Marketing and Library Services: A Study of Indian Institute of Technology Roorkee 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 Roorkee library to make their users' more aware and inform 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 89 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

Marketing a buzzword from commerce has penetrated the library arena and incessantly being accepted and applied in libraries around the world which actually means to make the users' aware about LIS products and services for maximum utilization and also sell the services to potential customers to generate revenue for kicking up the new array of services to meet the users' information needs.

1.1.   Indian Institute of Technology Roorkee (IITR) Library

Mahatma Gandhi Central Library of the Institute finds a unique place in the academic library scenario in this part of the world. It is an amalgamation of the classic and the modern. While it is one of the oldest academic libraries in country, it is housed in a 80,000 sq. ft. state-of-the-art ultra-modern centrally airconditioned building equipped with all latest ICT facilities spread over in four floors. Library building, equipped with surveillance system, has been aesthetically designed for around 500 users keeping in view comfort for cozy access and intelligent use by all kinds of users. Main attraction of building is availability of ample natural lights for reading. It uses RFID technology for providing human intervention free service to users. It provides seamless wi-fi access connectivity throughout the buildingbesides wired connectivity for more than 200 computers. Its well-equipped imaging center uses two Minolta

Planetary Scanners for digitization of documents for Institute Repositories "Bhagirathi" and "Shodh-Bhagirathi" containing Institute's archival materials, theses, dissertations and other valuable publications.

The Library contains around 4 lacs documents in print in its collection including 2 lacs+ Books, 60000+ Text book ,50,000 bound volumes of Journals,50,000 books in department Library,& 10,000+ books in refernce section. It's e-resource collection is very robust which comprises of 15,000+ current e-journals, 2 lacs+ back volumes of e-journals, 2 lacs+ standards and patents, 2 Million theses and dissertations (including Pro Quest database), 35,000+ e-books, and Access to World eBook Library (WeL). MGCL provides access of eBooks from Elsevier Science, Springer, CRC Press, CUP, OUP, John Wiley, Tata McGraw-Hill, & Pearson Education. Access for Print and Online journals are available from all major Societies publishers viz. ASCE, ASME, ACS, AIP, APS, AMS, AICHE, IEEE, ASM, RSC, RS, AAAS etc. and all major STM publishers like Elsevier Science/T&F/CUP/ OUP/Springer/John Wiley.

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 during May 2015 to October, 2015. The questionnaires were distributed randomly to 150 users' and only 89 duly filled questionnaires were received back. The overall response rate was 59.33% 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	IITR Library
B. Tech.	22 (24.71%)
M. Tech.	37 (41.57%)
Ph. D	30 (33.70%)
Total	**89 (100%)**

The *table no.1* tangibly shows the *Users' population* of IIT Roorkee library covered in the study. Further, in B.Tech. category, 22 (24.71%), in M.Tech. category 37 (41.57%) and in Ph.D category 30 (33.70%) responded to the questionnaires administered to them.

Table 2: Marketing Tools and Techniques

S. no.	Marketing Tools and Techniques	Category	IITR		
			Yes	No	Total
1	Do you find the need of marketing to bring awareness among users' about library products services	B. Tech.	18(20.22)	4(4.49)	22(24.71)
		M. Tech.	30 (33.70)	7(7.86)	37 (41.57)
		Ph.D.	26 (29.21)	4 (4.49)	30 (33.70)
		Total	74 (83.13)	15 (16.84)	89 (99.99)
2. (i)	Ways you prefer to bring awareness about LIS product and services Online advertisement	B. Tech.	17 (19.10)	5 (5.61)	22 (24.71)
		M. Tech.	29 (32.58)	8 (8.98)	37 (41.57)
		Ph.D.	25 (28.08)	5(5.61)	30 (33.70)
		Total	71 (79.78)	18(20.2)	89 (99.99)
(ii)	Library Website	B. Tech.	22 (24.71)	0(0.0)	22 (24.71)
		M. Tech.	37 (41.57)	0(0.0)	37 (41.57)
		Ph.D.	30 (33.70)	0 (0.0)	30 (33.70)
		Total	89 (99.99)	0(0.0)	89 (99.99)
(iii)	Social Media • Youtube	B. Tech.	22(24.71)	0(0.0)	22 (24.71)
		M. Tech.	33 (37.07)	4(4.49)	37 (41.57)
		Ph.D.	28 (31.46)	2(2.24)	30 (33.70)
		Total	83 (93.24)	6(6.73)	89 (99.99)
	• Linkedin	B. Tech.	17 (19.10)	5(5.61)	22 (24.71)
		M. Tech.	28 (31.46)	9(10.11)	37 (41.57)
		Ph.D.	25 (28.08)	5(5.61)	30 (33.70)
		Total	70 (78.64)	19(21.33)	89 (99.99)
	* Twitter	B. Tech.	20 (22.47)	2(2.24)	22 (24.71)
		M. Tech.	33 (37.07)	4(4.49)	37 (41.57)
		Ph.D.	26 (29.21)	4 (4.49)	30 (33.70)
		Total	79 (88.75)	10(11.22)	89 (99.99)
	* Facebook	B. Tech.	20 (22.47)	2(2.24)	22 (24.71)
		M. Tech.	33 (37.07)	4(4.49)	37 (41.57)
		Ph.D.	27 (30.03)	3 (3.37)	30 (33.70)
		Total	80 (89.87)	9(10.1)	89 (99.99)
	* Wikis	B. Tech.	16 (17.97)	6(6.74)	22 (24.71)
		M. Tech.	26 (29.21)	11(12.35)	37 (41.57)
		Ph.D.	22 (24.71)	8(8.98)	30 (33.70)

