(100)**

Table 3 shows the Users' response regarding willingness to pay for LIS products and services in B.Tech category out of 43 (37.39), 25(21.73%) responded yes and 18(15.65%) opined no, in M.Tech. category out of 40(34.78) users', 20 (17.39%) responded yes and 20 (17.39%) opined no and in Ph.D category out of 32(27.82), 25(21.73%) responded yes and 7(6.08%) opined no to it. Thus, out of 115(100%), users', 70(60.86%) responded yes and 45(39.13%) responded no about it.

With regard to *1st service* viz. *Current Awareness Service (CAS)*, all 43 (37.39%) opined no, in M.Tech. category all 40 (34.78%) users' responded no and in Ph.D category out of 32 (27.82), 4 (3.47%) responded yes and 28 (24.34%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 4 (3.47%) responded yes and 111 (96.52%) responded no about it which shows non awareness of LIS products and services.

With regard to *2nd service* viz. *Selective Dissemination of Information Service (SDI)*, out of 43 (37.39) users', 5 (4.34%) responded yes and 38 (33.04%) opined no, in M.Tech. category out of 40 (34.78%), 2 (1.73%) users' responded yes and 38 (33.04%) opined no and in Ph.D category out of 32 (27.82), 18 (15.65%) responded yes and 14 (12.17%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 25 (21.73%) responded yes and 90 (78.26%) responded no about it which shows non awareness of LIS products and services.

With regard to *3rd service* viz. *Translation Service,* in B.Tech category out of 43 (37.39), 12 (10.4%) responded yes and 31 (26.95%) opined no, in M.Tech. category out of 40 (34.78) users', 7 (6.08%) responded yes and 33 (28.69%) opined no and in Ph.D category out of 32 (27.82), 10 (8.69%) responded yes and 22 (19.13%) opined no to it. Thus, out of 115 (100%), users', 29 (25.21%) responded yes and 86 (74.78%) responded no about it.

With regard to *4*[th] *service* viz. *Database Search Service*, in B.Tech. category, all 43 (37.39%) opined no, in M.Tech. category all 40 (34.78%) users' responded no and in Ph.D category out of 32 (27.82), 2 (1.73%) responded yes and 30 (26.08%) opined no to it. Thus, out of 115 (100%), users', 2 (1.73%) responded yes and 113 (98.26%) responded no about it.

With regard to *5*[th] *service* viz. *Document Delivery Service,* in B.Tech category out of 43 (37.39), 4 (3.47%) responded yes and 39 (33.91%) opined no, in M.Tech. category out of 40 (34.78) users', 6 (5.21%) responded yes and 34 (29.56%) opined no and in Ph.D category out of 32 (27.82), 2 (1.73%) responded yes and 30 (26.08%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 12 (10.4%) responded yes and 103 (89.56%) responded no about it which shows non awareness of LIS products and services.

With regard to *6*[th] *service* viz. *Inter Library Loan (ILL) Service,* in B.Tech category out of 43 (37.39), 1 (0.86%) responded yes and 42 (36.52%) opined no, in M.Tech. category out of 40 (34.78) users', 8 (6.95%) responded yes and 32 (27.82%) opined no and in Ph.D category out of 32 (27.82), 8 (6.95%) responded yes and 24 (20.86%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 17 (14.78%) responded yes and 98 (85.21%) responded no about it which shows non awareness of LIS products and services.

With regard to *7*[th] *service* viz. *Product Patents Service*, in B.Tech category out of 43 (37.39), 21 (18.26%) responded yes and 22 (19.13%) opined no, in M.Tech. category out of 40 (34.78) users', 22 (16.1%) responded yes and 18 (13.1%) opined no and in Ph.D category out of 32 (27.82), 15 (10.7%) responded yes and 17 (12.1%) opined no to it. Thus, out of 115 (100%), users', 58 (50.43%) responded yes and 57 (49.56%) responded no about it which shows non awareness of LIS products and services.

With regard to *8*[th] *service* viz. *New Products Records Service,* in B.Tech category all 43 (37.39) opined no, in M.Tech. category all 40 (34.78) users' opined no and in Ph.D category also all 32 (27.82) responded no to it. Thus all 115 (100%) users' responded no about it.

