



# Parrish Library Marketing Consulting Project

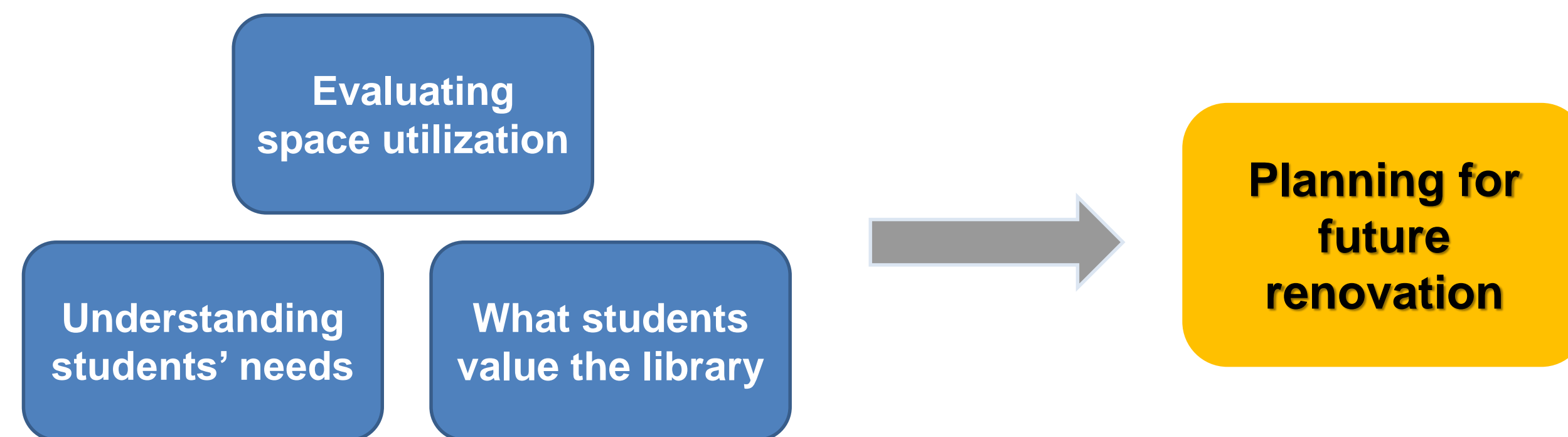
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## Introduction

Parrish Library of Management and Economics had undergone several renovations since 2005 yet never systemically examined its space and users. In 2017 fall, Krannert Graduate Marketing Club and Purdue Marketing Club initiated a marketing consulting project for the Parrish Library to understand how students value the library. By quantitative and qualitative market research methods, we hope to understand space utilization and students' need and preference. From these findings, we hope to provide insights for library in planning future renovation on service and facility.



## Executive Overview

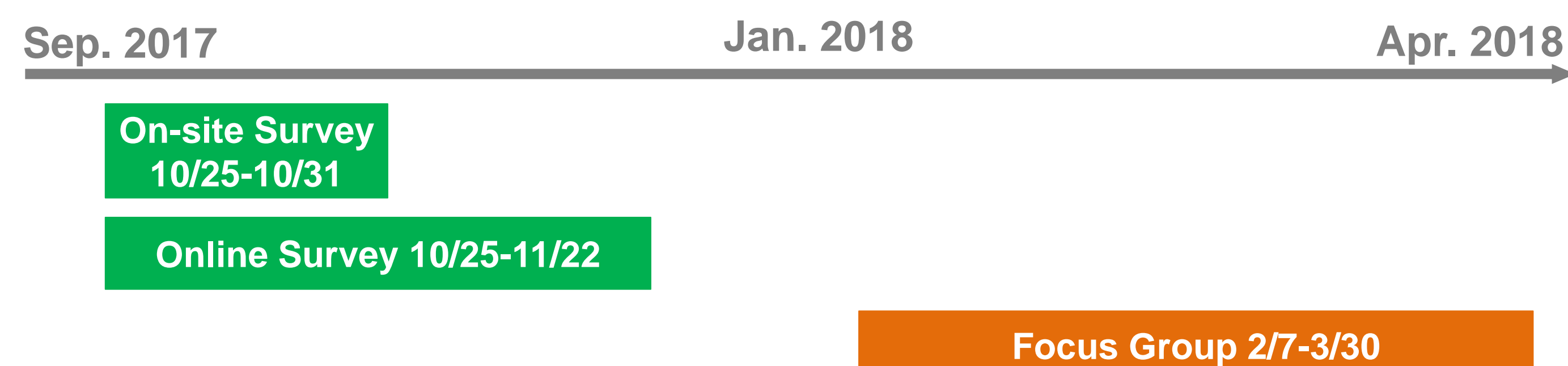
### Target Audience

- Those who are physically in library
- Krannert students who don't use library

### Methodology

- Online survey:** We disseminated an online questionnaire by email and QR code.
- On-site survey:** We approached students inside the library and observed on-site behavior for a week in October, 2017.
- Focus group:** We engaged in deep conversations with students to understand motivations behind action.

