CHAPTER-V

MAJOR FINDINGS, SUGGESTIONS & CONCLUSION

5.1 Findings & observations of the study

Based on the findings of the survey and its analysis for the nine university libraries of Uttarakhand services and information products, the following findings have emerged:

1. **Collection available in each University libraries of Uttarakhand**

   Collection available in each university libraries of uttarakhand are (100%) GBPUAT, Pantnagar > (95.2%) FRI, Dehradun > (61.9%) KU, Nainital > (66.7%) GKV, Haridwar > (57.1%) ICFAI, Dehradun > (47.6%) UPES, Dehradun and HNBGU, Srinagar (Table 4.1)

2. **Respondents of opinion collection available in University libraries of Uttarakhand**

   Only (9.2%) of the respondents are opinion of good collection available in university libraries of uttarakhand are (9.2%) patents and standards, microfiches/films, CD-Rom databases and online database. (Table 4.2)

3. **Marketing methods used in University libraries of Uttarakhand**

   Marketing methods are used in the university libraries of uttarakhand (100%) GKV, Haridwar > (83%) HNBGU, Srinagar > (50%) HIHTU, Dehradun > (33.3%) FRI, Dehradun, ICFAI, Dehradun, GBPUAT, Pantnagar, KU, Nainital and UOU, Haldwani. (Table 4.3)
4. Respondents of marketing methods used in University libraries of Uttarakhand

Only (21.4%) of the respondents of marketing methods are used in university libraries of Uttarakhand (21.4%) physical methods, abstract methods, mathematical methods and computer based methods. (10.7%) online methods and (3.7%) verbal methods. (Table 4.4)

5. Marketing of library and information products available in university libraries in Uttarakhand

Marketing of library and information products available in university libraries in Uttarakhand are (100%) GKV, Haridwar, and GBPUAT, Panitnagar > (96.3%) HNBGU, Srinagar > (77.8%) ICFAI, Dehradun > (70.4%) FRI, Dehradun > (55.6%) KU, Nainital > (51.9%) UOU, Haldwani > (48.1%) HIHTU, Dehradun. (Table 4.5)

6. Respondents of marketing of library and information products available in university libraries

Respondents of marketing of libraries are (10.1%) atmospherics > (7.2%) sample mailing, users group meet, presentation and book mobile > (5.8%) abstract and indexing journal, personal contacts, open house, direct mail, liaison visits and lectures, and Fax. (Table 4.6)

7. Marketing of library and information services available in University libraries

Marketing of library and information services available in the university libraries are (94.4%) GKV, Haridwar, FRI, Dehradun, HNBGU, Srinagar
and GBPUAT, Pantnagar, (61.1%) HIHTU, Dehradun > (55.6%) ICFAI, Dehradun > (33.3%) UPES, Dehradun and UOU, Haldwani (Table 4.7)

8. Respondents of marketing library and information services available in university libraries
A majority of the respondents (9.8%) library and information services available in university libraries services followed by (5.8%) for SDI services, circulation of periodical contents, referral service, digital library service and database search service. (Table 4.8)

9. Population and sample of library users’ in different university libraries
Population and sampling of library users in different university libraries of Uttarakhand are (21.2%) GKV, Haridwar > (18.3%) FRI, Dehradun > (10.1%) KU, Nainital > (8%) HNBGU, Srinagar > (7.2%) ICFAI, Dehradun > (5.7%) HIHTU, Dehradun > (4.5%) UOU, Haldwani > (3.9%) UPES, Dehradun. (Table 4.9)

10. Faculty – wise distribution of the respondents
A majority of the respondents’ faculty wise distribution are 473 (52.6%) sciences, 259 (28.8%) social science and 168 (18.6%) humanities. (Table 4.10)

11. Degree of frequency and percentage keeping up with innovations in different universities of Uttarakhand
Only (21.2%) of the respondents are able to keep up with the innovations to a considerable or great extent. A majority to a considerable fall into ‘some extent’ or ‘moderate extent’ categories. (Table 4.11)
12. **Ranking of frequency and percentage reasons for not keeping-up innovations**
   Major reasons as cited by the respondents for this are that they do not find specific information in the field of interest (31.6%), have limited knowledge of library collection (28.3%), and find the information products undeveloped (22.2%), current awareness services (11.5%) and no time to use the library (6.4%) (Table 4.12)