With regard to *9*[th] *service* viz. *Industry Oriented Products Service*, in B.Tech category out of 43 (37.39), 1 (0.86%) responded yes and 42 (36.52%) opined no, in M.Tech. category out of 40 (34.78) users', 2 (1.73%) responded yes and 38 (33.04%) opined no and in Ph.D category out of 32 (27.82), 2 (1.73%) responded yes and 30 (26.08%) opined no to it. Thus, out of 115 (100%), users', 5 (4.34%) responded yes and 110 (95.65%) responded no about it.

With regard to *10th service* viz. *Marketing Analysis Projects Service,* in B.Tech category out of 43 (37.39), 6 (5.21%) responded yes and 37 (32.17%) opined no, in M.Tech. category out of 40 (34.78) users', 4 (3.47%) responded yes and 36 (31.30%) opined no and in Ph.D category out of 32 (27.82), 10 (8.69%) responded yes and 22 (19.13%) opined no to it. Thus, out of 115 (100%), users', 20 (17.39%) responded yes and 95 (82.60%) responded no about it.

With regard to *11th service* viz. *Preparation of Reports Service,* in B.Tech category out of 43 (37.39), 27 (23.47%) responded yes and 16 (13.91%) opined no, in M.Tech. category out of 40 (34.78) users', 27 (23.47%) responded yes and 13 (11.30%) opined no and in Ph.D category out of 32 (27.82), 24 (20.86%) responded yes and 8 (6.95%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 78 (67.82%) responded yes and 37 (32.17%) responded no about it which shows non awareness of LIS products and services.

With regard to12th *service* viz. *Preparation of Projects Service*, in B.Tech category out of 43 (37.39), 26 (22.60%) responded yes and 17 (14.78%) opined no, in M.Tech. category out of 40 (34.78) users', 22 (19.13%) responded yes and 18 (15.65%) opined no and in Ph.D category out of 32 (27.82), 16 (13.91%) responded yes and 16 (13.91%) opined no to it. Thus, out of 115 (100%), users', 64 (55.65%) responded yes and 51 (44.34%) responded no about it.

With regard to 13th *service* viz. *Consultancy Service* in B.Tech category out of 43 (37.39), 14 (12.17%) responded yes and 29 (25.21%) opined no, in M.Tech. category out of 40 (34.78) users', 14 (12.17%) responded yes and 26 (22.60%) opined no and in Ph.D category out of 32 (27.82), 8 (6.95%) responded yes and 24 (20.86%) opined no to it. Though this service is freely provided but still out of 115 (100%), users', 36 (31.30%) responded yes and 79 (68.69%) responded no about it which shows non awareness of LIS products and services.

Table 4: Role of Staff

Questions	Users Category	IITB					
		SA	A	U	D	SD	Total
Awareness about LIS products and services can maximize their utilization	B.Tech.	22(19.13)	15(13.04)	6(5.21)	-	-	43(37.39)
	M.Tech.	22(19.13)	14(12.17)	4(3.47)	-	-	40(34.78)
	PhD	20(17.39)	10(8.69)	2(1.73)	-	-	32(27.82)
	Total	**64(55.65)**	**39(33.91)**	**12(10.4)**	**-**	**-**	**115(100)**
Lack of communication skills is a barrier in Marketing of LIS products	B.Tech.	22(19.13)	15(13.04)	6(5.21)	-	-	43(37.39)
	M.Tech.	19(16.52)	17(14.78)	4(3.47)	-	-	40(34.78)
	PhD	20(14.3)	10(7.1)	2(1.4)	-	-	32(27.82)

Questions	Users Category	IITB					
		SA	**A**	**U**	**D**	**SD**	**Total**
& services	Total	**61(53.04)**	**42(36.52)**	**12(10.4)**	**-**	**-**	**115(100)**
Library staff is not trained in marketing skills and techniques	B.Tech.	22(19.13)	19(19.13)	2(1.73)	-	-	43(37.39)
	M.Tech.	24(20.86)	13(11.30)	3(2.60)	-	-	40(34.78)
	PhD	18(15.65)	12(10.04)	2(1.73)	-	-	32(27.82)
	Total	**64(55.65)**	**44(38.26)**	**7(6.08)**	**-**	**-**	**115(100)**
There should be a separate unit with skilled professionals needed to handle marketing activities	B.Tech.	24(20.86)	17(14.78)	2(1.73)	-	-	43(37.39)
	M.Tech.	20(17.39)	16(13.91)	4(3.47)	-	-	40(34.78)
	PhD	15(13.04)	15(13.04)	2(1.73)	-	-	32(27.82)
	Total	**59(51.30)**	**48(41.73)**	**8(6.95)**	**-**	**-**	**115(100)**

Note: SA stands for Strongly Agree, A stands for Agree, U stands for Undecided, D stands for Disagree and SD stands for Strongly Disagree.