S. no.	Marketing Tools and Techniques	Category	IITR		
			Yes	No	Total
		Total	64 (71.89)	25 (28.08)	89 (99.99)
	* Blogs	B. Tech.	20 (22.47)	2(2.24)	22 (24.71)
		M. Tech.	35 (39.32)	2(2.24)	37 (41.57)
		Ph.D.	26 (29.21)	4(4.49)	30 (33.70)
		Total	81 (91)	8(8.97)	89 (99.99)
(iv)	User Orientation Programme	B. Tech.	22 (24.71)	0(0.0)	22 (24.71)
		M. Tech.	37 (41.57)	0(0.0)	37 (41.57)
		Ph.D.	30 (33.70)	0(0.0)	30 (33.70)
		Total	89 (99.99)	0(0.0)	89 (99.99)
(v)	Personal Contact	B.Tech	22 (24.71)	0 (0.0)	22 (24.71)
		M.Tech	35 (39.32)	2 (2.24)	37 (41.57)
		Ph D	30 (33.70)	0 (0.0)	30 (33.70)
		Total	87 (97.73)	2 (2.24)	89 (99.99)
(x)	E-Mail	B.Tech	22 (24.71)	0 (0.0)	22 (24.71)
		M.Tech	37 (41.57)	0 (0.0)	37 (41.57)_
		Ph D	28 (31.46)	2 (2.24)	30 (33.70)
		Total	87 (97.74)	2 (2.24)	89 (99.99)
(xi)	Bulletin Board	B.Tech	15 (16.85)	7 (7.86)	22 (24.71)
		M.Tech	28 (31.46)	9 (10.11)	37 (41.57)
		Ph D	22 (24.71)	8 (8.98)	30 (33.70)
		Total	65 (73.02)	24 (26.95)	89 (99.99)
(xv)	Marketing Through Presentation In Conferences Seminar/ Workshop	B.Tech	14 (15.78)	8 (8.99)	22 (24.71)
		M.Tech	24 (26.96)	13 (14.60)	37 (41.57)
		Ph D	22 (24.71)	8 (8.98)	30 (33.70)
		Total	60 (67.45)	29 (32.56)	89 (99.99)
(xvii)	Oral Presentation	B.Tech	18 (20.22)	4 (4.49)	22 (24.71)
		M.Tech	32 (35.9)	5 (5.61)	37 (41.57)
		Ph D	26 (29.21)	4 (4.49)	30 (33.70)
		Total	76 (85.39)	13 (14.60)	89 (99.99)
(xxi)	Library Weeks And Book Fairs	B.Tech	15 (16.85)	7 (7.86)	22 (24.71)
		M.Tech	30 (33.70)	7 (7.86)	37 (41.57)
		Ph D	21 (23.59)	9 (10.11)	30 (33.70)
		Total	66 (74.15)	23 (25.84)	89 (99.99)
(xxii)	Word of Mouth	B.Tech	19 (21.34)	3 (3.37)	22 (24.71)
		M.Tech	35 (39.32)	2 (2.24)	37 (41.57)
		Ph D	28 (31.46)	2 (2.24)	30 (33.70)

S. no.	Marketing Tools and Techniques	Category	IITR		
			Yes	No	Total
		Total	82 (92.13)	7 (7.86)	89 (99.99)

With regard to question that do you find the need of marketing to bring awareness among users' about library products services ways you prefer to bring awareness about LIS products and services in B.Tech. category, out of 22(24.71), 18 (20.22%) responded yes and 4 (4.49%) opined no, in M.Tech. category out of 37 (41.57%), 30 (33.70%) responded yes and 7 (7.86%) opined no and in Ph.D category out of 30 (33.70%), 26 (29.21%) responded yes and 4 (4.49%) opined no for this. Thus, out of 89 (100%), 74 (83.13%) users' responded yes and 15 (16.84%) 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 22 (24.71%), 17 (19.10%) responded yes and 5 (5.61%) opined no, in M.Tech. category out of 37 (41.57%), 29 (32.58%) responded yes and 8 (8.98%) opined no and in Ph.D category out of 30 (33.70%), 25 (28.08%) responded yes and 5 (5.61%) opined no for this. Thus, out of 89 (100%), 71(79.78%) users' responded yes and 18 (20.2%) 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 22 (24.71%) responded yes, in M.Tech. category all 37 (41.57%) responded yes and in Ph.D category also all 30 (33.70%), responded yes for this. Thus, all 89 (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, all 22 (24.71%) responded yes, in M.Tech. category out of 37 (41.57%), 33 (37.07%) responded yes and 4 (4.49%) opined no and in Ph.D category out of 30 (33.70%), 28 (31.46%) responded yes and 2 (2.24%) opined no for this. Thus, out of 89 (100%), 83 (93.24%) users' responded yes and 6 (6.73%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Linkedin, in B.Tech. category, out of 22 (24.71%), 17 (19.10%) responded yes and 5 (5.61%) opined no, in M.Tech. category out of 37 (41.57%), 28 (31.46%) responded yes and 9 (10.11%) opined no and in Ph.D category out of 30 (33.70%), 25 (28.08%)