13. **Frequency and percentage of library users’ in university libraries**
   Once a week (11.7%) respondents visit the library and (15%) of the respondents visit the library four times a week, followed by (32%) who visit it daily. (Table 4.13)

14. **Ranking of purpose of using the library users’ frequency and percentage**
   A majority of the respondents (27.5%) used the library to find specific information in their field of interest, followed by (22.5%) for current awareness services and to keep up to date. Very low respondents (8.3%) used the library to read the newspaper. (Table 4.14)

15. **Ranking of users’ awareness ways of frequency and percentage**
   More than (20%) of the respondents keep themselves up to date through published publications and research and by attending seminars/conferences and workshop. (Table 4.15)

16. **Ranking of needs library information services frequency and percentage**
   A majority of the respondents need/expect to find the following information services by the library are Literature search (10.2%), current
awareness services (10.8%), notification of newly published research
(11.0%), notification about conferences/seminars etc. (7.6%), selective
dissemination of information (8.9%), photocopy of periodical articles
(8.7%), reference services and circulation of periodical contents (7.7%),
abstracting and indexing services (5.6%), news papers clippings (5.5%),
inter library loan (2.9%), patent information (2.7%), standard information
(2.6%) and repackaging and consolidation services (2.5%). (Table 4.16)

17. **Opinion of willingness to pay for information services frequency and percentage**
More than (61%) users are opinion ‘Yes’ and (39%) users’ opinion ‘No’
willingness to pay for information services. (Table 4.17)

18. **Frequency and percentage of information services acceptable on payment by the users’**
A majority of the respondents (61%) are willing to pay for developed
information services and out of the (61%), (9.9%) are ready to pay for
photocopying, (9.3%) for literature search, and (7.5%) for current
awareness services. (Tables 4.17 & 4.18)

19. **Ranking of the needed information products frequency and percentage**
A majority of the respondents are (14.7%) for current awareness bulletin,
(12.2%) ready to pay for result of literature search, and (11.2%) for
bibliographic lists. (Table 4.19)

20. **Acceptance of paying for information products frequency and percentage**
More than (58.7%) library user’s opinion ‘Yes’ paying for information products and (41.3%) users are opinion ‘No’ paying for information products. (Table 4.20)

21. **Ranking of frequency and percentage of information products acceptable on payment by the users’**

A majority of the respondent’s products acceptable on payment by the library users’ are (15.6%) Results of literature search, (15.1%) Bibliographic lists and Current awareness bulletin, (11.7%) New additions list, (11.5%) Information bulletin, (7.7%) Selective dissemination of information bulletin, (7.3%) News bulletin, (6.8%) Abstracts lists, (5.5%) Indexes and (3.7%) Directories. (Table 4.21)

22. **Distribution of user’s agreement, disagreement and indecision for marketing statements**

Distribution of user’s agreement, disagreement and indecision for marketing statements are about (30%) of the respondents agree/strongly agree with the statements concerning charging users for the necessary/developed information products and services. About (10.9%) of the users are in disagreement not pay fees for information products/services and about (2.4%) of the respondents remain undecided for computerized literature search be part of free normal library services. Most of the respondents (26.5%) disagree with the statement that cost of the computerized literature search should be paid by the users only. However,
(13.5%) agree/strongly agree that it cost of the computerized literature search should be paid by both the library and users. (Table 4.22)

The lack of marketing concepts and tools in libraries and information centres, according to (Seetharama, 1990) may be attributable to the following reasons:

► Confusion at the conceptual level among libraries and information scientists that marketing its nothing but promotion and sales.

► Lack of a definite marketing policy end user policy, product policy, distribution policy, tariff policy, services policy either at the national or at the local level.

► User needs assessment studies are inadequate due to methodology deficiencies and due to the fact that they are not carried out on a continuing basis.

► Lack of proper market research and segmentation studies.

