Chapter 7

Findings, Conclusion and Areas for Further Research

Findings for Users' Questionnaire

The findings of the analysis of the users' questionnaire have been briefly stated below. The majority of the users:

- Use the library daily which shows that the library is used quite frequently. Users prefer referring to current information in the library.

- Disagree that users should pay fees for information products/services, followed by those who agreed that users should pay fees for information products/services.

- Feel that the potential users are denied access to information products / services when fee is charged by the library, followed by those who are undecided on this issue.

- Feel that fee is a major deterrent for library usage.

- Agree that developed information products / services are necessary for the users to pay. And are ready to pay for developed and comprehensive services.

- Update themselves through the internet, however a large number of the users also depend on the library as most of the above mentioned information products are available in the library only.

- Keep themselves up to date with innovations in their field to moderate extent only.

- Mention that they use the library to find specific information in their field of interest for gaining current awareness.

- Agree to pay for current awareness services, e.g. for the notification of newly published research. The library should also be enriched with more and more services and products as each and every service has been referred by the users.

- Expect to find news and information bulletins in the library services.

- Rate the services in the library as Good.

Findings for Librarian's Questionnaire

The findings of the analysis of the librarians' questionnaire have been briefly stated as below:

- The collection of libraries is books followed by back volumes of journals.

- Out of 36 libraries, 19 libraries are not members of any consortia whereas 17 have participation in consortia.

- Out of 17 libraries that are members of different consortia, 10 are the members of Development Libraries Network (DELNET).

- The libraries cater to a wide variety of users. It includes research staff, student, activists and researchers, followed by those from area of women's studies.

- Majority of the librarians are MLIS and experienced persons, middle level professionals, assistant librarians and senior library professional assistants are also qualified in the area of library and information science.

- The librarians have good working knowledge of computer.

- Most of the Assistant Librarians are BLIS, and 64.8% are well trained in computers.

- Majority of Professional Assistants do not have the professional qualifications.

- Out of the 36 libraries, majority of the libraries do not have any fixed budget as informed by the librarians. The budget depends on their requirement.

- The libraries provide reference service and general assistance, Xeroxing service, OPAC services and internet access services.

- The libraries do not have any separate marketing section.

- 72% librarians believe in marketing of library and information services and products.

- Majority of the libraries follow the basic system of users awareness i.e. circulating pamphlets, brochures, specifying the objectives, services offered by the libraries etc.

- Majority of the libraries do not have a written statement of marketing policy.

- The librarians did not respond regarding the pricing policy of their libraries.

- Most of the librarians have strongly agreed that the new efforts like consortia which are rich in information have increased the use of resources.

- Majority of the librarians have collected feedback from their users on monthly basis about the information products and services provided by their libraries. This is an indication of marketing in the libraries.

- The librarians agreed that marketing provides opportunity to enhance quality and usage of information products and services, followed by those strongly agreed with it.

- The librarians agreed that marketing programme helps to justify the cost involved in generation of information products/ services.

- The librarians agreed that increasing resource constraints and shrinking budget have forced the introduction of marketing in library.

- The librarians agreed that Electronic Information Age has made marketing essential.

- The librarians agreed that marketing helps in building image of the library.

- The librarians agreed that marketing increases user awareness about information unit, its products and services.

- The librarians agreed that success of marketing programme depends on continuous persistence and motivated teamwork.

- The librarians agreed that rigorous assessment of internal and external environment is necessary to make decisions regarding marketing of information products and services.

- The librarians agreed that necessity to designate a full professional to look after the marketing activities.

- Most of the libraries price the information services / products for recovering only the over – head costs only not the full costs.

- Most of the libraries (7%) are providing current awareness services free, followed by (6%) selective dissemination of information, and (6%) newspaper clippings service etc.

- Most of the libraries (3%) are charging the fee from the users for interlibrary loan, followed by those (2%) for newspaper clippings.

- The librarians agreed that financial constraints are one of the main causes for not providing developed information for the LIC users.

- The librarians agreed that the users should pay fees for information products and services as information is considered to be an economic commodity these days.

- The librarians agreed that the cost of value added services should be paid by the users only.

- The librarians were in an undecided position whether in-house users should also pay for the information services offered.

- The librarians agreed that the external users should pay against the offered information products.

- Majority of the librarians take positive steps in the form of starting new services so that the users can be maintained in the library.

- Majority of the librarians agreed that the internal and external infrastructure and library set up attracts the users.

- Majority of the librarians agreed that the library needs an external channel to market the information products.

- Most of the librarians have used emails as promotion tool to promote their products, followed by those have used website, and product brochure respectively.

- Majority of the librarians have told that they do not have enough fund to market the products and services of the libraries, followed by those have replied not necessary, and the lack of expertise in marketing.

- The librarians strongly agreed that web based technology can enhance the library and information services.

- The librarians agreed that web based services can be customized as per the users requirement.

- The librarians agreed that that web based resources have changed the user's expectations.

- The librarians agreed that library manpower should be provided requisite training to handle sophisticated services.

- The librarians agreed that electronic alerts through mobile phones or pod casting will revolutionize the library and information services in the near future.

- Majority of the librarians agreed that that implementation of VOIP (Voice Over Internet Protocol) can enhance the clientele services, followed by those in an undecided on it.

- Majority of the libraries services are perceived to be not a part of core services and hinder the introduction of marketing in the libraries.

- Majority of the librarians need an orientation or training programme in marketing strategies.

- Majority of the librarians have attended course / seminar in marketing of information products and services.

- The librarians have agreed that training affected their marketing operation with regard to libraries and information services.

Research Questions

The study was undertaken to explore the following research questions

1. The extent of marketing practiced in NGO libraries of Delhi and NCR

2. The attitude of librarians of NGOs towards marketing in libraries

3. The attitude of users towards marketing in NGO libraries

4. The barriers to marketing in NGO libraries

Some of the libraries provide orientation to their users as part of the marketing efforts, CWDS library also undertakes special efforts to market its services like awareness program, bulletin board services etc. CSE library markets its products through its newsletters. Fifty percent of the libraries surveyed have websites of their own to provide services outside the physical environs of the library. It also helps to market the products to its regular as well as potential users.

Almost all the librarians feel that marketing is essential for libraries. It is very important that librarians undertake special marketing efforts to satisfy their users. The information age demands marketing to survive. However they are in a dilemma regarding pricing of their products and services. They feel that charging their users may be against the philosophy of librarianship. But at the same time they also opine that libraries need to charge their users particularly the external users to take care of the increasing costs and depleting funds.

Users expect the best services from libraries. They feel marketing is important for optimum services but free of charge. Some of them feel that libraries may charge the users for comprehensive services. Changing times may bring in an acceptance for priced services amongst the users.

Researcher observed some barriers to marketing which are as follows:

a) Lack of fund

b) Lack of trained library staff

c) Less interest of NGO authorities towards their libraries

d) Libraries are not generating fund directly

e) Lack of infrastructure.

f) No separate department for marketing the libraries.

AREAS FOR FURTHER RESEARCH

Marketing is an important area for research in libraries. Areas related to the present research that can be undertaken for research include the following:

- Customer Relationship Management in Libraries

- Marketing in Libraries: Analyses of Websites of Select Institutions

- Implementing Web 2.0 for Marketing in Libraries

- Reviving Public Libraries in India by Implementing the Marketing Techniques