### Timeline



### Flyer and QR code

We disseminated the survey link by Purdue email and flyers with QR code. We further attracted more participants by holding lucky draw for Amazon gift cards.

### On-site Survey

To approach those who are physically in the library, we set a table with laptop at the staircase and invited students for taking our survey. Meanwhile, we observed the traffic inside the library throughout a day from Monday to Sunday. Later we had more researchers onsite during the busiest hours (3-6pm) to recruit more participants.



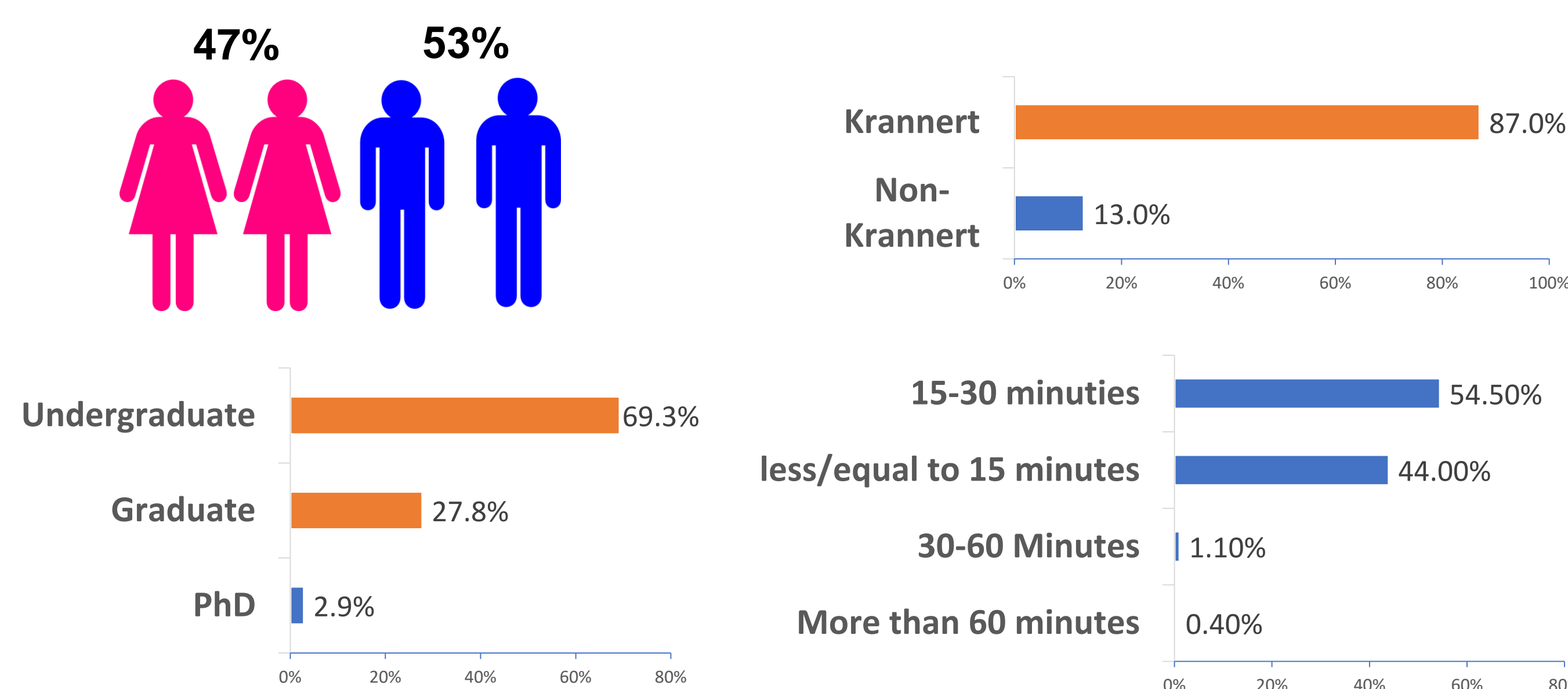
### On-site Shift Schedule

	10/25/2017(Wed)	10/26/2017(Thurs)	10/27/2017(Fri)	10/28/2017(Sat)	10/29/2017(Sun)	10/30/2017(Mon)	10/31/2017(Tue)
12am-2am				Closed	Closed		
6am-8am	Shan	Hanna, Shan		Closed	Closed		
8am-11am	Shan (coffee hour)	Shan(till 9:30)		Closed	Closed	Kelly	BJ
11am-1pm	Shan		Alfredo, Shan	Closed	Closed	Canceled	BJ
1pm-3pm	KA		Shan		Hanna	Kelly	
3pm-6pm	BJ		Shan (till 4:30pm)	Alfredo		Shan, BJ	MB, Shan
6pm-8pm	TM	Alfredo	Closed	Closed	Alfredo		
8pm-11:30pm	MB		Closed	Closed			
	Grad	Undergrad	Undergrad	Undergrad	Undergrad	Grad	Grad