Table 4 deals with Role of staff and other related questions. With regard to question that *awareness about LIS products and services can maximize their utilization* and in response to that in B.Tech category out of 43 (37.39), 22 (19.13%) responded strongly agreed, 15 (13.04%) replied agreed and 6 (5.21%) opined undecided, in M.Tech. category out of 40 (34.78) users', 22 (19.13%) responded strongly agreed, 14 (12.17%) opined agreed and 4 (3.47%) opined undecided and in Ph.D category out of 32 (27.82), 20 (17.39%) responded strongly agreed, 10 (8.69%) opined agreed and 2 (1.73%) responded undecided about it. Thus, out of 115 (100%), users', 64 (55.65%) responded strongly agreed, 39 (33.91%) agreed and 12 (10.4%) opined undecided about it.

With regard to question that *lack of communication skills is a barrier in marketing of LIS products and services* and in response to that in B.Tech category out of 43 (37.39), 22 (19.13%) responded strongly agreed, 15 (13.04%) replied agreed and 6 (5.21%) responded undecided, in M.Tech. category out of 40 (34.78) users', 19 (16.52%) responded strongly agreed, 17 (14.78%) opined agreed and 4 (3.47%) opined undecided and in Ph.D category out of 32 (27.82), 20 (14.3%) responded strongly agreed, 10 (7.1%) opined agreed and 2 (1.4%) were undecided about it. Thus, out of 115 (100%), users', 61 (53.04%) responded strongly agreed, 42 (36.52%) opined agreed and 12 (10.4%) were undecided about it.

With regard to question that *library staff is not trained in marketing skills and techniques* and in response to that in B.Tech category out of 43 (37.39), 22 (19.13%) responded strongly agreed, 19 (19.13%) replied agreed and 2 (1.73%) were undecided, in M.Tech. category out of

40 (34.78) users', 24 (20.86%) responded strongly agreed, 13 (11.30%) opined agreed and 3 (2.60%) were undecided, in Ph.D category out of 32 (27.82), 18 (15.65%) responded strongly agreed, 12 (10.04%) opined agreed and 2 (1.73%) were undecided about it. Thus, out of 115 (100%), users', 64 (55.65%) responded strongly agreed, 44 (38.26%) opined agreed and 7 (6.08%) opined undecided about it.

With regard to question that *there should be a separate unit with skilled professionals needed to handle marketing activities* and in response to that in B.Tech category out of 43 (37.39), 24 (20.86%) responded strongly agreed, 17 (14.78%) replied agreed and 2 (1.73%) undecided, in M.Tech. category out of 40 (34.78) users', 20 (17.39%) responded strongly agreed, 16 (13.91%) opined agreed and 4 (3.47%) undecided and in Ph.D category out of 32 (27.82), 15 (13.4%) responded strongly agreed, 15 (13.4%) opined agreed and 2 (1.73%) were undecided about it. Thus, out of 115 (100%), users', 59 (51.30%) responded strongly agreed, 48 (41.73%) opined agreed and 8 (6.95%) opined undecided about it.