responded yes and 5 (5.61%) opined no for this. Thus, out of 89 (100%), 70 (78.64%) users' responded yes and 19 (21.33%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Twitter, in B.Tech. category, out of 22 (24.71%), 20 (22.47%) responded yes and 2 (2.24%) opined no, in M.Tech. category out of 37 (41.57%), 33 (37.07%) responded yes and 4 (4.49%) opined no and in Ph.D category out of 30 (33.70%), 26 (29.21%) responded yes and 4 (4.49%) opined no for this. Thus, out of 89 (100%), 79 (88.75%) users' responded yes and 10 (11.22%) 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, out of 22 (24.71%) 20 (22.47%) responded yes and 2 (2.24%) opined no, in M.Tech. category out of 37 (41.57%), 33 (37.07%) responded yes and 4 (4.49%) opined no and in Ph.D category out of 30 (33.70%), 27 (30.03%) responded yes and 3 (3.37%) opined no for this. Thus, out of 89 (100%), 80 (89.87%) users' responded yes and 9 (10.1%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Wikis, in B.Tech. category, out of 22 (24.71%) 16 (17.97%) responded yes and 6 (6.74%) opined no, in M.Tech. category out of 37 (41.57%), 26 (29.21%) responded yes and 11 (12.35%) opined no and in Ph.D category out of 30 (33.70%), 22 (24.71%) responded yes and 8 (8.98%) opined no for this. Thus, out of 89 (100%), 64 (71.89%) users' responded yes and 25 (23.08%) opined no about it.

With regard to question ways you prefer to bring awareness about LIS products and services viz. Social Media - Blogs, in B.Tech. category, out of 22 (24.71%) 20 (22.47%) responded yes and 2 (2.24%) opined no, in M.Tech. category out of 37 (41.57%), 35 (39.32%) responded yes and 2 (2.24%) opined no and in Ph.D category out of 30 (33.70%), 26 (29.21%) responded yes and 4 (4.49%) opined no for this. Thus, out of 89 (100%), 81 (91%) users' responded yes and 8 (8.97%) 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 22 (24.71%) responded yes, in M.Tech. category all 37 (41.57%) responded yes and in Ph.D category also all 30 (33.70%) responded yes for this. Thus, all 89 (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, all 22 (24.71%) responded yes, in M.Tech. category out of 37 (41.57%) users'35 (39.32%) responded yes and 2 (2.24%) opined no and in Ph.D category all 30 (33.70%)responded yes to it. Thus, out of 89 (100%), users' 87 (97.73%) responded yes and 2 (2.24%) 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 22 (24.71%) responded yes, in M.Tech. category all 37 (41.57%) users' responded yes and in Ph.D category out of 30 (33.70%), 28 (31.46%) responded yes and 2 (2.24%) opined no to it. Thus, out of 89 (100%), users' 87 (97.74%) responded yes and 2 (2.24%) responded no 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 22 (24.71%) 15(16.85%) responded yes and 7 (7.86%) opined no, in M.Tech. category out of 37 (41.57%) users' 28 (31.46%) responded yes and 9 (10.11%) opined no and in Ph.D category out of 30 (33.70%), 22 (24.71%) responded yes and 8 (8.98%) opined no to it. Thus, out of 89 (100%), users' 65 (73.02%) responded yes and 24 (26.95%) 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 22 (24.71%),14 (15.78%) responded yes and 8 (8.98%) opined no, in M.Tech. category out of 37 (41.57%) users', 24 (26.96%) responded yes and 13 (14.60%) opined no and in Ph.D category out of 30 (33.70%), 22 (24.71%) responded yes and 8 (8.98%) opined no to it. Thus, out of 89 (100%), users', 60 (67.45%) responded yes and 29 (32.58%) 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 22 (24.71%), 18 (20.22%) responded yes and 4 (4.49%) opined no, in M.Tech. category out of 37 (41.57%) users', 32 (35.9%) responded yes and 5 (5.61%) opined no and in Ph.D category out of 30 (33.70%), 26 (29.21%) responded yes and 4 (4.49%) opined no to it. Thus, out of 89 (100%), users', 76 (85.39%) responded yes and 13 (14.60%) 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 22 (24.71%), 15 (16.85%) responded yes and 7 (7.86%) opined no, in M.Tech. category out of 37 (41.57%) users', 30 (33.70%) responded yes and 7 (7.86%) opined no and in Ph.D category out of 30 (33.70%), 21 (23.59%) responded yes and 9 (10.11%) opined no to it. Thus, out of 89 (100%), users', 66 (74.15%) responded yes and 23 (25.84%) 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 22 (24.71%), 19 (21.34%) responded yes and 3 (3.37%) opined no, in M.Tech. category out of 37 (41.57%) users', 35 (39.32%) responded yes and 2 (2.24%) opined no and in Ph.D category out of 30 (33.70%), 28 (31.46%) responded yes and 2 (2.24%) opined no to it. Thus, out of 89 (100%), users', 82 (92.13%) responded yes and 7 (7.86%) responded no about it.