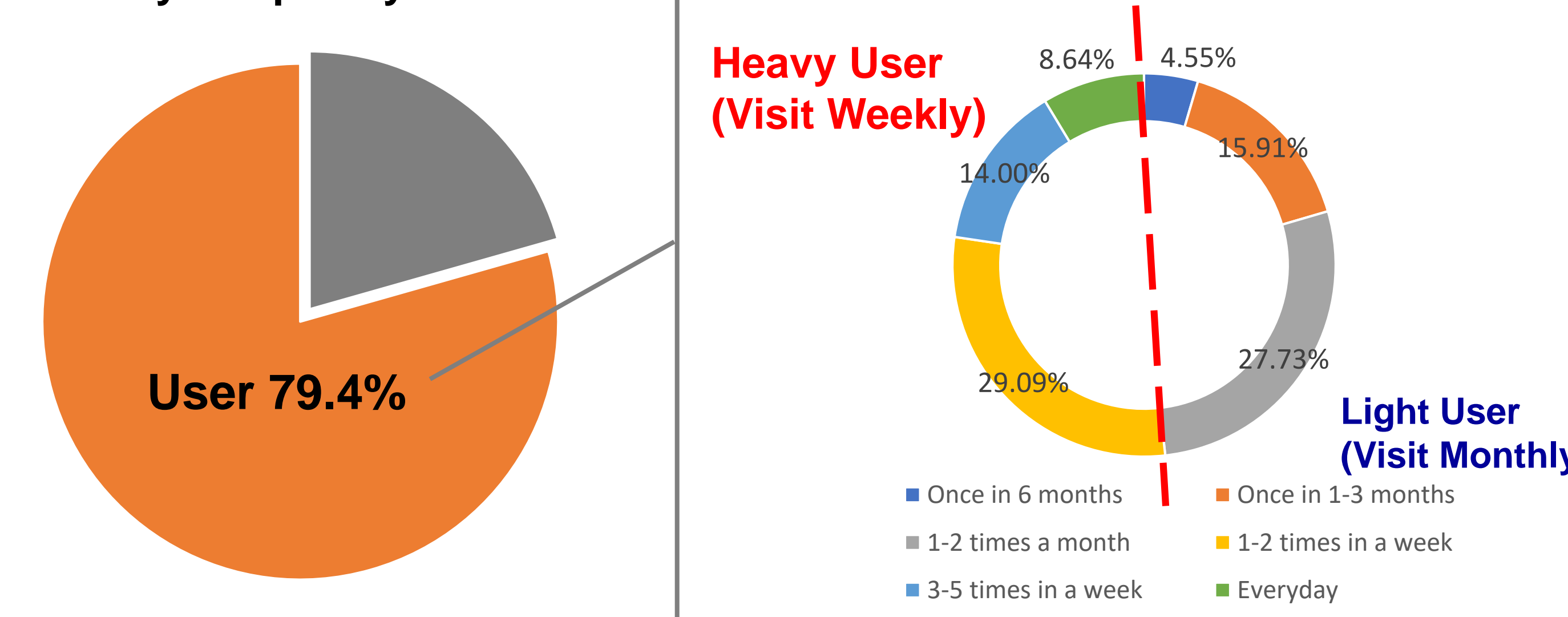
## Results

### Demography by Gender, College, Degree and Residence Proximity

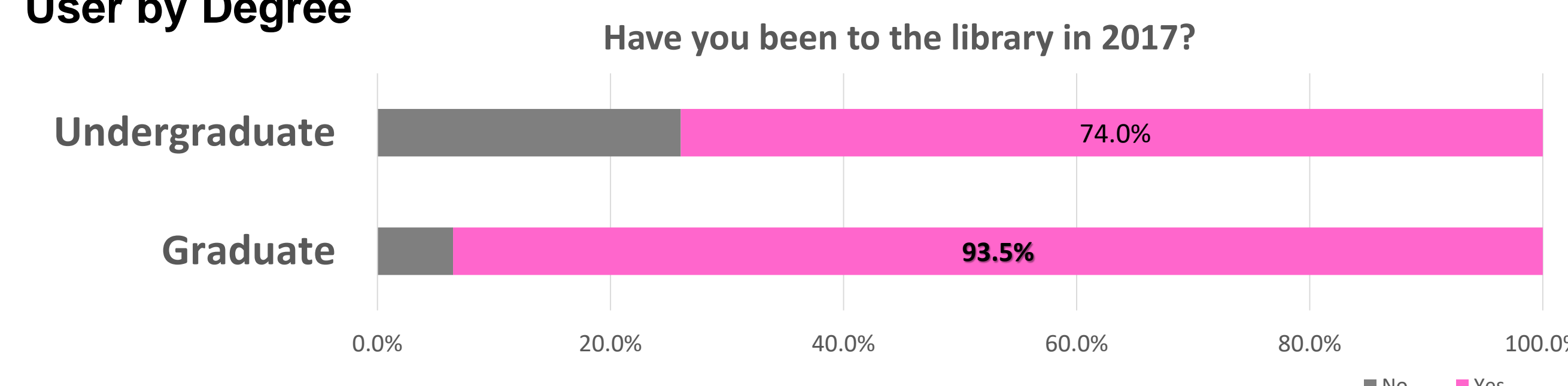
We collected 277 valid responses in 27 days from online and on-site survey.