► Product development and targeting levels much to be desired due to the absence of the market research and segmentation.

► Reluctance on the part of the users to pay for information services resulting in the adoption of economy measures. As a consequence, the physical quality and get up of products are adversely affected.
Evaluation of information services and products is conspicuous by its absence. Marketing concepts are either not taught or least emphasized in library schools. In most cases, it does not from part of the curriculum.

Information is a low priority item of users, and the motivation to share is even lower.

Information consolidation activities/products, especially, value added products which are very useful to users are not generated to the extent needs.

5.2 Barriers in marketing of information products and services

Following barriers are marketing of information products and services are

(i) Carnegie’s Syndrome
Users still view libraries as a place to obtain free services. Many libraries have a nominal membership fee which hardly amounts to any significant revenue generation. Very few private libraries have a charging policy for library use. Charging in Government supported libraries are considered sacrilegious even for external users. Earlier studies in the case of information products and services have shown that as long as information products and services are free, users are interested in availing it. The moment a price tag is attached to the product or service, there is a significant drop in the users. However, this situation is fast diffusing in the free market economy of today and consumers are now aware that
information products come with a price and are willing to pay for it. There seems to be a gradual change and it is a matter of time when Carnegie’s Syndrome will fade away from libraries (Singh and Sharma, 2011).

(ii) Lack of Needs Assessment

Many times librarians are not able to assess the requirements of the users. The libraries are mainly involved in developing and managing resources in the library without realising what information product or service will be of value to the users. The libraries will have to carry out a needs assessment survey through formal and informal means. This will enable libraries to bring out products and services that are customer specific.

(iii) Lack of Trained Manpower

Libraries in India lack trained marketers. Normally, the library staff holds qualifications in library and information science along with graduation or post graduation in other subjects. With the application of information technology (IT) in libraries and information centres, library staffs have been quick to acquire the necessary skills for working in an adversity by compromising on much-needed journals and books. Libraries have to learn to take up the adversity as a challenge and use the situation to turn around the library as a revenue-earning centre.

(vi) Photocopying: Is it Marketing?

Many libraries render photocopying which is an invaluable service to the users. The libraries charge a nominal fee for the service and claim that the library is involved in generating revenue. Mere providing photocopies hardly amounts to
marketing. In a larger perspective, this activity is done to dissuade users who would otherwise queue up for free photocopies.

(vii) Lack of Management Support

This is perhaps the most serious barrier in the marketing of information products and services in libraries. If a marketing programme has to be introduced in the library, the top management’s support to the programme is of almost importance. Administrators and the top management in the organisation generally look upon the library as an ancillary activity and due attention is seldom given to the library. With an active and interested management, it will not be difficult to implement the marketing programme in the libraries.

(viii) Poor Quality of Service

Quality is a key factor that determines the use of the service by the customers. A product or service that has a high degree of quality is likely to be used by customers. Information products and services have to meet all the requirements of the users. Factors such as delay in rendering the service, poor response to customers, not meeting the customer requirements, etc., can turn away prospective customers.

(ix) Lack of Sharing Touch

Some special libraries do not want to part with information. This is especially true for many media libraries and libraries of specialized nature, like defence institute libraries. Though such libraries are a rich repository of
information, as a policy the libraries do not provide services to external users, even though users are willing to pay for the information. Information seekers are sometimes even turned away from these libraries or fees are exorbitantly high that common users such as students cannot afford to use these libraries.

(x) Lack Public Relations Skills by Librarians

Public Relations (PR) is simply a matter of doing good and telling about it. Librarians are innately service oriented and are in the habit of ‘doing good’. The problem is the habit of not talking about the ‘good work’. Librarians need to carry out public relations work not only externally but also internally. Internally, a public relations exercise is the best defence against budget cuts and to convince the management that the library is indispensable. For this the library has to primarily become an indispensable source of information. In addition, the library should involve in special activities such as providing training programmes, bringing out newsletters and taking part in activities outside the library.