Table 3: Payment Based Products and Services

Payment Based Products and Services	Category	IITR					
		Yes		No		Total	
Readiness to pay for a product / service specially designed for user on demand	B.Tech.	7	(7.86)	15	(16.85)	22	(24.71)
	M.Tech	22	(24.71)	15	(16.85)	37	(41.57)
	Ph D	18	(20.22)	12	(13.48)	30	(33.70)
	Total	47	(52.80)	42	(47.19)	89	(99.99)
Products/Services Current Awareness Service (CAS)	B.Tech	0	(0.0)	22	(24.71)	22	(24.71)
	M.Tech	0	(0.0)	37	(41.57)	37	(41.57)
	Ph D	8	(8.98)	22	(24.71)	30	(33.70)
	Total	8	(8.98)	81	(91.01)	89	(21.6)
Selective Dissemination Of Information (SDI)	B.Tech	3	(3.37)	19	(21.34)	22	(24.71)
	M.Tech	2	(2.24)	35	(39.32)	37	(41.57)
	Ph D	14	(15.73)	16	(17.97)	30	(33.70)
	Total	19	(21.34)	70	(78.65)	89	(99.99)
Translation Service	B.TECH	2	(2.24)	20	(22.47)	22	(24.71)
	M.TECH	5	(5.61)	32	(35.9)	37	(41.57)
	PhD	4	(4.49)	26	(29.21)	30	(33.70)
	Total	11	(12.35)	78	(87.64)	89	(99.99)
Database Search	B.Tech	0	(0.0)	22	(24.71)	22	(24.71)
	M.Tech	1	(1.12)	36	(40.44)	37	(41.57)
	Ph D	4	(4.49)	26	(29.21)	30	(33.70)
	Total	5	(5.61)	84	(94.38)	89	(99.99)
Document Delivery	B.Tech	2	(2.24)	20	(22.47)	22	(24.71)
	M.Tech	6	(6.74)	31	(34.83)	37	(41.57)

Payment Based Products and Services	Category	IITR					
		Yes		No		Total	
	Ph D	8	(8.98)	22	(24.71)	30	(33.70)
	Total	16	(17.97)	73	(82.02)	89	(99.99)
Inter-Library Loan	B.Tech	4	(4.49)	18	(20.22)	22	(24.71)
	M.Tech	6	(6.74)	31	(34.83)	37	(41.57)
	Ph D	10	(11.23)	20	(22.47)	30	(33.70)
	Total	20	(22.47)	69	(77.52)	89	(99.99)
Product Patents	B.Tech	10	(11.23)	12	(13.48)	22	(24.71)
	M.Tech	10	(11.23)	27	(30.33)	37	(41.57)
	Ph D	15	(16.85)	15	(16.85)	30	(33.70)
	Total	35	(39.32)	54	(60.67)	89	(99.99)
New Products Records	B.Tech	12	(13.48)	10	(11.23)	22	(24.71)
	M.Tech	14	(15.78)	23	(25.85)	37	(41.57)
	Ph D	10	(11.23)	20	(22.47)	30	(33.70)
	Total	36	(40.44)	53	(59.55)	89	(99.99)
Industry Oriented Products	B.Tech	6	(6.74)	16	(17.97)	22	(24.71)
	M.Tech	7	(7.86)	30	(33.70)	37	(41.57)
	Ph D	8	(8.98)	22	(24.71)	30	(33.70)
	Total	21	(23.59)	68	(76.40)	89	(99.99)
Marketing Analysis Projects	B.TECH	6	(6.74)	16	(17.97)	22	(24.71)
	M.TECH	7	(7.86)	30	(33.70)	37	(41.57)
	PhD	10	(11.23)	20	(22.47)	30	(33.70)
	Total	23	(25.84)	66	(74.15)	89	(99.99)
Preparation of Projects	B.Tech	6	(6.74)	16	(17.97)	22	(24.71)
	M.Tech	10	(11.23)	27	(30.33)	37	(41.57)
	Ph D	15	(16.85)	15	(16.85)	30	(33.71)
	Total	31	(34.83)	58	(65.16)	89	(99.99)
Consultancy Service	B.Tech	0	(0.0)	22	(24.71)	22	(24.71)
	M.Tech	2	(2.24)	35	(39.32)	37	(41.57)
	Ph D	2	(2.24)	28	(31.46)	30	(33.70)
	Total	4	(4.49)	85	(95.50)	89	(99.99)

Table no. 3 shows the *Users' response* regarding *willingness to pay for LIS products and services*, in B.Tech category out of 22 (24.71%),7 (7.86%) responded yes and 15 (16.85%) opined no, in M.Tech. category out of 37 (41.57%) users', 22 (24.71%) responded yes and 15 (16.85%) opined no and in Ph.D category out of 30 (33.70%), 18 (20.22%) responded yes and 12 (13.48%) opined no to it. Thus, out of 89 (100%), users', 47 (52.80%) responded yes and 42 (47.19%) responded no about it.

With regard to *1ˢᵗ service* viz. *Current Awareness Service (CAS)*, in B.Tech. category all 22 (24.71%) responded yes, in M.Tech. category all 37 (41.57%), users' responded yes and in

Ph.D category out of 30 (33.70%), 8 (8.98%) responded yes and 22 (24.71%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 8 (8.98%) responded yes and 81 (91.01%) 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)*, in B.Tech category out of 22 (24.71%),3 (3.37%) responded yes and19 (21.34%) opined no, in M.Tech. category out of 37 (41.57%) users', 2 (2.24%) responded yes and 35 (39.32%) opined no and in Ph.D category out of 30 (33.70%), 14 (15.73%) responded yes and 16 (17.97%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 19 (21.34%) responded yes and 70 (78.65%) 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 22 (24.71%), 2 (2.24%) responded yes and 20 (22.47%) opined no, in M.Tech. category out of 37 (41.57%) users', 5 (5.61%) responded yes and 32 (35.9%) opined no and in Ph.D category out of 30 (33.70%), 4 (4.49%) responded yes and 26 (29.21%) opined no to it. Thus, out of 89 (100%), users', 11 (12.35%) responded yes and 78 (87.64%) responded no about it.

