Role of Library Staff in Marketing of Library Products and Services with Users Response: A Study of Select IIT Libraries in India

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Abstract: The research work tangibly presents the role of library staff of select IIT libraries in application of marketing strategies and use of marketing tools and techniques for LIS products and services. The work comprehensively shows the users' awareness, use pattern and expectations from the libraries regarding what they need and how best by use of social media and other tools, the libraries can offer new array of LIS products and services.

Keywords: Library Staff, Library, Marketing, Library Products, Library Services, Marketing Strategies, Marketing Tools and Techniques.

1. Introduction

Table No.1: User Population

Category	Institute				Total
	IITB	**IITD**	**IITM**	**IITR**	
B. Tech.	43 (10.4%)	37 (9.0%)	33 (8.0%)	22 (5.3%)	**135 (32.8%)**
M. Tech.	40 (9.7%)	29 (7.0%)	31 (7.5%)	37 (9.0%)	**137 (33.2%)**
Ph. D	32 (7.8%)	42 (10.2%)	36 (8.7%)	30 (7.3%)	**140 (34.0%)**
Total	**115 (27.9%)**	**108 (26.2%)**	**100 (24.3%)**	**89 (21.6%)**	**412 (100%)**

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

- In this whole section IITB stands for Indian Institute of Technology Bombay, IITD stands for Indian Institute of Technology Delhi, IITM stands for Indian Institute of Technology Madras and IITR stands for Indian Institute of Technology Roorkee.

- In this whole section the numbers given in parenthesis shows the percentage.

- Below every table the q. no. and the statement is written in Italics and the data interpretation is presented in regular way.

Table No. 2: Role of Staff

Question	User Category	IITB SA	A	U	D	SD	Total	IITD SA	A	U	D	SD	Total	IITM SA	A	U	D	SD	Total	IITR SA	A	U	D	SD	Total	TOTAL SA	A	U	D	SD	Total
Introduction by library staff can make you better aware about LIS products & services	**B.Tech.**	22 (16.3)	18 (13.3)	3 (2.2)	-	-	43 (31.9)	20 (14.8)	17 (12.6)	-	-	-	37 (27.4)	18 (13.3)	12 (8.9)	3 (2.2)	-	-	33 (24.4)	9 (6.7)	13 (9.6)	0 (0.0)	-	-	22 (16.3)	**69 (51.1)**	**60 (44.4)**	**6 (4.4)**	-	-	**135 (100%)**
	M.Tech.	24 (17.5)	10 (7.3)	6 (4.4)	-	-	40 (29.2)	20 (14.6)	3 (2.13)	4 (2.9)	2 (1.46)	-	29 (21.2)	19 (13.9)	9 (6.6)	3 (2.2)	-	-	31 (22.6)	14 (10.2)	15 (10.9)	8 (5.8)	-	-	37 (27.0)	**70 (51.1)**	**48 (35.0)**	**19 (13.9)**	-	-	**137 (100%)**
	Ph D	16 (11.4)	10 (7.1)	6 (4.3)	-	-	32 (22.9)	16 (11.4)	24 (17.1)	2 (1.4)	-	-	42 (30.0)	18 (12.9)	12 (8.6)	6 (4.3)	-	-	36 (25.7)	15 (10.7)	12 (8.6)	3 (2.1)	-	-	30 (21.4)	**65 (46.4)**	**58 (41.4)**	**17 (12.1)**	-	-	**140 (100%)**
	Total	**62 (15.0)**	**38 (9.2)**	**15 (3.6)**	-	-	**115 (27.9)**	**49 (11.9)**	**55 (13.3)**	**4 (1.0)**	-	-	**108 (26.2)**	**55 (13.3)**	**33 (8.0)**	**12 (2.9)**	-	-	**100 (24.3)**	**38 (9.2)**	**40 (9.7)**	**11 (2.7)**	-	-	**89 (21.6)**	**204 (49.5)**	**166 (40.3)**	**42 (10.2)**	-	-	**412 (100%)**
Awareness about LIS products and services can maximize their utilization	**B.Tech.**	22 (16.3)	15 (11.1)	6 (4.4)	-	-	43 (31.9)	24 (17.8)	13 (9.6)	0 (0.0)	-	-	37 (27.4)	19 (14.1)	10 (7.4)	4 (3.0)	-	-	33 (24.4)	12 (8.9)	10 (7.4)	0 (0.0)	-	-	22 (16.3)	**77 (57.0)**	**48 (35.6)**	**10 (7.4)**	-	-	**135 (100%)**
	M.Tech.	22 (16.1)	14 (10.2)	4 (2.9)	-	-	40 (29.2)	12 (8.8)	15 (10.9)	2 (1.5)	-	-	29 (21.2)	20 (14.6)	9 (6.6)	2 (1.5)	-	-	31 (22.6)	18 (13.1)	14 (10.2)	5 (3.6)	-	-	37 (27.0)	**72 (52.6)**	**52 (38.0)**	**13 (9.5)**	-	-	**137 (100%)**
	Ph D	20 (14.3)	10 (7.1)	2 (1.4)	-	-	32 (22.9)	20 (14.3)	22 (15.7)	0 (0.0)	-	-	42 (30.0)	20 (14.3)	14 (10.0)	2 (1.4)	-	-	36 (25.7)	20 (14.3)	10 (7.1)	0 (0.0)	-	-	30 (21.4)	**80 (57.1)**	**56 (40.0)**	**4 (2.9)**	-	-	**140 (100%)**
	Total	**64 (15.5)**	**39 (9.5)**	**12 (2.9)**	-	-	**115 (27.9)**	**56 (13.6)**	**50 (12.1)**	**2 (0.5)**	-	-	**108 (26.2)**	**59 (14.3)**	**33 (8.0)**	**8 (1.9)**	-	-	**100 (24.3)**	**50 (12.1)**	**34 (8.3)**	**5 (1.2)**	-	-	**89 (21.6)**	**229 (55.6)**	**156 (37.9)**	**27 (6.6)**	-	-	**412 (100%)**
Lack of staff support can lead to under use of LIS products & services	**B.Tech.**	23 (17.0)	19 (14.1)	1 (0.7)	-	-	43 (31.9)	25 (18.5)	12 (8.9)	0 (0.0)	-	-	37 (27.4)	19 (14.1)	9 (6.7)	5 (3.7)	-	-	33 (24.4)	13 (9.6)	7 (5.2)	2 (1.5)	-	-	22 (16.3)	**80 (59.3)**	**47 (34.8)**	-	-	-	**135 (100%)**
	M.Tech.	22 (16.1)	14 (10.2)	4 (2.9)	-	-	40 (29.2)	15 (10.9)	14 (10.2)	0 (0.0)	-	-	29 (21.2)	22 (16.1)	9 (6.6)	0 (0.0)	-	-	31 (22.6)	18 (13.1)	16 (11.7)	3 (2.2)	-	-	37 (27.0)	**77 (56.2)**	**53 (38.7)**	**7 (5.1)**	-	-	**137 (100%)**
	Ph D	18 (12.9)	10 (7.1)	4 (2.9)	-	-	32 (22.9)	20 (14.3)	22 (15.7)	0 (0.0)	-	-	42 (30.0)	20 (14.3)	15 (10.7)	1 (0.7)	-	-	36 (25.7)	18 (12.9)	10 (7.1)	2 (1.4)	-	-	30 (21.4)	**76 (54.3)**	**57 (40.7)**	**7 (5.0)**	-	-	**140 (100%)**
	Total	**63 (15.3)**	**43 (10.4)**	**9 (2.2)**	-	-	**115 (27.9)**	**60 (14.6)**	**48 (11.7)**	**0 (0.0)**	-	-	**108 (26.2)**	**61 (14.8)**	**33 (8.0)**	**6 (1.5)**	-	-	**100 (24.3)**	**49 (11.9)**	**33 (8.0)**	**7 (1.7)**	-	-	**89 (21.6)**	**233 (56.6)**	**157 (38.1)**	**22 (5.3)**	-	-	**412 (100%)**
Communication skills of staff is important for assessing the users information needs	**B.Tech.**	22 (16.3)	18 (13.3)	3 (2.2)	-	-	43 (31.9)	26 (19.3)	11 (8.1)	0 (0.0)	-	-	37 (27.4)	18 (13.3)	12 (8.9)	3 (2.2)	-	-	33 (24.4)	12 (8.9)	8 (5.9)	2 (1.5)	-	-	22 (16.3)	**78 (57.8)**	**49 (36.3)**	**8 (5.9)**	-	-	**135 (100%)**
	M.Tech.	18 (13.1)	18 (13.1)	4 (2.9)	-	-	40 (29.2)	16 (11.7)	13 (9.5)	0 (0.0)	-	-	29 (21.2)	18 (13.1)	11 (8.0)	2 (1.5)	-	-	31 (22.6)	17 (12.4)	17 (12.4)	3 (2.2)	-	-	37 (27.0)	**69 (50.4)**	**59 (43.1)**	**9 (6.6)**	-	-	**137 (100%)**
	Ph D	19 (13.6)	12 (8.6)	1 (0.7)	-	-	32 (22.9)	29 (20.7)	13 (9.3)	0 (0.0)	-	-	42 (30.0)	20 (14.3)	15 (10.7)	1 (0.7)	-	-	36 (25.7)	15 (10.7)	13 (9.3)	2 (1.4)	-	-	30 (21.4)	83 (59.3)	53 (37.9)	4 (2.9)	-	-	140 (100%)
	Total	**59 (14.3)**	**48 (11.7)**	**8 (1.9)**	-	-	**115 (27.9)**	**71 (17.2)**	**37 (9.0)**	**0 (0.0)**	-	-	**108 (26.2)**	**56 (13.6)**	**38 (9.2)**	**6 (1.5)**	-	-	**100 (24.3)**	**44 (10.7)**	**38 (9.2)**	**7 (1.7)**	-	-	**89 (21.6)**	**230 (55.8)**	**161 (39.1)**	**21 (5.1)**	-	-	**412 (100%)**
Lack of communication skills is a barrier in Marketing of LIS products & services	**B.Tech.**	22 (16.3)	15 (11.1)	6 (4.4)	-	-	43 (31.9)	28 (20.7)	9 (6.7)	0 (0.0)	-	-	37 (27.4)	18 (13.3)	13 (9.6)	2 (1.5)	-	-	33 (24.4)	12 (8.9)	8 (5.9)	2 (1.5)	-	-	22 (16.3)	**80 (59.3)**	**45 (33.3)**	**10 (7.4)**	-	-	**135 (100%)**
	M.Tech.	19 (13.9)	17 (12.4)	4 (2.9)	-	-	40 (29.2)	22 (16.1)	7 (5.1)	0 (0.0)	-	-	29 (21.2)	20 (14.6)	9 (6.6)	2 (1.5)	-	-	31 (22.6)	18 (13.1)	19 (13.9)	0 (0.0)	-	-	37 (27.0)	**79 (57.7)**	**52 (38.0)**	**6 (4.4)**	-	-	**137 (100%)**
	Ph D	**20 (14.3)**	**10 (7.1)**	**2 (1.4)**	-	-	**32 (22.9)**	**38 (27.1)**	**4 (2.9)**	**0 (0.0)**	-	-	**42 (30.0)**	**26 (18.6)**	**10 (7.1)**	**0 (0.0)**	-	-	**36 (25.7)**	**24 (17.1)**	**4 (2.9)**	**2 (1.4)**	-	-	**30 (21.4)**	**108 (77.1)**	**28 (20.0)**	**4 (2.9)**	-	-	**140 (100%)**