(xi) Money and attitude

Lack of funds is often used as a reason not to market. However, marketing library services is not simply a matter of spending money on promotion and advertising. Marketing is also a matter of improving the users’ experience of library services. Since the library staff interact with users, there attitudes have to be change in way to understand what shapes users’ experiences and how to market library services to those users. And majority of library staff do not have positive attitude.
(xii) Confusion

There is confusion about what the term marketing means. Much of this has to do with the interchangeability of term such as promotion, public relations, publicity and marketing. There is also confusion about marketing libraries; the perception is that marketing is a business tool and not applicable to library settings, exists in this context.

(xiii) Complex and complicated task

Marketing is complicated problem for libraries because for books to internet access, and an extremely divers audience that ranges from children to seniors, public officials to business people, students to faculty, and so on (Singh and Sharma, 2011).

5.3 SUGGESTIONS

Based on the findings, the following suggestions are put forward to improve the library services and information products.

► The university libraries should adopt an appropriate marketing approach for developing information services and products properly.

► The university libraries should enable the users to keep up with the innovations by providing them various information services and developed information products.

► Current awareness bulletins, newsletters, new addition lists, forthcoming events and conferences, lists of translated material should be compiled
regularly and used to inform users about new and up-to-date information needed by them.

► Selective dissemination of information should be established according to users’ interest profiles.

► There should be proper feedback mechanism to monitor the effectiveness of the service and products. Regular surveys of the users should be conducted to know the continuity/discontinuity of the existing services and products and initiation of new services/products.

► The price charged for developed library services and products should be reasonable. The motive of the library should be not to earn profit but to provide value-added and user-oriented services for a nominal fee. (Coote & Batchelor, 1997) right point out that true justification for charging for information services is to establish library services “as being of signification value to the users”.

► There is a general feeling among the users that the opening hours of the libraries should be increased. This matter should be given serious considerations, as it is an important issue. The libraries are for use, and to ensure optimum use of the library resources and to satisfy the users, it is strongly recommended to keep the library open according to the requirements of the users (duration and opening).
► The users should be involved in the designing of the library and information products and services. There should be a continuous feedback mechanism (user surveys) to get to know the responses of the users. Then further action should be taken accordingly.

► Most libraries do not have separate marketing personnel. Though should be given to establish formal marketing positions to handle marketing related activities. To give it meaning and momentum, a full time professional is recommended to look after marketing activities in the library. We must consider setting up a separate ‘marketing unit’ or ‘marketing division/department’ as part of the library or information centre.

► Libraries should be constantly on the alert to maintain and improve the quality and range of their services/products and to match it to the changing user requirements. It is important for librarians to bear in mind that a satisfied user always remains the best marketing agent for libraries.

► The pricing issue needs to be given more serious consideration, despite the continuing unease of many librarians at charging for services and products. Only a few libraries charge the actual cost for their services. Services such as On-line, CD-ROM, CAS, SDI, abstracting, indexing, translation, E-mail, and internet browsing absorb substantial amount of funds in terms of manpower and equipments. Hence, the efforts must be made to educate the users and convince them that they have to pay for such services also availed
by them as they pay for their photocopying facilities in libraries, to sustain such a costly services. It must be stressed however, that charges for services and products should suit to the pocket of the users, so that they could respond favorably.

► There is a need for libraries to extend their client base by opening – up their learning resources to external clientele. It will help to maximise the use of library resources manifold. Further, the libraries can also generate extra revenue by introducing charges for external clientele.

► Library and information personnel have paucity of expertise and exposure on the concept of marketing. To help them understand and utilise the concepts of modern marketing techniques, continuing education seminars, workshops and training programmes should be arranged frequently, so that could be more responsive to client needs.

► As a part of promotional efforts, the libraries must keep a suggestion box and a question and answer notebook which are answered daily to ensure a quick response to current issues. Complaints must be cherished, because they give priceless guidance on how to improve services and reach more users ever better; compliments are nice, but they generally don’t help to improve services.
Indian Institute of Management, Lucknow (1995) programme on Marketing of library and information products and services. This programme aims to equip the participants with adequate know how so that they are able to:

- Identify and understand their potential uses in relation to their resources and facilities.
- Understand the information needs of such users accurately and precisely.
- Generate information products and services that are tailored to meet the exact needs of such users; and
- Remain cost – effective in the process of generating information products and services.