With regard to 4th service viz. *Database Search Service*, in B.Tech. category, all 22 (24.71%) responded yes, in M.Tech. category out of 37 (41.57%) users' 1 (1.12%) responded yes and 36 (40.44%) opined no and in Ph.D category out of 30 (33.70%), 4 (4.49%) responded yes and 26 (29.21%) opined no to it. Thus, out of 89 (100%), users', 5 (5.61%) responded yes and 84 (94.38%) responded no about it.

With regard to 5th service viz. *Document Delivery Service,* in B.Tech category out of 22 (24.71%), 2 (2.24%) responded yes and 20 (22.47%) opined no, in M.Tech. category out of 37 (41.57%) users', 6 (6.74%) responded yes and 31 (34.83%) opined no and in Ph.D category out of 30 (33.70%), 8 (8.98%) responded yes and 22 (24.71%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 16 (17.97%) responded yes and 73 (82.02%) responded no about it which shows non awareness of LIS products and services.

With regard to 6th service viz. *Inter Library Loan (ILL) Service,* in B.Tech category out of 22 (24.71%), 4 (4.49%) responded yes and 18 (20.22%) opined no, in M.Tech. category out of 37 (41.57%) users', 6 (6.74%) responded yes and 31 (34.83%) opined no and in Ph.D category

out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 20 (22.47%) responded yes and 69 (77.52%) responded no about it which shows non awareness of LIS products and services.

With regard to 7th service viz. *Product Patents Service*, in B.Tech category out of 22 (24.71%), 10 (11.23%) responded yes and 12 (13.48%) opined no, in M.Tech. category out of 37 (41.57%) users', 10 (11.23%) responded yes and 27 (30.33%) opined no and in Ph.D category out of 30 (33.70%), 15 (16.85%) responded yes and 15 (16.85%) opined no to it. Thus, out of 89 (100%), users', 35 (39.32%) responded yes and 54 (60.67%) responded no about it which shows non awareness of LIS products and services.

With regard to 8th service viz. *New Products Records,* in B.Tech category out of 22 (24.71%), 12 (13.48%) responded yes and 10 (11.23%) opined no, in M.Tech. category out of 37 (41.57%) users', 14 (15.78%) responded yes and 23 (25.85%) opined no and in Ph.D category out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 36 (40.44%) responded yes and 53 (59.55%) responded no about it which shows non awareness of LIS products and services.

With regard to 9th service viz. *Industry Oriented Products*, in B.Tech category out of 22 (24.71%), 6 (6.74%) responded yes and 16 (17.97%) opined no, in M.Tech. category out of 37 (41.57%) users', 7 (7.86%) responded yes and 30 (33.70%) opined no and in Ph.D category out of 30 (33.70%), 8 (8.98%) responded yes and 22 (24.71%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 21 (23.59%) responded yes and 68 (76.40%) responded no about it which shows non awareness of LIS products and services.

With regard to 10th service viz. *Marketing Analysis Projects*, in B.Tech category out of 22 (24.71%), 6 (6.74%) responded yes and 16 (17.97%) opined no, in M.Tech. category out of 37 (41.57%) users', 7 (7.86%) responded yes and 30 (33.70%) opined no and in Ph.D category out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 23 (25.84%) responded yes and 66 (74.15%) responded no about it which shows non awareness of LIS products and services.

With regard to 11th service viz. *Preparation of Projects,* in B.Tech category out of 22 (24.71%), 6 (6.74%) responded yes and 16 (17.97%) opined no, in M.Tech. category out of 37 (41.57%) users', 10 (11.23%) responded yes and 27 (30.33%) opined no and in Ph.D category out of 30

(33.70%), 15 (16.85%) responded yes and 15 (16.85%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 31 (34.83%) responded yes and 58 (65.16%) responded no about it which shows non awareness of LIS products and services.

With regard to 12th *service* viz. *Consultancy Service* in B.Tech category all 22 (24.71%) responded yes, in M.Tech. category out of 37 (41.57%) users', 2 (2.24%) responded yes and 35 (39.32%) opined no and in Ph.D category out of 30 (33.70%), 2 (2.24%) responded yes and 28 (31.46%) opined no to it. Though this service is freely provided but still out of 89 (100%), users', 4 (4.49%) responded yes and 85 (95.50%) responded no about it which shows non awareness of LIS products and services.