Table 5: User Opinion about LIS Marketing

Questions	Users Category	IITB					
		SA	A	U	D	SD	Total
Marketing of LIS products and services is necessary for library survival in present time	B.Tech.	32(27.82)	7(6.08)	2(1.73)	2(1.73)	0(0.0)	43(37.39)
	M.Tech.	22(19.13)	10(8.69)	4(3.47)	0(0.0)	0(0.0)	40(34.78)
	Ph.D	20(17.39)	8(6.95)	2(1.73)	2(1.73)	0(0.0)	32(27.82)
	Total	**74(64.34)**	**25(21.73)**	**8(6.95)**	**8(6.95)**	**0(0.0)**	**115(100)**
Marketing of LIS products and services bring good name and reputation which helps in future growth	B.Tech.	29(25.21)	10(8.69)	3(2.60)	1(0.86)	0(0.0)	43(37.39)
	M.Tech.	24(20.86)	10(8.69)	3(2.60)	3(2.60)	0(0.0)	40(34.78)
	Ph.D	20(17.39)	10(8.69)	2(1.73)	0(0.0)	0(0.0)	32(27.82)
	Total	**73(63.47)**	**30(26.08)**	**8(6.95)**	**4(3.47)**	**0(0.0)**	**115(100)**
Marketing really helps in increase of membership	B.Tech.	28(24.34)	8(6.95)	4(3.47)	3(2.60)	0(0.0)	43(37.39)
	M.Tech	22(19.13)	12(10.4)	5(4.34)	1(0.86)	0(0.0)	40(34.78)
	Ph.D	20(17.39)	8(6.95)	2(1.73)	2(1.73)	0(0.0)	32(22.9)
	Total	**70(60.86)**	**28(24.34)**	**11(9.56)**	**6(5.21)**	**0(0.0)**	**115(100)**
Marketing helps in improvement of library services and collection development	B.Tech.	24(20.86)	11(9.56)	6(5.21)	2(1.73)	0(0.0)	43(37.39)
	M.Tech.	24(20.86)	12(10.4)	4(3.47)	0(0.0)	0(0.0)	40(34.78)
	Ph.D	20(17.39)	8(6.95)	2(1.73)	2(1.73)	0(0.0)	32(27.82)
	Total	**68(59.13)**	**31(26.95)**	**12(10.4)**	**4(3.47)**	**0(0.0)**	**115(100)**
IIT Library is providing information products and services free of cost	B.Tech.	28(24.34)	15(13.04)	0(0.0)	0(0.0)	0(0.0)	43(37.39)
	M.Tech.	24(20.86)	16(13.91)	0(0.0)	0(0.0)	0(0.0)	40(34.78)
	Ph.D	28(24.34)	4(3.47)	0(0.0)	0(0.0)	0(0.0)	32(27.82)

Questions	Users Category	IITB					
		SA	A	U	D	SD	Total
	Total	**80(69.56)**	**35(30.43)**	**0(0.0)**	**0(0.0)**	**0(0.0)**	**115(100)**
Charging fees for any information product and service is a deterrent to library use	B.Tech.	25(21.73)	14(12.17)	4(3.47)	0(0.0)	0(0.0)	43(37.39)
	M.Tech.	19(16.52)	19(16.52)	1(0.86)	0(0.0)	1(0.86)	40(34.78)
	Ph.D	20(17.39)	10(8.69)	2(1.73)	0(0.0)	0(0.0)	32(27.82)
	Total	**64(55.65)**	**43(37.39)**	**7(6.08)**	**0(0.0)**	**1(0.86)**	**115(100)**
User's should pay charges for certain library products and services	B.Tech.	17(14.78)	12(10.4)	8(6.95)	6(5.21)	0(0.0)	43(37.39)
	M.Tech.	14(12.17)	12(10.4)	9(7.82)	5(4.34)	0(0.0)	40(34.78)
	Ph.D	10(8.69)	10(8.69)	3(2.60)	9(7.82)	0(0.0)	32(27.82)
	Total	**41(35.65)**	**34(29.56)**	**20(17.39)**	**20(17.39)**	**0(0.0)**	**115(100)**
Attitude of user need to be changed from 'free' to 'fee' based library services	B.Tech.	19(16.52)	14(12.17)	9(7.82)	1(0.86)	0(0.0)	43(37.39)
	M.Tech.	19(16.52)	11(9.56)	9(7.82)	1(0.86)	0(0.0)	40(34.78)
	Ph.D	15(13.04)	12(10.4)	4(3.47)	1(0.86)	0(0.0)	32(27.82)
	Total	**53(46.08)**	**37(32.17)**	**22(19.13)**	**3(2.60)**	**0(0.0)**	**115(100)**

Table 5 reflects he Users' opinion about LIS marketing. In context to *q.no.1* shows the user opinion regarding LIS marketing concept, philosophy, application and other related aspects. The question regarding *marketing of LIS products and services is necessary for library survival in present time*, in B.Tech category, out of 43 (37.39%) users', 32 (27.82%) users' responded strongly agreed, 7 (6.08%) users' opined agreed, 2 (1.73%) responded undecided and 2 (1.73%) was disagree about it. In M.Tech. category, out of 40 (34.78%) users', 22 (19.13%) users' responded strongly agreed, 10 (8.69%) users' opined agreed, 4 (3.47%) responded undecided about it. Further, in Ph D category, out of 32 (27.82%) users, 20 (17.39%) strongly agreed, 8 (6.95%) agreed, 2 (1.73%) undecided and 2 (1.73%) were disagree about it. Out of 115 (100%) users' 74 (64.34%) responded strongly agreed, 25 (21.73%) users' opined agreed, 8 (6.95%) responded undecided and 8 (6.95%) stated disagree about it.