Question	User Category	IITB						IITD						IITM						IITR						TOTAL					
		SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total
	Total	61 (14.8)	42 (10.2)	12 (2.9)	-	-	115 (27.9)	88 (21.4)	20 (4.9)	0 (0.0)	-	-	108 (26.2)	64 (15.5)	32 (7.8)	4 (1.0)	-		100 (24.3)	54 (13.1)	31 (7.5)	4 (1.0)	-	-	89 (21.6)	267 (64.8)	125 (30.3)	20 (4.9)	-	-	412 (100%)
Library staff is not trained in marketing skills and techniques	B.Tech.	22 (16.3)	19 (14.1)	2 (1.5)	-	-	43 (31.9)	30 (22.2)	7 (5.2)	0 (0.0)	-	-	37 (27.4)	21 (15.6)	10 (7.4)	2 (1.5)	-		33 (24.4)	15 (11.1)	6 (4.4)	1 (0.7)	-	-	22 (16.3)	88 (65.2)	42 (31.1)	5 (3.7)	-	-	135 (100%)
	M.Tech.	24 (17.5)	13 (9.5)	3 (2.2)	-	-	40 (29.2)	23 (16.8)	6 (4.4)	0 (0.0)	-	-	29 (21.2)	18 (13.1)	8 (5.8)	5 (3.6)	-		31 (22.6)	24 (17.5)	11 (8.0)	2 (1.5)	-	-	37 (27.0)	89 (65.0)	38 (27.7)	10 (7.3)	-	-	137 (100%)
	Ph D	18 (12.9)	12 (8.6)	2 (1.4)	-	-	32 (22.9)	30 (21.4)	10 (7.4)	2 (1.4)	-	-	42 (30.0)	22 (15.7)	12 (8.6)	2 (1.4)	-		36 (25.7)	16 (11.4)	13 (9.3)	1 (0.7)	-	-	30 (21.4)	86 (61.4)	47 (33.6)	7 (5.0)	-	-	140 (100%)
	Total	64 (15.5)	44 (10.7)	7 (1.7)	-	-	115 (27.9)	83 (20.1)	23 (5.6)	2 (0.5)	-	-	108 (26.2)	61 (14.8)	30 (7.3)	9 (2.2)	-		100 (24.3)	55 (13.3)	30 (7.3)	4 (1.0)	-	-	89 (21.6)	263 (63.8)	127 (30.8)	22 (5.3)	-	-	412 (100%)
Library staff should be trained in marketing practices to deal with challenges	B.Tech.	24 (17.8)	16 (11.9)	3 (2.2)	-	-	43 (31.9)	32 (23.7)	4 (3.0)	1 (0.7)	-	-	37 (27.4)	26 (19.3)	6 (4.4)	1 (0.7)	-		33 (24.4)	14 (10.4)	7 (5.2)	1 (0.7)	-	-	22 (16.3)	96 (71.1)	33 (24.4)	6 (4.4)	-	-	135 (100%)
	M.Tech.	24 (17.5)	12 (8.8)	4 (2.9)	-	-	40 (29.2)	22 (16.1)	5 (3.6)	2 (1.5)	-	-	29 (21.2)	21 (15.3)	9 (6.6)	1 (0.7)	-		31 (22.6)	25 (18.2)	10 (7.3)	2 (1.5)	-	-	37 (27.0)	92 (67.2)	36 (26.3)	9 (6.6)	-	-	137 (100%)
	Ph D	18 (12.9)	12 (8.6)	2 (1.4)	-	-	32 (22.9)	28 (20.0)	14 (10.0)	0 (0.0)	-	-	42 (30.0)	24 (17.1)	12 (8.6)	0 (0.0)	-		36 (25.7)	24 (17.1)	6 (4.3)	0 (0.0)	-	-	30 (21.4)	94 (67.1)	44 (31.4)	2 (1.4)	-	-	140 (100%)
	Total	66 (16.0)	40 (9.7)	9 (2.2)	-	-	115 (27.9)	82 (19.9)	23 (5.6)	3 (0.7)	-	-	108 (26.2)	71 (17.2)	27 (6.6)	2 (0.5)	-		100 (24.3)	63 (15.3)	23 (5.6)	3 (0.7)	-	-	89 (21.6)	282 (68.4)	113 (27.4)	17 (4.1)	-	-	412 (100%)
Lack of proper ICT training pose a barrier for staff in dealing with users information needs	B.Tech.	21 (15.6)	19 (14.1)	3 (2.2)	-	-	43 (31.9)	23 (17.0)	14 (10.4)	0 (0.0)	-	-	37 (27.4)	21 (15.6)	11 (8.1)	1 (0.7)	-		33 (24.4)	13 (9.6)	8 (5.9)	1 (0.7)	-	-	22 (16.3)	78 (57.8)	52 (38.5)	5 (3.7)	-	-	135 (100%)
	M.Tech.	22 (16.1)	15 (10.9)	3 (2.2)	-	-	40 (29.2)	16 (11.7)	13 (9.5)	0 (0.0)	-	-	29 (21.2)	18 (13.1)	9 (6.6)	4 (2.9)	-		31 (22.6)	17 (12.4)	13 (9.5)	7 (5.1)	-	-	37 (27.0)	73 (53.3)	50 (36.5)	14 (10.2)	-	-	137 (100%)
	Ph D	15 (10.7)	15 (10.7)	2 (1.4)	-	-	32 (22.9)	20 (14.3)	16 (11.4)	6 (4.3)	-	-	42 (30.0)	21 (15.0)	10 (7.1)	5 (3.6)	-		36 (25.7)	16 (11.4)	10 (7.1)	4 (2.9)	-	-	30 (21.4)	72 (51.4)	51 (36.4)	17 (12.1)	-	-	140 (100%)
	Total	58 (14.1)	49 (11.9)	8 (1.9)	-		115 (27.9)	59 (14.3)	43 (10.4)	6 (1.5)	-	-	108 (26.2)	60 (14.6)	30 (7.3)	10 (2.4)	-	-	100 (24.3)	46 (11.2)	31 (7.5)	12 (2.9)	-	-	89 (21.6)	223 (54.1)	153 (37.1)	36 (8.7)	-	-	412 (100%)
There should be a separate unit with skilled professionals needed to handle marketing activities	B.Tech.	24 (17.8)	17 (12.6)	2 (1.5)	-	-	43 (31.9)	28 (20.7)	8 (5.9)	1 (0.7)	-	-	37 (27.4)	21 (15.6)	10 (7.4)	2 (1.5)	-		33 (24.4)	17 (12.6)	5 (3.7)	0 (0.0)	-	-	22 (16.3)	90 (66.7)	40 (29.6)	5 (3.7)	-	-	135 (100%)
	M.Tech.	20 (14.6)	16 (11.7)	4 (2.9)	-	-	40 (29.2)	18 (13.1)	9 (6.6)	2 (1.5)	-	-	29 (21.2)	20 (14.6)	9 (6.6)	2 (1.5)	-		31 (22.6)	19 (13.9)	14 (10.2)	4 (2.9)	-	-	37 (27.0)	77 (56.2)	48 (35.0)	12 (8.8)	-	-	137 (100%)
	Ph D	15 (10.7)	15 (10.7)	2 (1.4)	-	-	32 (22.9)	20 (14.3)	18 (12.9)	4 (2.9)	-	-	42 (30.0)	25 (17.9)	10 (7.1)	1 (0.7)	-		36 (25.7)	15 (10.7)	15 (10.7)	0 (0.0)	-	-	30 (21.4)	75 (53.6)	58 (41.4)	7 (5.0)	-	-	140 (100%)
	Total	59 (14.3)	48 (11.7)	8 (1.9)	-	-	115 (27.9)	66 (16.0)	35 (8.5)	7 (1.7)	-	-	108 (26.2)	66 (16.0)	29 (7.0)	5 (1.2)	-		100 (24.3)	51 (12.4)	34 (8.3)	4 (1.0)	-	-	89 (21.6)	242 (58.7)	146 (35.4)	24 (5.8)	-	-	412 (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 no. 2 deals with role of staff and other marketing related questions. Table no. 2 tangibly reflect that with regard to *q. no. 1* that *introduction by library staff can make user better aware about LIS products and services*, out of 412 (100%) users' of all four IIT libraries, 204 (49.5%) users' strongly agreed, 166 (40.3%) users' agreed and 42 (10.2%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 62 (15.0%) users' strongly agreed, 38 (9.2%) users' agreed and 15 (3.6%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 49 (11.9%) users' strongly agreed, 55 (13.3%) users' agreed and 4 (1.0%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 55 (13.3%) users' strongly agreed, 33 (8.0%) users' agreed and 12 (2.9%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 38 (9.2%) users' strongly agreed, 40 (9.7%) users' agreed and 11 (2.7%) users' were undecided about it.

With regard to *q. no. 2* that *awareness about LIS products and services can maximize their utilization*, out of 412 (100%) users' of all four IIT libraries, 229 (55.6%) users' strongly agreed, 156 (37.9%) users' agreed and 27 (6.6%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 64 (15.5%) users' strongly agreed, 39 (9.5%) users' agreed and 12 (2.9%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 56 (13.6%) users' strongly agreed, 50 (12.1%) users' agreed and 2 (0.5%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 59 (14.3%) users' strongly agreed, 33 (8.0%) users' agreed and 8 (1.9%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 50 (12.1%) users' strongly agreed, 34 (8.3%) users' agreed and 5 (1.2%) users' were undecided about it.