Table 4: Role of Staff

Question	User Category	IITR					
		SA	A	U	D	SD	Total
Awareness about LIS products and services can maximize their utilization	B.Tech	12 (13.48)	10 (11.23)	0 (0.0)	-	-	22 (24.71)
	M.Tech.	18 (20.22)	14 (15.73)	5 (1.2)	-	-	37 (41.57)
	Ph.D	20 (22.47)	10 (11.23)	0 (0.0)	-	-	30 (33.70)
	Total	50 (56.17)	34 (38.20)	5 (5.61)	-	-	89 (99.99)
Lack of communication skills is a barrier in Marketing of LIS products & services	B.Tech	12 (13.48)	8 (8.98)	2 (2.24)	-	-	22 (24.71)
	M.Tech	18 (20.22)	19 (21.34)	0 (0.0)	-	-	37 (41.57)
	Ph.D	24 (26.96)	4 (4.49)	2 (2.24)	-	-	30 (33.70)
	Total	54 (60.67)	31 (34.83)	4 (4.49)	-	-	89 (99.99)
Library staff is not trained in marketing skills and techniques	B.Tech	15 (16.85)	6 (6.74)	1(1.12)	-	-	22 (24.71)
	M.Tech	24 (26.96)	11 (12.35)	2(2.24)	-	-	37 (41.57)
	Ph.D	16 (17.97)	13 (14.60)	1(1.12)	-	-	30 (33.70)
	Total	55 (61.79)	30 (33.70)	4(4.49)	-	-	89 (99.99)
There should be a separate unit with skilled professionals needed to handle marketing activities	B.Tech	17 (19.10)	5 (5.61)	0(0.0)	-	-	22 (24.71)
	M.Tech	19 (21.34)	14 (15.73)	4(4.49)	-	-	37 (41.57)
	Ph.D	15 (10.7)	15 (10.7)	0(0.0)	-	-	30 (21.4)
	Total	51 (57.30)	34 (38.20)	4(4.49)	-	-	89 (99.99)

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 22 (24.71%), 12 (13.48%) responded strongly agreed, 10 (11.23%) replied agreed, in M.Tech. category out of 37 (41.57%), users', 18 (20.22%) responded strongly agreed, 14 (15.73%) opined agreed and 5 (5.61%) opined undecided and in Ph.D category out of 30 (33.70%), 20 (22.47%) responded strongly agreed, 10 (11.23%) opined agreed about it. Thus, out of 89 (100%), users', 50 (56.17%) responded strongly agreed, 34 (38.20%) agreed and 5 (5.61%) 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 22 (24.71%), 12 (13.48%) responded strongly agreed, 8 (8.98%) replied agreed and 2 (2.24%) opined undecided, in M.Tech. category out of 37 (41.57%), 18 (20.22%) responded strongly agreed, 19 (21.34%) opined agreed and in Ph.D category out of 30 (33.70%), 24 (26.96%) responded strongly agreed, 4 (4.49%) opined agreed and 2 (2.24%) opined undecided about it. Thus, out of 89 (100%), users', 54 (60.67%) responded strongly agreed, 31 (34.83%) opined agreed and 4 (4.49%) opined 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 22 (24.71%), 15 (16.85%) responded strongly agreed, 6 (6.74%) replied agreed and only 1 (1.12%) responded undecided, in M.Tech. category out of 37 (41.57%) users', 24 (26.96%) responded strongly agreed, 11 (12.35%) opined agreed and 2 (2.24%) opined undecided, in Ph.D category out of 30 (33.70%), 16 (17.97%) responded strongly agreed and 13 (14.60%) opined agreed and 1 (1.12%) responded undecided about it. Thus, out of 89 (100%), users', 55 (61.79%) responded strongly agreed, 30 (33.70%) opined agreed and 4 (4.49%) 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 out of 22 (24.71%), 17 (19.10%) responded strongly agreed, 5 (5.61%) replied agreed, in M.Tech. category out of 37 (41.57%) users', 19 (21.34%) responded strongly agreed, 14 (15.73%) opined agreed and 4 (4.49%) undecided and in Ph.D category out of 30 (33.70%), 15 (16.85%) responded strongly agreed and 15 (16.85%) opined agreed about it. Thus, out of 89 (100%), users', 51 (57.30%) responded strongly agreed, 34 (38.20%) opined agreed and 4 (4.49%) opined undecided about it.

Table 5: User Opinion about LIS Marketing

Question	User Category	IITR					
		SA	A	U	D	SD	Total
	B.Tech	13 (14.60)	6 (6.74)	3 (3.37)	0 (0.0)	0 (0.0)	22 (24.71)
	M.Tech.	22 (24.71)	10 (11.23)	5 (5.61)	0 (0.0)	0 (0.0)	37 (41.57)
	Ph.D	18 (20.22)	6 (6.74)	5 (5.61)	1 (1.12)	-	30 (33.70)
	Total	53 (59.55)	22 (24.71)	13 (14.60)	1 (1.12)	0 (0.0)	89 (99.99)
Marketing bring good name and reputation which helps in future growth	B.Tech	14 (15.73)	5 (5.61)	2 (2.24)	1 (1.12)	-	22 (24.71)
	M.Tech	23 (25.84)	9 (10.11)	5 (5.61)	0 (0.0)	-	37 (41.57)
	Ph.D	16 (17.97)	8 (8.98)	6 (6.74)	0 (0.0)	-	30 (33.70)
	Total	53 (59.55)	22 (24.71)	13 (14.60)	1 (1.12)	-	89 (99.99)
Marketing really helps in increase of membership	B.Tech	14 (15.73)	5 (5.61)	2 (2.24)	1 (1.12)	0 (0.0)	22 (24.71)
	M.Tech	20 (22.47)	11 (12.35)	4 (4.49)	2 (2.24)	0 (0.0)	37 (41.57)
	Ph.D	19 (21.34)	7 (7.86)	3 (3.37)	1 (1.12)	0 (0.0)	30 (33.70)
	Total	53 (59.55)	23 (25.84)	9 (10.11)	4 (4.49)	0 (0.0)	89 (99.99)
Marketing helps in improvement of library services and collection development	B.Tech	14 (15.73)	4 (4.49)	2 (2.24)	1 (1.12)	1 (1.12)	22 (24.71)
	M.Tech	22 (24.71)	9 (10.11)	3 (3.37)	2 (2.24)	0 (0.0)	37 (41.57)
	Ph.D	18 (20.22)	6 (6.74)	4 (4.49)	2 (2.24)	0 (0.0)	30 (33.70)
	Total	55 (61.79)	19 (21.34)	9 (10.11)	5 (5.61)	1 (1.12)	89 (99.99)
Library being a social institution should provide information products and services free of cost	B.Tech	15 (16.85)	7 (7.86)	0 (0.0)	0 (0.0)	0 (0.0)	22 (24.71)
	M.Tech	24 (26.96)	13 (14.60)	0 (0.0)	0 (0.0)	0 (0.0)	37 (41.57)
	Ph.D	22 (24.71)	7 (7.86)	1 (1.12)	0 (0.0)	0 (0.0)	30 (33.70)
	Total	61 (68.53)	27 (30.33)	1 (1.12)	0 (0.0)	0 (0.0)	89 (99.99)
User's should pay charges for certain library products and services	B.Tech	10 (11.23)	8 (8.98)	2 (2.24)	2 (2.24)	0 (0.0)	22 (24.71)
	M.Tech	24 (26.96)	10 (11.23)	2 (2.24)	1 (1.12)	0 (0.0)	37 (41.57)
	Ph.D	14 (15.73)	10 (11.23)	6 (6.74)	0 (0.0)	0 (0.0)	30 (33.70)
	Total	48 (53.93)	28 (31.46)	10 (11.25)	3 (3.37)	0 (0.0)	89 (99.99)