The *q.no.2* regarding *marketing of LIS products and services bring good name and reputation which helps in future growth*, in B.Tech category, out of 43 (37.39%) users', 29 (25.21%) users' responded strongly agreed, 10 (8.69%) users' opined agreed, 3 (2.60%) responded undecided and 1 (0.86%) was disagree about it. In M.Tech. category, out of 40 (34.78%) users', 24 (20.86%) users' responded strongly agreed, 10 (8.69%) users' opined agreed, 3 (2.60%) responded undecided and 3 (2.60%) were disagree about it. Further, in Ph D category, out of 32 (27.82%) users, 20 (17.39%) strongly agreed, 10 (8.69%) agreed and 2 (1.73%) were undecided about it. Out of 115 (100%) users' 73 (63.47%) responded strongly

agreed, 30 (26.08%) users' opined agreed, 8 (6.95%) responded undecided and 4 (3.47%) stated disagree about it.

The *q.no.3* regarding *marketing really helps in increase of membership*, in B.Tech category, out of 43 (37.39%) users', 8 (6.95%) users' responded strongly agreed, 4 (3.47%) users' opined agreed and 3 (2.60%) responded undecided about it. In M.Tech. category, out of 40 (34.78%) users', 12 (10.4%) users' responded strongly agreed, 5 (4.34%) users' opined agreed and 1 (0.86%) responded undecided about it. Further, in Ph D category, out of 32 (27.82%) users, 20 (17.39%) strongly agreed, 8 (6.95%) agreed and 2 (1.73%) undecided and 2 (1.73%) were disagree about it. Out of 115 (100%) users' 70 (60.86%) responded strongly agreed, 28 (24.34%) users' opined agreed, 11 (9.56%) responded undecided and 6 (5.21%) were disagree about it.

The *q.no.4* regarding *marketing helps in improvement of library services and collection development*, in B.Tech category, out of 43 (37.39%) users', 24 (20.86%) users' responded strongly agreed, 11 (9.56%) users' opined agreed, 6 (5.21%) responded undecided and 2 (1.73%) were disagree about it. In M.Tech. category, out of 40 (34.78%) users', 24 (20.86%) users' responded strongly agreed, 12 (10.4%) users' opined agreed, 4 (3.47%) responded undecided about it. Further, in Ph D category, out of 32 (27.82%) users, 20 (17.39%) strongly agreed, 8 (6.95%) agreed, 2 (1.73%) were undecided and 2 (1.73%) were disagree about it. Out of 115 (100%) users', 68 (59.13%) responded strongly agreed, 31 (26.95%) users' opined agreed, 12 (10.4%) responded undecided and 4 (3.47%) were disagree about it.

The *q.no.5* regarding *IIT library is providing information products and services free of cost*, in B.Tech category, out of 43 (37.39%) users', 28 (24.34%) users' responded strongly agreed and 15 (13.04%) users' opined agreed about it. In M.Tech. category, out of 40 (34.78%) users' and 16 (13.91%) users' responded strongly agreed about it. Further, in Ph D category, out of 32 (27.82%) users, 28 (24.34%) strongly agreed and 4 (3.47%) agreed about it. Out of 115 (100%) users', 80 (69.56%) responded strongly agreed and 35 (30.43%) users' opined agreed about it.

The *q.no.6* regarding *charging fees for any information products and services is a deterrent to library use*, in B.Tech category, out of 40 (34.78) users', 25 (21.73%) users' responded strongly agreed, 14 (12.17%) users' opined agreed and 4 (3.47%) were undecided

about it. In M.Tech. category, out of 40 (34.78%) users', 19 (16.52%) users' responded strongly agreed, 19 (16.52%) users' opined agreed, 1 (0.86%) undecided and 1 (0.86%) was strongly disagree about it. Further, in Ph D category, out of 32 (27.82%) users, 20 (17.39%) strongly agreed, 10 (8.69%) agreed and 2 (1.73%) were undecided about it. Out of 115 (100%) users', 64 (55.65%) responded strongly agreed, 43 (37.39%) users' opined agreed, 7 (6.08%) were undecided and 1 (0.86%) was strongly disagree about it.