The data tangibly reflects regarding *q. no. 3* that *lack of staff support can lead to under use of library products and services*, out of 412 (100%) users' of all four IIT libraries, 233 (56.6%) users' strongly agreed, 157 (38.1%) users' agreed and 22 (5.3%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 63 (15.3%) users' strongly agreed, 43 (10.4%) users' agreed and 9 (2.2%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 60 (14.6%) users' strongly agreed and 48 (11.7%) users' were agreed about it. In IITM library, out of 100 (24.3%) users', 61 (14.8%) users' strongly agreed, 33 (8.0%) users' agreed and 6 (1.5%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 49 (11.9%) users' strongly agreed, 33 (8.0%) users' agreed and 7 (1.7%) users' were undecided about it.

In context of *q. no. 4* that *communication skills of staff is important for assessing the user's information needs,* out of 412 (100%) users' of all four IIT libraries, 230 (55.8%) users' strongly agreed, 161 (39.1%) users' agreed and 21 (5.1%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 59 (14.3%) users' strongly agreed, 48 (11.7%) users' agreed and 8 (1.9%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 71 (17.2%) users' strongly agreed and 37 (9.0%) users' were agreed about it. In IITM library, out of 100 (24.3%) users', 56 (13.6%) users' strongly agreed, 38 (9.2%) users' agreed and 6 (1.5%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 44 (10.7%) users' strongly agreed, 38 (9.2%) users' agreed and 7 (1.7%) users' were undecided about it.

The data tangibly reflects regarding *q. no. 5* that *lack of communication skills of staff is a barrier in marketing of library products and services,* out of 412 (100%) users' of all four IIT libraries, 267 (64.8%) users' strongly agreed, 125 (30.3%) users' agreed and 20 (4.9%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 61 (14.8%) users' strongly agreed, 42 (10.2%) users' agreed and 12 (2.9%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 88 (21.4%) users' strongly agreed and 20 (4.9%) users' were agreed about it. In IITM library, out of 100 (24.3%) users', 64 (15.5%) users' strongly agreed, 32 (7.8%) users' agreed and 4 (1.0%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 54 (13.1%) users' strongly agreed, 31 (7.5%) users' agreed and 4 (1.0%) users' were undecided about it.

It has been observed regarding q. *no. 6* that *library staff is not trained in marketing skills and techniques,* out of 412 (100%) users' of all four IIT libraries, 263 (63.8%) users' strongly agreed, 127 (30.8%) users' agreed and 22 (5.3%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 64 (15.5%) users' strongly agreed, 44 (10.7%) users' agreed and 7 (1.7%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 83 (20.1%) users' strongly agreed, 23 (5.6%) users' agreed and 2 (0.5%) were undecided about it. In IITM library, out of 100 (24.3%) users', 61 (14.8%) users' strongly agreed, 30 (7.3%) users' agreed and 9 (2.2%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 55 (13.3%) users' strongly agreed, 30 (7.3%) users' agreed and 4 (1.0%) users' were undecided about it.

The research data shows regarding *q. no. 7* that *library staff should be trained in marketing practices to deal with challenges,* out of 412 (100%) users' of all four IIT libraries,

282 (68.4%) users' strongly agreed, 113 (27.4%) users' agreed and 17 (4.1%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 66 (16.0%) users' strongly agreed, 40 (9.7%) users' agreed and 9 (2.2%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 82 (19.9%) users' strongly agreed, 23 (5.6%) users' agreed and 3 (0.7%) were undecided about it. In IITM library, out of 100 (24.3%) users', 71 (17.2%) users' strongly agreed, 27 (6.6%) users' agreed and 2 (0.5%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 63 (15.3%) users' strongly agreed, 23 (5.6%) users' agreed and 3 (0.7%) users' were undecided about it.

With regard to *q. no. 8* that *lack of proper ICT training pose a barrier for staff in dealing with user's information needs,* out of 412 (100%) users' of all four IIT libraries, 223 (54.1%) users' strongly agreed, 153 (37.1%) users' agreed and 36 (8.7%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 58 (14.1%) users' strongly agreed, 49 (11.9%) users' agreed and 8 (1.9%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 59 (14.3%) users' strongly agreed, 43 (10.4%) users' agreed and 6 (1.5%) were undecided about it. In IITM library, out of 100 (24.3%) users', 60 (14.6%) users' strongly agreed, 30 (7.3%) users' agreed and 10 (2.4%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 46 (11.2%) users' strongly agreed, 31 (7.5%) users' agreed and 12 (2.9%) users' were undecided about it.

It has been observed regarding *q. no. 9* that *there should be a separate unit with skilled professionals needed to handle marketing activities,* out of 412 (100%) users' of all four IIT libraries, 242 (58.7%) users' strongly agreed, 146 (35.4%) users' agreed and 24 (5.8%) users' were undecided about it. Further, in IITB library, out of 115 (27.9%) users', 59 (14.3%) users' strongly agreed, 48 (11.7%) users' agreed and 8 (1.9%) users' were undecided about it. In IITD library, out of 108 (26.2%) users', 66 (16.0%) users' strongly agreed, 35 (8.5%) users' agreed and 7 (1.7%) were undecided about it. In IITM library, out of 100 (24.3%) users', 66 (16.0%) users' strongly agreed, 29 (7.0%) users' agreed and 5 (1.2%) users' were undecided about it. In IITR library, out of 89 (21.6%) users', 51 (12.4%) users' strongly agreed, 34 (8.3%) users' agreed and 4 (1.0%) users' were undecided about it.