Table no. 5 ,q.no.1 shows the user opinion regarding LIS marketing concept, philosophy, application and other related aspects. The q.no.1 regarding marketing is necessary for library survival in present time, and in response to that in B.Tech category out of 22 (24.71%), 13 (14.60%) responded strongly agreed, 6 (6.74%) replied agreed and 3 (3.37%) undecided, in M.Tech. category out of 37 (41.57%) users', 22 (24.71%) responded strongly agreed, 10 (11.23%) opined agreed and 5 (5.61%) undecided and in Ph.D category out of 30 (33.70%), 18 (20.22%) responded strongly agreed, 6 (6.74%) opined agreed, 5 (5.61%) were undecided and 1 (1.12%) disagrees about it. Thus, out of 89 (100%), users', 53 (59.55%) responded strongly agreed, 22 (24.71%) opined agreed, 13 (14.60%) opined undecided and 1(1.12%) were disagree about it.

With regard to q.no.2 regarding marketing bring good name and reputation which helps in future growth, and in response to that in B.Tech category out of 22 (24.71%), 14 (15.73%) responded strongly agreed, 5 (5.61%) replied agreed, 2 (2.24%) undecided and only 1 (0.2%) was undecided, in M.Tech. category out of 37 (41.57%) users', 23 (25.84%) responded strongly agreed, 9 (10.11%) opined agreed and 5 (5.61%) undecided and in Ph.D category out of 30 (33.70%), 16 (17.97%) responded strongly agreed, 8 (8.98%) opined agreed and 6 (6.74%) were undecided about it. Thus, out of 89 (100%), users', 53 (59.55%) responded strongly agreed, 22 (24.71%) opined agreed, 13 (14.60%) opined undecided and 1(1.12%) were disagree about it.

With regard to q.no.3 regarding marketing really helps in increase of membership, and in response to that in B.Tech category out of 22 (24.71%), 14 (15.73%) responded strongly agreed, 5 (5.61%) replied agreed, 2 (2.24%) undecided and 1(1.12%) was undecided, in M.Tech. category out of 37 (41.57%) users', 20 (22.47%) responded strongly agreed, 11 (12.35%) opined agreed, 4 (4.49%) undecided and 2 (2.24%) were disagreed, in Ph.D category out of 30 (33.70%), 19 (21.34%) responded strongly agreed, 7 (7.86%) opined agreed, 3 (3.37%) undecided and only 1 (1.12%) was disagreed about it. Thus, out of 89 (100%), users', 53 (59.55%) responded strongly agreed, 23 (25.84%) opined agreed, 9 (10.11%) opined undecided and 4(4.49%) were disagree about it.

With regard to q.no.4 regarding marketing helps in improvement of library services and collection development, and in response to that in B.Tech category out of 22 (24.71%), 14 (15.73%) responded strongly agreed, 4 (4.49%) replied agreed, 2 (2.24%) undecided and 1(1.12%) disagree, in M.Tech. category out of 37 (41.57%) users', 22 (24.71%) responded

strongly agreed, 9 (10.11%) opined agreed, 3 (3.37%) undecided and 2(2.24%) were disagreed and in Ph.D category out of 30 (33.70%), 18 (20.22%) responded strongly agreed, 6 (6.74%) opined agreed, 4 (4.49%) undecided and 2(2.24%) were disagreed about it. Thus, out of 89 (100%), users', 55 (61.79%) responded strongly agreed, 19 (21.34%) opined agreed, 9 (10.11%) opined undecided and 1(1.12%) were disagree about it.