The *q.no.7* regarding *user's should pay charges for certain library products and services* , in B.Tech category, out of 40 (34.78) users', 17 (14.78%) users' responded strongly agreed, 12 (10.4%) users' opined agreed, 8 (6.95%) undecided and 6 (5.21%) were disagree about it. In M.Tech. category, out of 40 (34.78%) users', 14 (12.17%) users' responded strongly agreed, 12 (10.4%) users' opined agreed, 9 (7.82%) undecided and 5 (4.34%) were disagree about it. Further, in Ph D category, out of 32 (27.82%) users, 10 (8.69%) strongly agreed, 10 (8.69%) agreed, 3 (2.60%) undecided and 9 (7.82%) were disagree about it. Out of 115 (100%) users', 41 (35.65%) responded strongly agreed, 34 (29.56%) users' opined agreed, 20 (17.39%) undecided and 20 (17.39%) were disagree about it.

The q.no.8 regarding *Attitude of user need to be changed from 'free' to 'fee' based library services*, in B.Tech category, out of 40 (34.78) users', 19 (16.52%) users' responded strongly agreed, 14 (12.17%) users' opined agreed. 9 (7.82%) undecided and 1 (0.86%) were disagree about it. In M.Tech. category, out of 40 (34.78%) users', 19 (16.52%) users' responded strongly agreed, 11 (9.56%) users' opined agreed, 9 (7.82%) undecided and 1 (0.86%) were disagree about it. Further, in Ph D category, out of 32 (27.82%) users, 15 (13.04%) strongly agreed, 12 (10.4%) agreed, 4 (3.47%) were undecided and 1 (0.86%) was disagree about it. Out of 115 (100%) users', 53 (46.08%) responded strongly agreed, 37 (32.17%) users' opined agreed, 22 (19.13%) undecided and 3 (2.60%) were disagree about it.

Table 6: User's Satisfaction

Questions	User's Category	IITB		
		Yes	**No**	**Total**
Does library regularly inform the user about the library and information science products and services	B.Tech	18(15.65)	25(21.73)	43(37.39)
	M.Tech	16(13.91)	24(20.86)	40(34.78)
	PhD	14(12.17)	18(15.65)	32(27.82)
	Total	**48(41.73)**	**67(58.26)**	**115(100)**

Questions	User's Category	IITB		
		Yes	**No**	**Total**
Are you satisfied with the marketing tools and techniques adopted for making you aware of library products and services	B.Tech	13(11.30)	30(26.08)	43(37.39)
	M.Tech	10(8.69)	30(26.08)	40(34.78)
	PhD	12(10.4)	20(17.39)	32(27.82)
	Total	**35(30.43)**	**80(69.56)**	**115(100)**
Are you satisfied with the role of staff being played in promoting the library products and services	B.Tech	11(9.56)	32(27.82)	43(37.39)
	M.Tech	12(10.4)	28(24.34)	40(34.78)
	PhD	12(10.4)	20(17.39)	32(27.82)
	Total	**35(30.43)**	**80(69.56)**	**115(100)**
Are you satisfied with the existing information products and services offered by the library	B.Tech	20(17.39)	23(20.0)	43(37.39)
	M.Tech	15(13.04)	25(21.73)	40(34.78)
	PhD	16(13.91)	16(13.91)	32(27.82)
	Total	**51(44.34)**	**64(55.65)**	**115(100)**

It is clear regarding **User's Satisfaction**, *q.no.1* about *does library regularly inform the user about the library and information science products and services*, in B.Tech category out of 43 (37.39), 18 (15.65%) responded yes and 25 (21.73%) opined no, in M.Tech. category out of 40 (34.78) users', 16 (13.91%) responded yes and 24 (20.86%) opined no and in Ph.D category out of 32 (27.82), 14 (12.17%) responded yes and 18 (15.65%) opined no to it. Thus, out of 115 (100%), users', 48 (41.73%) responded yes and 67 (58.26%) responded no about it.