Table No. 3: User Opinion about LIS Marketing

QUESTION	USER CATEGORY	INSTITUTE																													TOTAL					
		IITB						IITD						IITM						IITR											
		SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total
Marketing of LIS products and services is necessary for library survival in present time	B.Tech.	32 (23.7)	7 (5.2)	2 (1.5)	2 (1.5)	0 (0.0)	43 (31.9)	22 (16.3)	9 (6.7)	4 (3.0)	1 (0.7)	0 (0.0)	37 (27.4)	14 (10.4)	10 (7.4)	4 (3.0)	5 (3.7)	0 (0.0)	33 (24.4)	13 (9.6)	6 (4.4)	3 (2.2)	0 (0.0)	0 (0.0)	22 (16.3)	**81 (60.0)**	**32 (23.7)**	**13 (9.6)**	**8 (5.9)**	**1 (0.7)**	**135 (100%)**
	M.Tech.	22 (16.1)	10 (7.3)	4 (2.9)	0 (0.0)	0 (0.0)	40 (29.2)	19 (13.9)	8 (5.8)	1 (0.7)	0 (0.0)	1 (0.7)	29 (21.2)	16 (11.7)	8 (5.8)	3 (2.2)	4 (2.9)	0 (0.0)	31 (22.6)	22 (16.1)	10 (7.3)	5 (3.6)	0 (0.0)	0 (0.0)	37 (27.0)	**79 (57.7)**	**36 (26.3)**	**13 (9.5)**	**8 (5.8)**	**1 (0.7)**	**137 (100%)**
	Ph. D	20 (14.3)	8 (5.7)	2 (1.4)	2 (1.4)	0 (0.0)	32 (22.9)	25 (17.9)	10 (7.1)	2 (1.4)	5 (3.6)	0 (0.0)	42 (30.0)	18 (12.9)	10 (7.1)	3 (2.1)	5 (3.6)	0 (0.0)	36 (25.7)	18 (12.9)	6 (4.3)	5 (3.6)	1 (0.7)	-	30 (21.4)	**81 (57.9)**	**34 (24.3)**	**12 (8.6)**	**13 (9.3)**	**0 (0.0)**	**140 (100%)**
	Total	**74 (18.0)**	**25 (6.1)**	**8 (1.9)**	**8 (1.9)**	**0 (0.0)**	**115 (27.9)**	**66 (16.0)**	**27 (6.6)**	**7 (1.7)**	**6 (1.5)**	**2 (0.5)**	**108 (26.2)**	**48 (11.7)**	**28 (6.8)**	**10 (2.4)**	**14 (3.4)**	**0 (0.0)**	**100 (24.3)**	**53 (12.9)**	**22 (5.3)**	**13 (3.2)**	**1 (0.2)**	**0 (0.0)**	**89 (21.6)**	**241 (58.5)**	**102 (24.8)**	**38 (9.2)**	**29 (7.0)**	**2 (0.5)**	**412 (100%)**
Marketing of LIS products and services bring good name and reputation which helps in future growth	B.Tech.	29 (21.5)	10 (7.4)	3 (2.2)	1 (0.7)	0 (0.0)	43 (31.9)	24 (17.8)	9 (6.7)	3 (2.2)	1 (0.7)	0 (0.0)	37 (27.4)	20 (14.8)	8 (5.9)	3 (2.2)	2 (1.5)	0 (0.0)	33 (24.4)	14 (10.4)	5 (3.7)	2 (1.5)	1 (0.7)	0 (0.0)	22 (16.3)	**87 (64.4)**	**32 (23.7)**	**11 (8.1)**	**5 (3.7)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	24 (17.5)	10 (7.3)	3 (2.2)	3 (2.2)	0 (0.0)	40 (29.2)	15 (10.9)	10 (7.3)	3 (2.2)	1 (0.7)	0 (0.0)	29 (21.2)	20 (14.6)	8 (5.8)	2 (1.5)	1 (0.7)	0 (0.0)	31 (22.6)	23 (16.8)	9 (6.6)	5 (3.6)	0 (0.0)	0 (0.0)	37 (27.0)	**82 (59.9)**	**37 (27.0)**	**13 (9.5)**	**5 (3.6)**	**0 (0.0)**	**137 (100%)**
	Ph. D	20 (14.3)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	32 (22.9)	20 (14.3)	12 (8.6)	5 (3.6)	5 (3.6)	0 (0.0)	42 (30.0)	18 (12.9)	10 (7.1)	4 (2.9)	4 (2.9)	0 (0.0)	36 (25.7)	16 (11.4)	8 (5.7)	6 (4.3)	0 (0.0)	0 (0.0)	30 (21.4)	**74 (52.9)**	**40 (28.6)**	**17 (12.1)**	**9 (6.4)**	**0 (0.0)**	**140 (100%)**
	Total	**73 (17.7)**	**30 (7.3)**	**8 (1.9)**	**4 (1.0)**	**0 (0.0)**	**115 (27.9)**	**59 (14.3)**	**31 (7.5)**	**11 (2.7)**	**7 (1.7)**	**0 (0.0)**	**108 (26.2)**	**58 (14.1)**	**26 (6.3)**	**9 (2.2)**	**7 (1.7)**	**0 (0.0)**	**100 (24.3)**	**53 (12.9)**	**22 (5.3)**	**13 (3.2)**	**1 (0.2)**	**0 (0.0)**	**89 (21.6)**	**243 (59.0)**	**109 (26.5)**	**41 (10.0)**	**19 (4.6)**	**0 (0.0)**	**412 (100%)**
Marketing really helps in increase of membership	B.Tech.	28 (20.7)	8 (5.9)	4 (3.0)	3 (2.2)	0 (0.0)	43 (31.9)	24 (17.8)	10 (7.4)	3 (2.2)	0 (0.0)	0 (0.0)	37 (27.4)	19 (14.1)	8 (5.9)	3 (2.2)	3 (2.2)	0 (0.0)	33 (24.4)	14 (10.4)	5 (3.7)	2 (1.5)	1 (0.7)	0 (0.0)	22 (16.3)	**85 (63.0)**	**31 (23.0)**	**12 (8.9)**	**7 (5.2)**	**0 (0.0)**	**135 (100%)**
	M.Tech	22 (16.1)	12 (8.8)	5 (3.6)	1 (0.7)	0 (0.0)	40 (29.2)	18 (13.1)	9 (6.6)	2 (1.5)	0 (0.0)	0 (0.0)	29 (21.2)	17 (12.4)	7 (5.1)	4 (2.9)	3 (2.2)	0 (0.0)	31 (22.6)	20 (14.6)	11 (8.0)	4 (2.9)	2 (1.5)	0 (0.0)	37 (27.0)	**77 (56.2)**	**39 (28.5)**	**15 (10.9)**	**6 (4.4)**	**0 (0.0)**	**137 (100%)**
	Ph. D	20 (14.3)	8 (5.7)	2 (1.4)	2 (1.4)	0 (0.0)	32 (22.9)	25 (17.9)	13 (9.3)	4 (2.9)	0 (0.0)	0 (0.0)	42 (30.0)	17 (12.1)	10 (7.1)	5 (3.6)	4 (2.9)	0 (0.0)	36 (25.7)	19 (13.6)	7 (5.0)	3 (2.1)	1 (0.7)	0 (0.0)	30 (21.4)	**81 (57.9)**	**38 (27.1)**	**14 (10.0)**	**7 (5.0)**	**0 (0.0)**	**140 (100%)**
	Total	**70 (17.0)**	**28 (6.8)**	**11 (2.7)**	**6 (1.5)**	**0 (0.0)**	**115 (27.9)**	**67 (16.3)**	**32 (7.8)**	**9 (2.2)**	**0 (0.0)**	-	**108 (26.2)**	**53 (12.9)**	**25 (6.1)**	**12 (2.9)**	**10 (2.4)**	**0 (0.0)**	**100 (24.3)**	**53 (12.9)**	**23 (5.6)**	**9 (2.2)**	**4 (1.0)**	**0 (0.0)**	**89 (21.6)**	**243 (59.0)**	**108 (26.2)**	**41 (10.0)**	**20 (4.9)**	**0 (0.0)**	**412 (100%)**
Marketing helps in improvement of library services and collection development	B.Tech.	24 (17.8)	11 (8.1)	6 (4.4)	2 (1.5)	0 (0.0)	43 (31.9)	24 (17.8)	8 (5.9)	3 (2.2)	2 (1.5)	0 (0.0)	37 (27.4)	23 (17.0)	6 (4.4)	2 (1.5)	2 (1.5)	0 (0.0)	33 (24.4)	14 (10.4)	4 (3.0)	2 (1.5)	1 (0.7)	1 (0.7)	22 (16.3)	**85 (63.0)**	**29 (21.5)**	**13 (9.6)**	**7 (5.2)**	**1 (0.7)**	**135 (100%)**
	M.Tech.	24 (17.5)	12 (8.8)	4 (2.9)	0 (0.0)	0 (0.0)	40 (29.2)	18 (13.1)	7 (5.1)	3 (2.2)	1 (0.7)	0 (0.0)	29 (21.2)	18 (13.1)	8 (5.8)	2 (1.5)	3 (2.2)	0 (0.0)	31 (22.6)	22 (16.8)	9 (6.6)	3 (2.2)	2 (1.5)	0 (0.0)	37 (27.0)	**83 (60.6)**	**36 (26.3)**	**12 (8.8)**	**6 (4.4)**	**0 (0.0)**	**137 (100%)**
	Ph. D	20 (14.3)	8 (5.7)	2 (1.4)	2 (1.4)	0 (0.0)	32 (22.9)	24 (17.1)	9 (6.4)	5 (3.6)	4 (2.9)	0 (0.0)	42 (30.0)	18 (12.9)	10 (7.1)	6 (4.3)	1 (1.4)	0 (0.0)	36 (25.7)	18 (12.9)	6 (4.3)	4 (2.9)	2 (1.4)	0 (0.0)	30 (21.4)	**80 (57.1)**	**33 (23.6)**	**17 (12.1)**	**10 (7.1)**	**0 (0.0)**	**140 (100%)**
	Total	**68 (16.5)**	**31 (7.5)**	**12 (2.9)**	**4 (1.0)**	**0 (0.0)**	**115 (27.9)**	**66 (16.0)**	**24 (5.8)**	**11 (2.7)**	**7 (1.7)**	**0 (0.0)**	**108 (26.2)**	**59 (14.3)**	**24 (5.8)**	**10 (2.4)**	**7 (1.7)**	**0 (0.0)**	**100 (24.3)**	**55 (13.3)**	**19 (4.6)**	**9 (2.2)**	**5 (1.2)**	**1 (0.2)**	**89 (21.6)**	**248 (60.2)**	**98 (23.8)**	**42 (10.2)**	**23 (5.6)**	**1 (0.2)**	**412 (100%)**
Need based library services need to be developed	B.Tech.	23 (17.0)	13 (9.6)	7 (5.2)	0 (0.0)	0 (0.0)	43 (31.9)	24 (17.8)	10 (7.4)	3 (2.2)	0 (0.0)	0 (0.0)	37 (27.4)	24 (17.8)	9 (6.7)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	10 (7.4)	8 (5.9)	4 (3.0)	0 (0.0)	0 (0.0)	22 (16.3)	**81 (60.0)**	**40 (29.6)**	**14 (10.4)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	21	14	5	0	0	40	22	6	1	0	0	29	18	13	0	0	0	31	17	12	8	0	0	37	**78**	**45**	**14**	**0**	**0**	**137**

