CHAPTER III

RESEARCH METHODOLOGY

3.1. INTRODUCTION

The library environment is currently undergoing rapid and dynamic changes. Libraries are not for decorative purposes in academic institutions. The use of computers and the software became inevitable in the information world. To control the information explosion a number of Library Management Software has been developed. The present study aims to identify the marketing strategies adopted by the Library Management Software Vendors in Tamil Nadu.

3.2. NEED FOR THE STUDY

Based on the review of literature available, it is realized that Marketing of Library Management Software is an area which is not dealt in depth by Indian Library professionals. In order to control the world of electronic information, every library should possess a versatile, user-
friendly and more powerful software package with all latest technology in their Libraries. The library professional must have the awareness of the latest technology, must develop IT skills and update their knowledge towards the information analysis. This study has attempted to know the marketing strategies adopted by the select Library Management Software vendors in Tamil Nadu. Hence, the area has been chosen for the present study.

3.3 AIM OF THE STUDY

To study the marketing strategies adopted by Library Management Software vendors in Tamil Nadu.

3.4 OBJECTIVES OF THE STUDY

To identify various marketing strategies adopted by select library management software vendors in Tamil Nadu.

1. To identify the demographic variables enhancing marketing strategies

2. To identify the various product promotion and positioning strategies and their effectiveness.
3. To identify problems encountered by the vendors and choice of alternatives and solutions.

4. To compare the purchase behaviour of Libraries in Tamil Nadu

5. To identify customer satisfaction of the Library Management software package.

6. To identify the effect of marketing mix on buyer decision

**HYPOTHESES OF THE STUDY**

1. \(H_0\): **There is no association between software product and**
   
   - Types of library,
   - Year of using software,
   - Source of information,
   - Source of purchase,
   - Reason for purchasing software,
   - Decision maker of purchasing software,
   - Mode of payment and
   - Product features.

2. \(H_0\): **There is no consistency among the respondents towards**
   
   - Customer satisfaction on Price,
   - Customer satisfaction on Promotion,
Customer satisfaction on installation service and
Customer satisfaction on after sales service.

3. \( H_0: \text{There is no association between size of the company and} \)
   - Geographical coverage,
   - Number of employees,
   - Versions of software and
   - Exclusive library software.

4. \( H_0: \text{There is no association between size of the company and} \)
   - Marketing the software product,
   - Pricing policy,
   - Kind of payment,
   - Major cost factor,
   - Method of promoting software product,
   - Method of approach,
   - Usage of customer feedback and
   - Efforts to take the measure the satisfaction of the Users.

(The above research hypotheses were broken down into simple working hypothesis and discussed in the chapter IV)
5. $H_0$: There is no consistency among the vendors involved in Library Management software development team.

6. $H_0$: There is no consistency among the respondents towards the attitude with respect to place and product.

7. $H_0$: There is no consistency among the library software product from their competitors.

8. $H_0$: There is no consistency among the vendors towards the channels which create the awareness of Library Management software.

9. $H_0$: There is no consistency among the vendors towards the sales promotion of Library Management software.

10. $H_0$: There is no consistency among the vendors towards the performance of after sale service.

11. $H_0$: There is no consistency among the vendors towards the price discount to Library Management software.

3.6. DEFINITION OF THE CONCEPTS USED

3.6.1. MARKET
Market refers to the group of consumers or organizations that is interested in the product, has the resources to purchase the product, and is permitted by law and other regulations to acquire the product.

3.6.2. MARKETING

Marketing is the process of performing market research, selling products and/or services to customers and promoting them via advertising to further enhance sales.

3.6.3. SALES PROMOTION

Sales promotion is an activity designed to boost the sales of a product or service. It may include an advertising campaign, increased PR activity, a free-sample campaign, offering free gifts or trading stamps, arranging demonstrations or exhibitions, setting up competitions with attractive prizes, temporary price reductions, door-to-door calling, telemarketing, personal letters on other methods.

3.6.4. MARKETING MIX

The marketing mix is a tactical component of a marketing plan.

> Product – Integrated Library software
> Price - direct and indirect costs to produce and deliver the product
➢ Place - delivery and distribution of the products and services.

➢ Promotion - methods to promote products.

3.6.5. MARKETING STRATEGIES

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives.

3.6.6. CUSTOMER SATISFACTION

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

3.6.7. VENDOR

A vendor is any person or company that sells goods or services to someone else in the economic production chain.

3.7. METHODOLOGY

Primary source of data has been used for the study. Field survey method and interview techniques were employed for the collection of primary data from the librarian and software vendors.
3.7.1. SAMPLING PROCEDURE FOR THE SELECTION OF RESPONDENTS

There were totally 33 Library Management Software vendors in India (Reference given in Chapter – 1, p.19), in which 25 LMS were popular in Tamil Nadu. Therefore, 25 LMS vendors and 200 librarians have been selected based on the convenient sampling method. Using structured questionnaire, the marketing strategies of the selected LMS vendors and the purchase behavior of the librarians were analyzed.

The opinions of librarians regarding library software and the different issues pertaining to the library software usages were sought from the respondent libraries were elicited by using a structured questionnaire. Geographically, the scope of the study is limited exclusively to corporate and colleges located in the State of Tamilnadu.

3.8. PILOT STUDY

A pilot study was conducted among 25 Librarians and 5 software vendors to check the feasibility and reliability of the schedule. In the light of the experience gained in the pilot study the schedule has been modified to suit the sample groups and finalized to conduct the survey.

3.9. QUESTIONNAIRE
Two detailed questionnaires were constructed and pre tested for collecting necessary information from librarians and software vendors.’

3.9.1. LIBRARIANS

The primary data were collected through well-structured questionnaire. It comprised optional type and Likert’s five point scale type of questions. Likert’s five point scaling technique was ranging from most important to not important specifically, it was coded as shown below:

5 - Most important
4 - Important
3 - Moderate
2 - Less important
1 - Not important

The schedule was classified into three segments. The first segment covered demographic profile of the librarian. The second segment consisted of the usage of software’s, marketing mix and effective buying decision. The third segment comprised of customer product satisfaction, installation and after sales services.

3.9.2. SOFTWARE VENDORS
The questionnaire was classified into four segments. The first segment covered profile of the company. The second segment consisted of the product profile. The third segment comprised of marketing strategy and the fourth segment dealt with the services provided by the vendors.

3.10. STATISTICAL TOOLS USED

The primary data collected from the respondents were coded and tabulated to suit the requirements of the study. Statistical Package for Social Sciences (SPSS) was used for analyzing the data.

The statistical tools such percentage analysis, descriptive test, Friedman’s Test, chi-square model, average score analyses have been used to analyze the data.

3.11. PERIOD COVERED BY THE STUDY

The study confined to collect for a period of two years (i.e.) 2007-08 to 2009-10.
3.12. LIMITATIONS OF THE STUDY

- Market research measures the past not the future.
- The company publishing the data may not be fully reliable.
- **Time constraint** – some of the vendors and users of LMS took long time to send back the completed questionnaire, hence the process of data collection becomes time consuming.

3.13. CHAPTER SCHEME

This study was organized into five chapters:

- First chapter deals with the ‘Introduction’
- Second chapter on ‘Review of Literatures’
- Third chapter presents the ‘Research Methodology’
- Fourth chapter deals with the ‘Analysis and Discussions’
- Fifth chapter presents the ‘Findings, Area for further study, Conclusion and Suggestions’.