It is clear regarding user's satisfaction, *q.no.2* about *are you satisfied with the marketing tools and techniques adopted for making you aware of library products and services*, in B.Tech category out of 43 (37.39), 13 (11.30%) responded yes and 30 (26.08%) opined no, in M.Tech. category out of 40 (34.78) users', 10 (8.69%) responded yes and 30 (26.08%) opined no and in Ph.D category out of 32 (27.82), 12 (10.4%) responded yes and 20 (17.39%) opined no to it. Thus, out of 115 (100%), users', 35 (30.43%) responded yes and 80 (69.56%) responded no about it. It is clear regarding user's satisfaction, *q.no.3* about *are you satisfied with the role of staff being played in promoting the library products and services*, in B.Tech category out of 43

(37.39), 11 (9.56%) responded yes and 32 (27.82%) opined no, in M.Tech. category out of 40 (34.78) users', 12 (10.4%) responded yes and 28 (24.34%) opined no and in Ph.D category out of 32 (27.82), 12 (10.4%) responded yes and 20 (17.39%) opined no to it. Thus, out of 115 (100%), users', 35 (30.43%) responded yes and 80 (69.56%) responded no about it. It is clear regarding user's satisfaction, *q.no.4* about *are you satisfied with the   existing information*

products and services offered by the library, in B.Tech category out of 43 (37.39), 20 (17.39%) responded yes and 23 (20.0%) opined no, in M.Tech. category out of 40 (34.78) users', 15 (13.04%) responded yes and 25 (21.73%) opined no and in Ph.D category out of 32 (27.82), 16 (13.91%) responded yes and 16 (13.91%) opined no to it. Thus, out of 115 (100%), users' 51 (44.34%) responded yes and 64 (55.65%) responded no about it.

Table 7: Overall Opinion Marketing of LIS Products and Services

Questions	Category	IITB				
		E	**G**	**A**	**P**	**Total**
What do you think about the library staff efforts in making you aware of LIS products and services	B.Tech.	8(6.95)	17(14.78)	18(15.65)	0(0.0)	43(37.39)
	M.Tech.	17(14.78)	8(6.95)	15(13.4)	0(0.0)	40(34.78)
	PhD	10(8.69)	12(10.4)	10(8.69)	0(0.0)	32(27.82)
	Total	**35(30.43)**	**37(32.17)**	**43(37.39)**	**0(0.0)**	**115(100)**
What do you think about the tools and techniques applied by the library in marketing the products and services	B.Tech.	12(10.4)	12(10.4)	19(16.52)	0(0.0)	43(37.39)
	M.Tech.	12(10.4)	12(10.4)	16(13.91)	0(0.0)	40(34.78)
	PhD	10(8.69)	11(9.56)	11(9.56)	0(0.0)	32(27.82)
	Total	**34(29.56)**	**35(30.43)**	**46(40)**	**0(0.0)**	**115(100)**

Table *7* shows the overall Users' opinion about marketing of LIS products and services. With regard to *q.no.1* about *what do you think about the library staff efforts in making you aware of LIS products and services*, in B.Tech. category, out of 43 (37.39) users', 8 (6.95%) responded excellent, 17 (14.78%) opined good and 18 (15.65%) responded average about it. In M.Tech. category, out of 40 (34.78%) users', 17 (14.78%) responded excellent, 8 (6.95%) opined good and 15 (13.4%) responded average about it. In P hD category, out of 32 (27.82%) users', 10 (8.69%) responded excellent, 12 (10.4%) opined good and 10 (8.69%) responded average about it. Out of 115 (100%) users', 35 (30.43%) responded excellent, 37 (32.17%) opined good and 43 (37.39%) opined average about it.

It is tangible that regarding *q.no.2* about *what do you think about the tools and techniques applied by the library in marketing the products and services*, in B.Tech. category, out of 43 (37.39) users', 12 (10.4%) responded excellent, 12 (10.4%) opined good and 19 (16.52%) responded average about it. In M.Tech. category, out of 40 (34.78%) users', 12 (10.4%) responded excellent, 12 (10.4%) opined good and 16 (13.91%) responded average about it. In P hD category, out of 32 (27.82%) users', 10 (8.69%) responded excellent, 11 (9.56%) opined

good and 11 (9.56%) responded average about it. Out of 115 (100%) users', 34 (29.56%) responded excellent, 35 (30.43%) opined good and 46 (40%) opined average about it.

4.   Conclusions

The study very well express the users' know how and awareness about marketing of library and information science products and services and tangibly outline that though there are few services freely provided but due to non awareness the users' of different categories are ready to pay which shows communication gap and needs immediate attention for more productive usage for survival and remain the most trustworthy information hubs for the users'.

5.   References

Indian Institute of Technology Bombay Library, available at http:// www. IITB.ac.in (Accessed on 18 October 2016)