QUESTION	USER CATEGORY	IITB						IITD						IITM						IITR						TOTAL					
		SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total
		(15.3)	(10.2)	(3.6)	(0.0)	(0.0)	(29.2)	(16.1)	(4.4)	(0.7)	(0.0)	(0.0)	(21.2)	(13.1)	(9.5)	(0.0)	(0.0)	(0.0)	(22.6)	(12.4)	(8.8)	(5.8)	(0.0)	(0.0)	(27.0)	(56.9)	**(32.8)**	**(10.2)**	**(0.0)**	**(0.0)**	**(100%)**
	Ph. D	20 (14.3)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	32 (22.9)	26 (18.6)	12 (8.6)	4 (2.9)	0 (0.0)	0 (0.0)	42 (30.0)	16 (11.4)	18 (12.9)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	14 (10.0)	10 (7.1)	6 (4.3)	0 (0.0)	0 (0.0)	30 (21.4)	76 (54.3)	**50 (35.7)**	**14 (10.0)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**64 (15.5)**	**37 (9.0)**	**14 (3.4)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**72 (17.5)**	**28 (6.8)**	**8 (1.9)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**58 (14.1)**	**40 (9.7)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**41 (10.0)**	**30 (7.3)**	**18 (4.4)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**235 (57.0)**	**135 (32.8)**	**42 (10.2)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
Library should organise orientation programme/ information literacy programme to make user's aware about library products and services.	B.Tech.	28 (20.7)	15 (11.1)	0 (0.0)	0 (0.0)	0 (0.0)	43 (31.9)	19 (14.1)	18 (13.3)	0 (0.0)	0 (0.0)	0 (0.0)	37 (27.4)	25 (18.5)	8 (5.9)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	17 (12.6)	5 (3.7)	0 (0.0)	0 (0.0)	0 (0.0)	22 (16.3)	89 (65.9)	**46 (34.1)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	32 (23.4)	8 (5.8)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	22 (16.1)	7 (5.1)	0 (0.0)	0 (0.0)	0 (0.0)	29 (21.2)	26 (19.0)	5 (3.6)	0 (0.0)	0 (0.0)	0 (0.0)	31 (22.6)	22 (16.1)	14 (10.2)	1 (0.7)	0 (0.0)	0 (0.0)	37 (27.0)	102 (74.5)	**34 (24.8)**	**1 (0.7)**	**0 (0.0)**	**0 (0.0)**	**137 (100%)**
	Ph. D	28 (20.0)	4 (2.9)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	30 (21.4)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	42 (30.0)	28 (20.0)	8 (5.7)	0 (0.0)	0 (0.0)	0 (0.0)	36 (25.7)	18 (12.9)	11 (7.9)	1 (0.7)	0 (0.0)	0 (0.0)	30 (21.4)	104 (74.3)	**33 (23.6)**	**3 (2.1)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**88 (21.4)**	**27 (6.6)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**71 (17.2)**	**35 (8.5)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**79 (19.2)**	**21 (5.1)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**57 (13.8)**	**30 (7.3)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**295 (71.6)**	**113 (27.4)**	**4 (1.0)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
Library should regularly introduce new products and services to meet user's information needs	B.Tech.	32 (23.7)	11 (8.1)	0 (0.0)	0 (0.0)	0 (0.0)	43 (31.9)	22 (16.3)	14 (10.4)	1 (0.7)	0 (0.0)	0 (0.0)	37 (27.4)	26 (19.3)	7 (5.2)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	14 (10.4)	6 (4.4)	2 (1.5)	0 (0.0)	0 (0.0)	22 (16.3)	94 (69.6)	**38 (28.1)**	**3 (2.2)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	33 (24.1)	7 (5.1)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	18 (13.1)	10 (7.3)	1 (0.7)	0 (0.0)	0 (0.0)	29 (21.2)	27 (19.7)	4 (2.9)	0 (0.0)	0 (0.0)	0 (0.0)	31 (22.6)	22 (16.1)	15 (10.9)	0 (0.0)	0 (0.0)	0 (0.0)	37 (27.0)	100 (73.0)	**36 (26.3)**	**1 (0.7)**	**0 (0.0)**	**0 (0.0)**	**137 (100%)**
	Ph.D	26 (18.6)	6 (4.3)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	30 (21.4)	9 (6.4)	3 (2.1)	0 (0.0)	0 (0.0)	42 (30.0)	28 (20.0)	6 (4.3)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	16 (11.4)	14 (10.0)	0 (0.0)	0 (0.0)	0 (0.0)	30 (21.4)	100 (71.4)	**35 (25.0)**	**5 (3.6)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**91 (22.1)**	**24 (5.8)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**70 (17.0)**	**33 (8.0)**	**5 (1.2)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**81 (19.7)**	**17 (4.1)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**52 (12.6)**	**35 (8.5)**	**2 (1.2)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**294 (71.4)**	**109 (26.5)**	**9 (2.2)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
Library should involve user's in designing and providing new products and services	B.Tech.	32 (23.7)	11 (8.1)	0 (0.0)	0 (0.0)	0 (0.0)	43 (31.9)	20 (14.8)	15 (11.1)	2 (1.5)	0 (0.0)	0 (0.0)	37 (27.4)	22 (16.3)	9 (6.7)	2 (1.5)	0 (0.0)	0 (0.0)	33 (24.4)	13 (9.6)	6 (4.4)	3 (2.2)	0 (0.0)	0 (0.0)	22 (16.3)	87 (64.4)	**41 (30.4)**	**7 (5.2)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	28 (20.4)	12 (8.8)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	18 (13.1)	9 (6.6)	2 (1.5)	0 (0.0)	0 (0.0)	29 (21.2)	25 (18.2)	5 (3.6)	1 (0.7)	0 (0.0)	0 (0.0)	31 (22.6)	17 (12.4)	13 (9.5)	7 (5.1)	0 (0.0)	0 (0.0)	37 (27.0)	88 (64.2)	**39 (28.5)**	**10 (7.3)**	**0 (0.0)**	**0 (0.0)**	**137 (100%)**
	Ph. D	22 (15.7)	10 (7.1)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	28 (20.0)	12 (8.6)	2 (1.4)	0 (0.0)	0 (0.0)	42 (30.0)	28 (20.0)	6 (4.3)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	20 (14.3)	8 (5.7)	2 (1.4)	0 (0.0)	0 (0.0)	30 (21.4)	98 (70.0)	**36 (25.7)**	**6 (4.3)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**82 (19.9)**	**33 (8.0)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**66 (16.0)**	**36 (8.7)**	**6 (1.4)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**75 (18.2)**	**20 (4.9)**	**5 (1.2)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**50 (12.1)**	**27 (6.6)**	**12 (2.9)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**273 (66.3)**	**116 (28.2)**	**23 (5.6)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
Library needs to evaluate its information products and serviced regularly to determine if they need to be continued or modified or withdraw	B.Tech.	33 (24.4)	10 (7.4)	0 (0.0)	0 (0.0)	0 (0.0)	43 (31.9)	25 (18.5)	12 (8.9)	0 (0.0)	0 (0.0)	0 (0.0)	37 (27.4)	26 (19.3)	7 (5.2)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	14 (10.4)	8 (5.9)	0 (0.0)	0 (0.0)	0 (0.0)	22 (16.3)	98 (72.6)	**37 (27.4)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	34 (24.8)	6 (4.4)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	18 (13.1)	8 (5.8)	3 (2.2)	0 (0.0)	0 (0.0)	29 (21.2)	25 (18.2)	5 (3.6)	1 (0.7)	0 (0.0)	0 (0.0)	31 (22.6)	22 (16.1)	14 (10.2)	1 (0.7)	0 (0.0)	0 (0.0)	37 (27.0)	99 (72.3)	**33 (24.1)**	**5 (3.6)**	**0 (0.0)**	**0 (0.0)**	**137 (100%)**
	Ph. D	30 (21.4)	2 (1.4)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	30 (21.4)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	42 (30.0)	30 (21.4)	5 (3.6)	1 (0.7)	0 (0.0)	0 (0.0)	36 (25.7)	16 (11.4)	13 (9.3)	1 (0.7)	0 (0.0)	0 (0.0)	30 (21.4)	106 (75.7)	**30 (21.4)**	**4 (2.9)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**97 (23.5)**	**18 (14.4)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**73 (17.7)**	**30 (7.3)**	**5 (1.2)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**81 (19.7)**	**17 (4.1)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**52 (12.6)**	**35 (8.5)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**303 (73.5)**	**100 (24.3)**	**9 (2.2)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
IIT Library is	B.Tech.	28	15	0	0	0	43	28	9	0	0	0	37	26	7	0	0	0	33	15	7	0	0	0	22	**97**	**38**	**0**	**0**	**0**	**135**