5.4 CONCLUSION

The present investigation entitled, “Marketing of library and information products and services in academic libraries of Uttarakhand: A study” has been carried out surveying of nine university libraries of Uttarakhand. The salient features of the present survey findings are summarized and concluded below.

- The university libraries in Uttarakhand are having inadequate infrastructure and as a result their growth have been retarded.
- The concept of marketing of library and information products and services present scenario at somewhat new to the university libraries of
Uttarakhand in modern sense is appears to be new to the users as well as staff of the University libraries.

- Most of university libraries do not earmark separate budget to computerized library services and purchase for new information marketing products.

- The nine university libraries of Uttarakhand have failed to appoint competent librarians in most cases; as a result there is lack of leadership to further the activities of the libraries.

- The library resources in almost all the library are underutilized due to adequate physical facilities, user a warener due back qualified trained library professional.

- The maintained of the statistics records pertaining to their activities and services in most of the university libraries of Uttarakhand are poor (Kumaun University, Nainital > University of Petroleum & Energy Studies, Dehradun > Uttaranchal Open University, Haldwani > Institute of Chartered Financial Analysis of India (ICFAI), Dehradun > Himalayan Institute Hospital Trust University, Dehradun. However, they somehow manage to supply the statistical data required for their monthly list of new addition, subjectwise bibliography, monthly documentation list (periodical), abstracting and indexing journal and others.
The maintained of the statistics records pertaining to their activities and services in most of the university libraries of the Uttarakhand are good (Govind Ballabh Pant University of Agriculture & Technology, Pantnagar > Gurukula Kangri Vishwavidyalaya, Hardwar > Hemwati Nandan Bahuguna Garhwal University, Srinagar, Pauri Garhwal > Forest Research Institute, Dehradun).

There is lack of use and appropriate technology in the university libraries. This would have been possible, had there been adequate and competent professional staff appointed in the nine university libraries of the Uttarakhand. This required the urge and creativity on the part of the staff as well as dynamic leadership on the part of the university librarian.

Most of the university libraries of Uttarakhand staffs are ignorant of the modern online information services offered by national and international agencies. They also lack the knowledge of liaison and support services available in India. Hence the referral activities as required for the users’ community are totally absent.

The indifferent attitude of university authorities to develop the services of the university libraries of Uttarakhand. The university librarians play the role of ‘middleman’ to convince the university administration to pay attention toward the basic problems of the libraries. The senior academicians involved in the university administration hardly think of the
development of the university libraries. Which is really the hub’s all intellectual activities of the universities of Uttarakhand.

- Most of the university libraries of Uttarakhand are best of the marketing of library and information products and services provides for the own users and customers for the following universities are Gurukula Kangri Vishwavidyalaya, Hardwar, Govind Ballabh Pant University of Agriculture & Technology, Pantnagar, HNBG, Srinagar and Forest Research Institute, Dehradun.

- Newsletters, demonstration, exhibitions cum sale, display of new arrivals, library brouchure, annual report, bookmobiles, electronic access … etc. can all be compiled and used to inform users about new and update information needed by them.

- Regarding collection development there is more need for involving users for greater satisfaction.

- More emphasis should be given on the “atmospherics” of the library so that reading rooms are comfortable, attractive and equipped with adequate lighting and items of furniture.

- User surveys should be conducted at regular internals by library professionals in order to obtain the feedback on information services and products.
More and more market segments be targeted for efficient and effective distribution of information products.

Regarding charging for the information services and products in the changing library environs, the users must be adequately educated and convinced about such a need. Such charges, as far as possible, should suit the user pockets.

5.5 DIRECTIONS FOR FURTHER RESEARCH

Based on the study, the investigator proposes the following areas for further study by future research scholars:

1. Marketing of information products and services in special libraries in Uttarakhand.

2. Comparison of marketing of information products and services among academic and special libraries.

3. Impact of ICT on the marketing of library and information products and services in academic libraries of Uttrakhand.

4. Impact of ICT on the marketing of library and information products and services in special libraries of Uttrakhand.