With regard to q.no. library being a social institution should provide information products and services free of cost, and in response to that in B.Tech category out of 22 (24.71%), 15 (16.85%) responded strongly agreed and 7 (7.86%) replied agreed, in M.Tech. category out of 37 (41.57%) users', 24 (26.96%) responded strongly agreed and 13 (14.60%) opined agreed and in Ph.D category out of 30 (33.70%), 22 (24.71%) responded strongly agreed, 7 (7.86%) opined agreed and only 1 (1.12%) was undecided about it. Thus, out of 89 (100%), users', 61 (68.53%) responded strongly agreed, 27 (30.33%) opined agreed and 1 (1.12%) opined undecided about it.

With regard to q.no. user's should pay charges for certain library products and services, and in response to that in B.Tech category out of 22 (24.71%), 10 (11.23%) responded strongly agreed, 8 (8.98%) replied agreed, 2 (2.24%) undecided and 2 (2.24%) were disagreed, in M.Tech. category out of 37 (41.57%) users', 24 (26.96%) responded strongly agreed, 10 (11.23%) opined agreed, 2 (2.24%) undecided and 1 (1.12%) was disagreed in in Ph.D category out of 30 (33.70%), 14 (15.73%) responded strongly agreed, 10 (11.23%) opined agreed and 6 (6.74%) were   undecided about it. Thus, out of 89 (100%), users', 48 (53.93%) responded strongly agreed, 28 (31.46%) opined agreed, 10 (11.25%) opined undecided and 3(3.37%) were disagree about it.

With regard to q.no regarding attitude of user need to be changed from 'free' to 'fee' based library services, and in response to that in B.Tech category out of 22 (24.71%), 7 (7.86%) responded strongly agreed, 8 (8.98%) replied agreed and 7 (7.86%) were undecided, in M.Tech. category out of 37 (41.57%) users', 12 (13.48%) responded strongly agreed, 12 (13.48%) opined agreed, 10 (11.23%) were undecided and 3(3.37%) opined disagreed and in Ph.D category out of 30 (33.70%), 14 (15.73%) responded strongly agreed, 10 (11.23%) opined agreed, 4 (4.49%) undecided and 2 (2.24%) were disagreed about it. Thus, out of 89 (100%), users', 33 (37.07%) responded strongly agreed, 30 (33.70%) opined agreed, 21 (23.59%) opined undecided and 5(5.61%) were disagree about it.

Table 6: User's Satisfaction

Question	User Category	IITR		Total
		Yes	**No**	
	B.Tech	8 (8.98)	14 (15.73)	22 (24.71)
	M.Tech	13 (14.60)	24 (26.96)	37 (41.57)
	PhD	10 (11.23)	20(22.47)	30 33.70)
	Total	31 (34.83)	58 (65.16)	89 (99.99)
2. Are you satisfied with the marketing tools and techniques adopted for making you aware of library products and services	B.Tech	7 (7.86)	15 (16.85)	22 (24.71)
	M.Tech	12 (13.48)	25 (28.08)	37 (41.57)
	PhD	10 (11.23)	20 (22.47)	30 (33.70)
	Total	29 (32.58)	60 (67.41)	89 (99.99)
3. Are you satisfied with the role of staff being played in promoting the library products and services	B.Tech	7 (7.86)	15 (16.85)	22 (24.71)
	M.Tech	19 (21.34)	18(20.22)	37 (41.57)
	PhD	10 (11.23)	20 (22.47)	30 (33.70)
	Total	36 (40.44)	53 (59.55)	89 (99.99)
4. Are you satisfied with the existing information products and services offered by the library	B.Tech	12(13.48)	10 (11.23)	22 (24.71)
	M.Tech	16 (17.97)	21 (23.59)	37 (41.57)
	PhD	13 (14.60)	17 (19.10)	30 (33.70)
	Total	41 (46.06)	48 (53.93)	89 (99.99)

Table no6. reflects the **Users' satisfaction about LIS marketing**. It is clear regarding users' 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 22 (24.71%), 8 (8.98%) responded yes and 14 (15.73%) opined no, in M.Tech. category out of 37 (41.57%), 13 (14.60%) responded yes and 24 (26.96%) opined no and in Ph.D category out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no for this. Thus, out of 89 (100%), 31 (34.83%) users' responded yes and 58 (65.16%) opined no about it.

For *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 22 (24.71%), 7 (7.86%) responded yes and 15 (16.85%) opined no, in M.Tech. category out of 37 (41.57%), 12 (13.48%) responded yes and 25 (28.08%) opined no and in Ph.D category out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no for this. Thus, out of 89 (100%), 29 (32.58%) users' responded yes and 60 (67.41%) opined no about it.

For *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 22 (24.71%), 7 (7.86%) responded yes and 15 (16.85%) opined no, in M.Tech. category out of 37 (41.57%), 19 (21.34%) responded yes and 18 (20.22%) opined no and in Ph.D category out of 30 (33.70%), 10 (11.23%) responded yes and 20 (22.47%) opined no for this. Thus, out of 89 (100%), 36 (40.44%) users' responded yes and 53 (59.55%) opined no about it.

For *q.no.4* about *are you satisfied with the existing information products and services offered by the library*, in B.Tech. category, out of 22 (24.71%), 12 (13.48%) responded yes and 10 (11.23%) opined no, in M.Tech. category out of 37 (41.57%), 16 (17.97%) responded yes and 21 (23.59%) opined no and in Ph.D category out of 30 (33.70%), 13 (14.60%) responded yes and 17 (19.10%) opined no for this. Thus, out of 89 (100%), 41 (46.06%) users' responded yes and 48 (53.93%) opined no about it.

4.   Conclusion

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

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