QUESTION	USER CATEGORY	IITB						IITD						IITM						IITR						TOTAL					
		SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total
providing information products and services free of cost		(20.7)	(11.1)	(0.0)	(0.0)	(0.0)	(31.9)	(20.7)	(6.7)	(0.0)	(0.0)	(0.0)	(27.4)	(19.3)	(5.2)	(0.0)	(0.0)	(0.0)	(24.4)	(11.1)	(5.2)	(0.0)	(0.0)	(0.0)	(16.3)	**(71.9)**	**(28.1)**	**(0.0)**	**(0.0)**	**(0.0)**	**(100%)**
	M.Tech.	24 (17.5)	16 (11.7)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	23 (16.8)	6 (4.4)	0 (0.0)	0 (0.0)	0 (0.0)	29 (21.2)	26 (19.0)	4 (2.9)	1 (0.7)	0 (0.0)	0 (0.0)	31 (22.6)	24 (17.5)	13 (9.5)	0 (0.0)	0 (0.0)	0 (0.0)	37 (27.0)	**97 (70.8)**	**39 (28.5)**	**1 (0.7)**	**0 (0.0)**	**0 (0.0)**	**137 (100%)**
	Ph. D	28 (20.0)	4 (2.9)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	32 (22.9)	10 (7.1)	0 (0.0)	0 (0.0)	0 (0.0)	42 (30.0)	30 (21.4)	5 (3.6)	1 (0.7)	0 (0.0)	0 (0.0)	36 (25.7)	22 (15.7)	7 (5.0)	1 (0.7)	0 (0.0)	0 (0.0)	30 (21.4)	**112 (80.0)**	**26 (18.6)**	**2 (1.4)**	**0 (0.0)**	**0 (0.0)**	**140 (100%)**
	Total	**80 (19.4)**	**35 (8.5)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**115 (27.9)**	**83 (20.1)**	**25 (6.1)**	**0 (0.0)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**82 (19.9)**	**16 (3.9)**	**2 (0.5)**	**0 (0.0)**	**0 (0.0)**	**100 (24.3)**	**61 (14.8)**	**27 (6.6)**	**1 (0.2)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**306 (74.3)**	**103 (25.0)**	**3 (0.7)**	**0 (0.0)**	**0 (0.0)**	**412 (100%)**
Charging fees for any information product and service is a deterrent to library use	B.Tech.	25 (18.5)	14 (10.4)	4 (3.0)	0 (0.0)	0 (0.0)	43 (31.9)	25 (18.5)	12 (8.9)	0 (0.0)	0 (0.0)	0 (0.0)	37 (27.4)	19 (14.1)	13 (9.6)	1 (0.7)	0 (0.0)	0 (0.0)	33 (24.4)	13 (9.6)	6 (4.4)	3 (2.2)	0 (0.0)	0 (0.0)	22 (16.3)	**82 (60.7)**	**45 (33.3)**	**8 (5.9)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	19 (13.9)	19 (13.9)	1 (0.7)	0 (0.0)	1 (0.7)	40 (29.2)	21 (15.3)	6 (4.4)	2 (1.5)	0 (0.0)	0 (0.0)	29 (21.2)	21 (15.3)	8 (5.8)	2 (1.5)	0 (0.0)	0 (0.0)	31 (22.6)	14 (10.2)	14 (10.2)	9 (6.6)	0 (0.0)	0 (0.0)	37 (27.0)	**75 (54.7)**	**47 (34.3)**	**14 (10.2)**	**1 (0.7)**	**0 (0.0)**	**137 (100%)**
	Ph. D	20 (14.3)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	32 (22.9)	15 (10.7)	24 (17.1)	3 (2.1)	0 (0.0)	0 (0.0)	42 (30.0)	25 (17.9)	6 (4.3)	3 (2.1)	2 (1.4)	0 (0.0)	36 (25.7)	16 (11.4)	12 (8.6)	2 (1.4)	0 (0.0)	0 (0.0)	30 (21.4)	**76 (54.3)**	**52 (37.1)**	**10 (7.1)**	**2 (1.4)**	**0**	**140 (100%)**
	Total	**64 (15.5)**	**43 (10.4)**	**7 (1.7)**	**0 (0.0)**	**1 (0.2)**	**115 (27.9)**	**61 (14.8)**	**42 (10.2)**	**5 (1.2)**	**0 (0.0)**	**0 (0.0)**	**108 (26.2)**	**65 (15.8)**	**27 (6.6)**	**6 (1.5)**	**2 (0.5)**	**0 (0.0)**	**100 (24.3)**	**43 (10.4)**	**32 (7.8)**	**14 (3.4)**	**0 (0.0)**	**0 (0.0)**	**89 (21.6)**	**233 (56.5)**	**144 (35.0)**	**32 (7.8)**	**2 (0.5)**	**1 (0.2)**	**412 (100%)**
In present ICT environment it is difficult for library to offer services free of cost	B.Tech.	12 (8.9)	10 (7.4)	8 (5.9)	11 (8.1)	2 (1.5)	43 (31.9)	7 (5.2)	12 (8.9)	6 (4.4)	8 (5.9)	4 (3.0)	37 (27.4)	8 (5.9)	9 (6.7)	7 (5.2)	9 (6.7)	0 (0.0)	33 (24.4)	7 (5.2)	5 (3.7)	6 (4.4)	2 (1.5)	2 (1.5)	22 (16.3)	**34 (25.2)**	**36 (26.7)**	**27 (20.0)**	**30 (22.2)**	**8 (5.9)**	**135 (100%)**
	M.Tecch.	11 (8.0)	11 (8.0)	6 (4.4)	9 (6.6)	3 (2.2)	40 (29.2)	4 (2.9)	6 (4.4)	10 (7.3)	5 (3.6)	4 (2.9)	29 (21.2)	9 (6.6)	12 (8.8)	3 (2.2)	7 (5.1)	0 (0.0)	31 (22.6)	14 (10.2)	10 (7.3)	6 (4.4)	4 (2.9)	3 (2.2)	37 (27.0)	**38 (27.7)**	**39 (28.5)**	**25 (18.2)**	**25 (18.2)**	**10 (7.3)**	**137 (100%)**
	Ph. D	10 (7.1)	10 (7.1)	5 (3.6)	5 (3.6)	2 (1.4)	32 (22.9)	6 (4.3)	8 (5.7)	15 (10.7)	9 (6.4)	4 (2.9)	42 (30.0)	12 (8.6)	17 (12.1)	0 (0.0)	7 (5.0)	0 (0.0)	36 (25.7)	6 (4.3)	6 (4.3)	8 (5.7)	8 (5.7)	2 (1.4)	30 (21.4)	**34 (24.3)**	**41 (29.3)**	**28 (20.0)**	**29 (20.7)**	**8 (5.7)**	**140 (100%)**
	Total	**33 (8.0)**	**31 (7.5)**	**19 (4.6)**	**25 (6.1)**	**7 (1.7)**	**115 (27.9)**	**17 (4.1)**	**26 (6.3)**	**31 (7.5)**	**22 (5.3)**	**12 (2.9)**	**108 (26.2)**	**29 (7.0)**	**38 (9.2)**	**10 (2.4)**	**23 (5.6)**	**0 (0.0)**	**100 (24.3)**	**27 (6.6)**	**21 (5.1)**	**20 (4.9)**	**14 (3.4)**	**7 (1.7)**	**89 (21.6)**	**106 (25.7)**	**116 (28.2)**	**80 (19.4)**	**84 (20.4)**	**26 (6.3)**	**412 (100%)**
User's should pay charges for certain library products and services	B.Tech.	17 (12.6)	12 (8.9)	8 (5.9)	6 (4.4)	0 (0.0)	43 (31.9)	13 (19.6)	12 (8.9)	8 (5.9)	4 (3.0)	0 (0.0)	37 (27.4)	14 (10.4)	8 (5.9)	5 (3.7)	6 (4.4)	0 (0.0)	33 (24.4)	10 (7.4)	8 (5.9)	2 (1.5)	2 (1.5)	0 (0.0)	22 (16.3)	**54 (40.0)**	**40 (29.6)**	**23 (17.0)**	**18 (13.3)**	**0 (0.0)**	**135 (100%)**
	M.Tech.	14 (10.2)	12 (8.8)	9 (6.6)	5 (3.6)	0 (0.0)	40 (29.2)	10 (7.3)	9 (6.6)	7 (5.1)	3 (2.2)	0 (0.0)	29 (21.2)	14 (10.2)	8 (5.8)	4 (2.9)	5 (3.6)	0 (0.0)	31 (22.6)	24 (17.5)	10 (7.3)	2 (1.5)	1 (0.7)	0 (0.0)	37 (27.0)	**62 (43.3)**	**39 (28.5)**	**22 (16.1)**	**14 (10.2)**	**0 (0.0)**	**137 (100%)**
	Ph. D	10 (7.1)	10 (7.1)	3 (2.1)	9 (6.4)	0 (0.0)	32 (22.9)	20 (14.3)	11 (7.9)	6 (4.3)	5 (3.6)	0 (0.0)	42 (30.0)	14 (10.0)	10 (7.1)	6 (4.3)	6 (4.3)	0 (0.0)	36 (25.7)	14 (10.0)	10 (7.1)	6 (4.3)	0 (0.0)	0 (0.0)	30 (21.4)	**58 (41.4)**	**41 (29.3)**	**21 (15.0)**	**20 (14.3)**	**0 (0.0)**	**140 (100%)**
	Total	**41 (10.0)**	**34 (8.3)**	**20 (4.9)**	**20 (4.9)**	**0 (0.0)**	**115 (27.9)**	**43 (10.4)**	**32 (7.8)**	**21 (5.1)**	**12 (2.9)**	**0 (0.0)**	**108 (26.2)**	**42 (10.2)**	**26 (6.3)**	**15 (3.6)**	**17 (4.1)**	**0 (0.0)**	**100 (24.3)**	**48 (11.7)**	**28 (6.8)**	**10 (2.4)**	**3 (0.7)**	**0 (0.0)**	**89 (21.6)**	**174 (42.2)**	**120 (29.1)**	**66 (16.0)**	**52 (12.6)**	**0 (0.0)**	**412 (100%)**
Equal charges should be taken	B.Tech.	18 (13.3)	21 (15.6)	4 (3.0)	0 (0.0)	0 (0.0)	43 (31.9)	22 (16.3)	8 (5.9)	7 (5.2)	0 (0.0)	0 (0.0)	37 (27.4)	30 (22.2)	3 (2.2)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	11 (8.1)	7 (5.2)	4 (3.0)	0 (0.0)	0 (0.0)	22 (16.3)	**81 (60.0)**	**39 (28.9)**	**15 (11.1)**	**0 (0.0)**	**0 (0.0)**	**135 (100%)**

QUESTION	USER CATEGORY	IITB						IITD						IITM						IITR						TOTAL					
		SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total	SA	A	U	D	SD	Total
from all members	M.Tech.	20 (14.6)	18 (13.1)	2 (1.5)	0 (0.0)	0 (0.0)	40 (29.2)	14 (10.2)	10 (7.3)	4 (2.9)	1 (0.7)	0 (0.0)	29 (21.2)	27 (19.7)	4 (2.9)	0 (0.0)	0 (0.0)	0 (0.0)	31 (22.6)	18 (13.1)	14 (10.2)	5 (3.6)	0 (0.0)	0 (0.0)	37 (27.0)	79 (57.7)	46 (33.6)	11 (8.0)	1 (0.7)	0 (0.0)	137 (100%)
	Ph. D	24 (17.1)	8 (5.7)	0	0 (0.0)	0 (0.0)	32 (22.9)	22 (15.7)	10 (7.1)	8 (5.7)	2 (1.4)	0	42 (30.0)	24 (17.1)	10 (7.1)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	14 (10.0)	8 (5.7)	8 (5.7)	0 (0.0)	0 (0.0)	30 (21.4)	84 (60.0)	36 (25.7)	18 (12.9)	2 (1.4)	0	140 (100%)
	Total	62 (15.0)	47 (11.4)	6 (1.5)	0 (0.0)	0 (0.0)	115 (27.9)	58 (14.1)	28 (6.8)	19 (4.6)	3 (0.7)	0 (0.0)	108 (26.2)	81 (19.7)	17 (4.1)	2 (0.5)	0 (0.0)	0 (0.0)	100 (24.3)	43 (10.4)	29 (7.0)	17 (4.1)	0 (0.0)	0 (0.0)	89 (21.6)	244 (59.2)	121 (29.4)	44 (10.7)	3 (0.7)	0 (0.0)	412 (100%)
User's feedback should be given importance regarding library products and services.	B.Tech.	28 (20.7)	15 (11.1)	0 (0.0)	0 (0.0)	0 (0.0)	43 (31.9)	28 (20.7)	7 (5.2)	2 (1.5)	0 (0.0)	0 (0.0)	37 (27.4)	28 (20.7)	5 (3.7)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	13 (9.6)	7 (5.2)	2 (1.5)	0 (0.0)	0 (0.0)	22 (16.3)	97 (71.9)	34 (25.2)	4 (3.0)	0 (0.0)	0 (0.0)	135 (100%)
	M.Tech.	34 (24.8)	6 (4.4)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	22 (16.1)	6 (14.4)	1 (0.7)	0 (0.0)	0 (0.0)	29 (21.2)	28 (20.7)	3 (2.2)	0 (0.0)	0 (0.0)	0 (0.0)	31 (22.6)	24 (17.5)	12 (8.8)	1 (0.7)	0 (0.0)	0 (0.0)	37 (27.0)	108 (78.8)	27 (19.7)	2 (1.5)	0 (0.0)	0 (0.0)	137 (100%)
	Ph D	26 (18.6)	6 (4.3)	0 (0.0)	0 (0.0)	0 (0.0)	32 (22.9)	36 (25.7)	5 (3.6)	1 (0.7)	0 (0.0)	0 (0.0)	42 (30.0)	28 (20.0)	6 (4.3)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	19 (13.6)	10 (7.1)	1 (1.7)	0 (0.0)	0 (0.0)	30 (21.4)	109 (77.9)	27 (19.3)	4 (2.9)	0 (0.0)	0 (0.0)	140 (100%)
	Total	88 (21.4)	27 (6.6)	0 (0.0)	0 (0.0)	0 (0.0)	115 (27.9)	86 (20.9)	18 (4.4)	4 (1.0)	0 (0.0)	0 (0.0)	108 (26.2)	84 (20.4)	14 (3.4)	2 (0.5)	0 (0.0)	0 (0.0)	100 (24.3)	56 (13.6)	29 (7.0)	4 (1.0)	0 (0.0)	0 (0.0)	89 (21.6)	314 (76.2)	88 (21.4)	10 (2.4)	0 (0.0)	0 (0.0)	412 (100%)
Attitude of user need to be changed from 'free' to 'fee' based library services	B.Tech.	19 (14.1)	14 (10.4)	9 (6.7)	1 (0.7)	0 (0.0)	43 (31.9)	16 (11.9)	10 (7.4)	8 (5.9)	3 (2.2)	0 (0.0)	37 (27.4)	12 (8.9)	9 (6.7)	7 (5.2)	5 (3.7)	0 (0.0)	33 (24.4)	7 (5.2)	8 (5.9)	7 (5.2)	0 (0.0)	0 (0.0)	22 (16.3)	54 (40.0)	41 (30.4)	31 (23.0)	9 (6.7)	0 (0.0)	135 (100%)
	M.Tech.	19 (13.9)	11 (8.0)	9 (6.6)	1 (0.7)	0 (0.0)	40 (29.2)	14 (10.2)	9 (6.6)	4 (2.9)	2 (1.5)	0 (0.0)	29 (21.2)	11 (8.0)	10 (7.3)	6 (4.4)	4 (2.9)	0 (0.0)	31 (22.6)	12 (8.8)	12 (8.8)	10 (7.3)	3 (2.2)	0 (0.0)	37 (27.0)	56 (40.9)	42 (30.7)	29 (21.2)	10 (7.3)	0 (0.0)	137 (100%)
	Ph. D	15 (10.7)	12 (8.6)	4 (2.9)	1 (0.7)	0 (0.0)	32 (22.9)	20 (14.3)	14 (10.0)	8 (5.7)	0 (0.0)	0 (0.0)	42 (30.0)	15 (10.7)	10 (7.1)	7 (5.0)	4 (2.9)	0 (0.0)	36 (25.7)	14 (10.0)	10 (7.1)	4 (2.9)	2 (1.4)	0 (0.0)	30 (21.4)	64 (45.7)	46 (32.9)	23 (16.4)	7 (5.0)	0 (0.0)	140 (100%)
	Total	53 (12.9)	37 (9.0)	22 (5.3)	3 (0.7)	0 (0.0)	115 (27.9)	50 (12.1)	33 (8.0)	20 (4.9)	5 (1.2)	0 (0.0)	108 (26.2)	38 (9.2)	29 (7.0)	20 (4.9)	13 (3.2)	0 (0.0)	100 (24.3)	33 (8.0)	30 (7.3)	21 (5.1)	5 (1.2)	0 (0.0)	89 (21.6)	174 (42.2)	129 (31.3)	83 (20.1)	26 (6.3)	0 (0.0)	412 (100%)
Library should invariably charge from the user's of corporate sector	B.Tech.	32 (23.7)	10 (7.4)	1 (0.7)	0 (0.0)	0 (0.0)	43 (31.9)	26 (19.3)	9 (6.7)	2 (1.5)	0 (0.0)	0 (0.0)	37 (27.4)	29 (21.5)	4 (3.0)	0 (0.0)	0 (0.0)	0 (0.0)	33 (24.4)	11 (8.1)	8 (5.9)	3 (2.2)	0 (0.0)	0 (0.0)	22 (16.3)	98 (72.6)	31 (23.0)	6 (4.4)	0 (0.0)	0 (0.0)	135 (100%)
	M.Tech.	30 (21.9)	10 (7.3)	0 (0.0)	0 (0.0)	0 (0.0)	40 (29.2)	20 (14.6)	9 (6.6)	0 (0.0)	0 (0.0)	0 (0.0)	29 (21.2)	29 (21.2)	2 (1.5)	0 (0.0)	0 (0.0)	0 (0.0)	31 (22.6)	18 (13.1)	12 (8.8)	7 (5.1)	0 (0.0)	0 (0.0)	37 (27.0)	97 (70.8)	33 (24.1)	7 (5.1)	0 (0.0)	0 (0.0)	137 (100%)
	Ph. D	24 (17.1)	7 (5.0)	1 (0.7)	0 (0.0)	0 (0.0)	32 (22.9)	32 (22.9)	9 (6.4)	1 (0.7)	0 (0.0)	0 (0.0)	42 (30.0)	21 (15.0)	13 (9.3)	2 (1.4)	0 (0.0)	0 (0.0)	36 (25.7)	12 (8.6)	12 (8.6)	6 (4.3)	0 (0.0)	0 (0.0)	30 (21.4)	89 (63.6)	41 (29.3)	10 (7.1)	0 (0.0)	0 (0.0)	140 (100%)
	Total	86 (20.9)	27 (6.6)	2 (0.5)	0 (0.0)	0 (0.0)	115 (27.9)	78 (18.9)	27 (6.6)	3 (0.7)	0 (0.0)	0 (0.0)	108 (26.2)	79 (19.2)	19 (4.6)	2 (0.5)	0 (0.0)	0 (0.0)	100 (24.3)	41 (10.0)	32 (7.8)	16 (3.9)	0 (0.0)	0 (0.0)	89 (21.6)	284 (68.9)	105 (25.5)	23 (5.6)	0 (0.0)	0 (0.0)	412 (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 no. 3 reflect the 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 *q.no.1* regarding *marketing of LIS products and services is necessary for library survival in present time*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 241 (58.5%) users' responded strongly agreed, 102 (24.8%) users' opined agreed, 38 (9.2%) responded undecided, 29 (7.0%) stated disagree and only 2 (0.5%) users' responded strongly disagree to it. Further, in IITB library, out of 115 (27.9%) users', 74 (18.0%) users' responded strongly agreed, 25 (6.1%) users' opined agreed, 8 (1.9%) responded undecided and 8 (1.9%) were disagree about it. In IITD library, out of 108 (26.2%) users', 66 (16.0%) users' responded strongly agreed, 27 (6.6%) users' opined agreed, 7 (1.7%) responded undecided, 6 (1.5%) were disagree and 2 (0.5%) responded strongly disagree about it. In IITM library, out of 100 (24.3%) users', 48 (11.7%) users' responded strongly agreed, 28 (6.8%) users' opined agreed, 10 (2.4%) responded undecided and 14 (3.4%) were disagree about it. In IITR library, out of 89 (21.6%) users', 53 (12.9%) users' responded strongly agreed, 22 (5.3%) users' opined agreed, 13 (3.2%) responded undecided and 1 (0.2%) were disagree about it.

It has been observed regarding *q.no.2* regarding *marketing of LIS products and services bring good name and reputation which helps in future growth*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 243 (59.0%) users' responded strongly agreed, 109 (26.5%) users' opined agreed, 41 (10.0%) responded undecided and 19 (4.6%) stated disagree about it. Further, in IITB library, out of 115 (27.9%) users', 73 (17.7%) users' responded strongly agreed, 30 (7.3%) users' opined agreed, 8 (1.9%) responded undecided and 4 (1.0%) were disagree about it. In IITD library, out of 108 (26.2%) users', 59 (14.3%) users' responded strongly agreed, 31 (7.5%) users' opined agreed, 11 (2.7%) responded undecided and 7 (1.7%) were disagree about it. In IITM library, out of 100 (24.3%) users', 58 (14.1%) users' responded strongly agreed, 26 (6.3%) users' opined agreed, 9 (2.2%) responded undecided, and 7 (1.7%) were disagree about it. In IITR library, out of 89 (21.6%) users', 53 (12.9%) users' responded strongly agreed, 22 (5.3%) users' opined agreed, 13 (3.2%) responded undecided, and 1 (0.2%) were disagree about it.

In context of *q.no.3* regarding *marketing really helps in increase of membership*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 243 (59.0%) users' responded strongly agreed, 108 (26.2%) users' opined agreed, 41 (10.0%) responded undecided and 20 (4.9%) stated disagree about it. Further, in IITB library, out of 115 (27.9%)

users', 70 (17.0%) users' responded strongly agreed, 28 (6.8%) users' opined agreed, 11 (2.7%) responded undecided and 6 (1.5%) were disagree about it. In IITD library, out of 108 (26.2%) users', 67 (16.3%) users' responded strongly agreed, 32 (7.8%) users' opined agreed and 9 (2.2%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 53 (12.9%) users' responded strongly agreed, 25 (6.1%) users' opined agreed, 12 (2.9%) responded undecided and 10 (2.4%) were disagree about it. In IITR library, out of 89 (21.6%) users', 53 (12.9%) users' responded strongly agreed, 23 (5.6%) users' opined agreed, 9 (2.2%) responded undecided, and 4 (1.0%) were disagree about it.

The data tangibly reflect regarding *q.no.4* regarding *marketing helps in improvement of library services and collection development*, out of 412 (100%) users' of all four IIT libraries viz. IITB,IITD,IITM and IITR, 248 (60.2%) users' responded strongly agreed, 98 (23.8%) users' opined agreed, 42 (10.2%) responded undecided, 23 (5.6%) stated disagree and 1 (0.2%) were strongly disagree about it. Further, in IITB library, out of 115 (27.9%) users', 68 (16.5%) users' responded strongly agreed, 31 (7.5%) users' opined agreed, 12 (2.9%) responded undecided and 4 (1.0%) were disagree about it. In IITD library, out of 108 (26.2%) users', 66 (16.0%) users' responded strongly agreed, 24 (5.8%) users' opined agreed, 11 (2.7%) users' were undecided and 7 (1.7%) were disagree about it. In IITM library, out of 100 (24.3%) users', 59 (14.3%) users' responded strongly agreed, 24 (5.8%) users' opined agreed, 10 (2.4%) responded undecided and 7 (1.7%) were disagree about it. In IITR library, out of 89 (21.6%) users', 55 (13.3%) users' responded strongly agreed, 19 (4.6%) users' opined agreed, 9 (2.2%) responded undecided, 5 (1.2%) users' disagree and 1 (0.2%) were strongly agree about it.

It has been observed regarding *q.no.5* regarding *need based library services need to be developed*, out of 412(100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 235 (57.0%) users' responded strongly agreed, 135 (32.8%) users' opined agreed and 42 (10.2%) responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 64 (15.5%) users' responded strongly agreed, 37 (9.0%) users' opined agreed and 14 (3.4%) responded undecided about it. In IITD library, out of 108 (26.2%) users', 72 (17.5%) users' responded strongly agreed, 28 (6.8%) users' opined agreed and 8 (1.9%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 58 (14.1%) users' responded strongly agreed, 40 (9.7%) users' opined agreed and 2 (0.5%) responded undecided about it. In IITR library, out of 89 (21.6%) users', 41 (10.0%) users' responded strongly agreed, 30 (7.3%) users' opined agreed and 18 (4.4%) users' responded undecided about it.

With regard to *q.no.6* regarding *library should organize orientation programme/information literacy programme to make user's aware about library products and services*, out of 412 (100%) users' of all four IIT libraries viz. IITB,IITD,IITM and IITR, 295 (71.6%) users' responded strongly agreed, 113 (27.4%) users' opined agreed, and 4 (1.0%) responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 88 (21.4%) users' responded strongly agreed and 27 (6.6%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 71 (17.2%) users' responded strongly agreed, 35 (8.5%) users' opined agreed and 2 (0.5%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 79 (19.2%) users' responded strongly agreed and 21 (5.1%) users' opined agreed about it. In IITR library, out of 89 (21.6%) users', 57 (13.8%) users' responded strongly agreed, 30 (7.3%) users' opined agreed and 2 (0.5%) users' responded undecided about it.

The data tangibly reflect regarding *q.no.7* regarding *library should regularly introduce new products and services to meet user's information needs,* out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 294 (71.4%) users' responded strongly agreed, 109 (26.5%) users' opined agreed and 9 (2.2%) responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 91 (22.1%) users' responded strongly agreed and 24 (5.8%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 70 (17.0%) users' responded strongly agreed, 33 (8.0%) users' opined agreed and 5 (1.2%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 81 (19.7%) users' responded strongly agreed, 17 (4.1%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 52 (12.6%) users' responded strongly agreed, 35 (8.5%) users' opined agreed, and 2 (1.2%) users' responded undecided about it.

It has been observed regarding *q.no.8* regarding *library should involve users' in designing and providing new products and services*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 273 (66.3%) users' responded strongly agreed, 116 (28.2%) users' opined agreed and 23 (5.6%) users' responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 82 (19.9%) users' responded strongly agreed and 33 (8.0%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 66 (16.0%) users' responded strongly agreed, 36 (8.7%) users' opined agreed and 6 (1.4%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 75 (18.2%) users' responded strongly agreed, 20 (4.9%) users' opined agreed and 5 (1.2%) users' responded undecided

about it. In IITR library, out of 89 (21.6%) users', 50 (12.1%) users' responded strongly agreed, 27 (6.6%) users' opined agreed and 12 (2.9%) users' responded undecided about it.

It is tangibly visible in relation to *q.no.9* regarding *library needs to evaluate its information products and services regularly to determine if they need to be continued, modified or withdraw,* out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 303 (73.5%) users' responded strongly agreed, 100 (24.3%) users' opined agreed and 9 (2.2%) users' responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 97 (23.5%) users' responded strongly agreed and 18 (4.4%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 73 (17.7%) users' responded strongly agreed, 30 (7.3%) users' opined agreed and 5 (1.2%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 81 (19.7%) users' responded strongly agreed, 17 (4.1%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 52 (12.6%) users' responded strongly agreed, 35 (8.5%) users' opined agreed and 2 (0.5%) users' responded undecided about it.

With regard to *q.no.10* regarding *IIT library is providing information products and services free of cost*, out of 412(100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 306 (74.3%) users' responded strongly agreed, 103 (25.0%) users' opined agreed, and 3 (0.7%) users' responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 80 (19.4%) users' responded strongly agreed and 35 (8.5%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 83 (20.1%) users' responded strongly agreed and 25 (6.1%) users' opined agreed about it. In IITM library, out of 100 (24.3%) users', 82 (19.9%) users' responded strongly agreed, 16 (3.9%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 61 (14.8%) users' responded strongly agreed, 27 (6.6%) users' opined agreed and 1 (0.2%) users' responded undecided about it.

The data tangibly reflect regarding *q.no.11* regarding *charging fees for any information product and service is a deterrent to library use*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 233 (56.5%) users' responded strongly agreed, 144 (35.0%) users' opined agreed, 32 (7.8%) users' responded undecided, 2 (0.5%) users' disagree and 1 (0.2%) users' were strongly disagree about it. Further, in IITB library, out of 115 (27.9%) users', 64 (15.5%) users' responded strongly agreed, 43 (10.4%) users' opined agreed, 7 (1.7%) undecided and 1 (0.2%) users' were strongly disagree about it. In IITD library, out of 108 (26.2%) users', 61 (14.8%) users' responded strongly agreed, 42

(10.2%) users' opined agreed and 5 (1.2%) users' were undecided about it. In IITM library, out of 100 (24.3%) users', 65 (15.8%) users' responded strongly agreed, 27 (6.6%) users' opined agreed, 6 (1.5%) users' responded undecided and 2 (0.5%) were disagree about it. In IITR library, out of 89 (21.6%) users', 43 (10.4%) users' responded strongly agreed, 32 (7.8%) users' opined agreed and 14 (3.4%) users' responded undecided about it.

With regard to *q.no.12* regarding *in present ICT environment it is difficult for library to offer services free of cost*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 106 (25.7%) users' responded strongly agreed, 116 (28.2%) users' opined agreed, 80 (19.4%) users' responded undecided, 84 (20.4%) users' disagree and 26 (6.3%) users' were strongly disagree about it. Further, in IITB library, out of 115 (27.9%) users', 33 (8.0%) users' responded strongly agreed, 31 (7.5%) users' opined agreed, 19 (4.6%) undecided, 25 (6.1%) disagree and 7 (1.7%) users' were strongly disagree about it. In IITD library, out of 108 (26.2%) users', 17 (4.1%) users' responded strongly agreed, 26 (6.3%) users' opined agreed, 31 (7.5%) undecided, 22 (5.3%) disagree and 12 (2.9%) users' were strongly disagree about it. In IITM library, out of 100 (24.3%) users', 29 (7.0%) users' responded strongly agreed, 38 (9.2%) users' opined agreed, 10 (2.4%) users' responded undecided and 23 (5.6%) were disagree about it. In IITR library, out of 89 (21.6%) users', 27 (6.6%) users' responded strongly agreed, 21 (5.1%) users' opined agreed, 20 (4.9%) users' responded undecided, 14 (3.4%) disagree and 7 (1.7%) were strongly disagree about it.

It is tangibly visible in relation to *q.no.13* that *user's should pay charges for certain library products and services*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 174 (42.2%) users' responded strongly agreed, 120 (29.1%) users' opined agreed, 66 (16.0%) users' responded undecided and 52 (12.6%) users' were disagree about it. Further, in IITB library, out of 115 (27.9%) users', 41 (10.0%) users' responded strongly agreed, 34 (8.3%) users' opined agreed, 20 (4.9%) undecided and 20 (4.9%) were disagree about it. In IITD library, out of 108 (26.2%) users', 43 (10.4%) users' responded strongly agreed, 32 (7.8%) users' opined agreed, 21 (5.1%) undecided and 12 (2.9%) were disagree about it. In IITM library, out of 100 (24.3%) users', 42 (10.2%) users' responded strongly agreed, 26 (6.3%) users' opined agreed, 15 (3.6%) users' responded undecided and 17 (4.1%) were disagree about it. In IITR library, out of 89 (21.6%) users', 48 (11.7%) users' responded strongly agreed, 28 (6.8%) users' opined agreed, 10 (2.4%) users' responded undecided and 3 (0.7%) were disagree about it.

With regard to *q.no.14* that *equal charges should be taken from all members*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 244 (59.2%) users' responded strongly agreed, 121 (29.4%) users' opined agreed, 44 (10.7%) users' responded undecided and 3 (0.7%) users' were disagree about it. Further, in IITB library, out of 115 (27.9%) users', 62 (15.0%) users' responded strongly agreed, 47 (11.4%) users' opined agreed and 6 (1.5%) were undecided about it. In IITD library, out of 108 (26.2%) users', 58 (14.1%) users' responded strongly agreed, 28 (6.8%) users' opined agreed, 19 (4.6%) undecided and 3 (0.7%) were disagree about it. In IITM library, out of 100 (24.3%) users', 81 (19.7%) users' responded strongly agreed, 17 (4.1%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 43 (10.4%) users' responded strongly agreed, 29 (7.0%) users' opined agreed and 17 (4.1%) users' responded undecided about it.

The data tangibly reflect regarding *q.no.15* regarding *user's feedback should be given importance regarding library products and services*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 314 (76.2%) users' responded strongly agreed, 88 (21.4%) users' opined agreed and 10 (2.4%) users' responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 88 (21.4%) users' responded strongly agreed and 27 (6.6%) users' opined agreed about it. In IITD library, out of 108 (26.2%) users', 86 (20.9%) users' responded strongly agreed, 18 (4.4%) users' opined agreed and 4 (1.0%) were undecided about it. In IITM library, out of 100 (24.3%) users', 84 (20.4%) users' responded strongly agreed, 14 (3.4%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 56 (13.6%) users' responded strongly agreed, 29 (7.0%) users' opined agreed and 4 (1.0%) users' responded undecided about it.

It is tangibly visible in relation to *q.no.16* regarding *attitude of user need to be changed from 'free' to 'fee' based library services*, out of 412(100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 174 (42.2%) users' responded strongly agreed, 129 (31.3%) users' opined agreed, 83 (20.1%) users' responded undecided and 26 (6.3%) responded disagree about it. Further, in IITB library, out of 115 (27.9%) users', 53 (12.9%) users' responded strongly agreed, 37 (9.0%) users' opined agreed, 22 (5.3%) undecided and 3 (0.7%) were disagree about it. In IITD library, out of 108 (26.2%) users', 50 (12.1%) users' responded strongly agreed, 33 (8.0%) users' opined agreed, 20 (4.9%) undecided and 5 (1.2%) responded disagree about it. In IITM library, out of 100 (24.3%) users', 38 (9.2%) users' responded strongly agreed, 29 (7.0%) users' opined agreed, 20 (4.9%) users'

responded undecided and 13 (3.2%) were disagree about it. In IITR library, out of 89 (21.6%) users', 33 (8.0%) users' responded strongly agreed, 30 (7.3%) users' opined agreed, 21 (5.1%) users' responded undecided and 5 (1.2%) were disagree about it.

With regard to *q.no.17* regarding *library should invariably charge from the user's of corporate sector*, out of 412 (100%) users' of all four IIT libraries viz. IITB, IITD, IITM and IITR, 284 (68.9%) users' responded strongly agreed, 105 (25.5%) users' opined agreed and 23 (5.6%) users' responded undecided about it. Further, in IITB library, out of 115 (27.9%) users', 86 (20.9%) users' responded strongly agreed, 27 (6.6%) users' opined agreed and 2 (0.5%) responded undecided about it. In IITD library, out of 108 (26.2%) users', 78 (18.9%) users' responded strongly agreed, 27 (6.6%) users' opined agreed and 3 (0.7%) responded undecided about it. In IITM library, out of 100 (24.3%) users', 79 (19.2%) users' responded strongly agreed, 19 (4.6%) users' opined agreed and 2 (0.5%) users' responded undecided about it. In IITR library, out of 89 (21.6%) users', 41 (10.0%) users' responded strongly agreed, 32 (7.8%) users' opined agreed and 16 (3.9%) users' responded undecided about it.

Conclusion

The work overtly and comprehensively presented the users' awareness and use of LIS products and services and how library staff members are working at their best to justify their nature, role and efforts for LIS marketing.

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