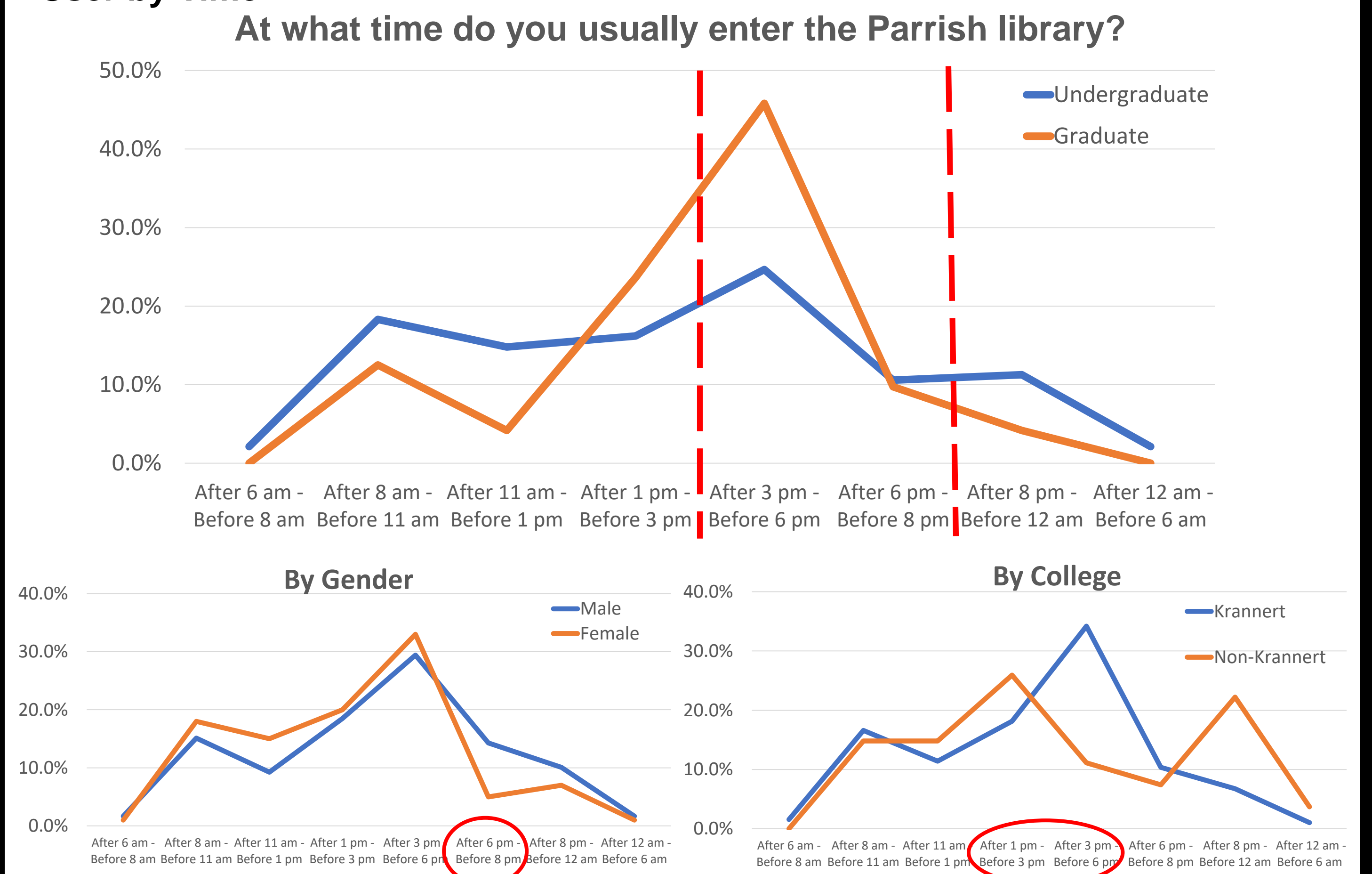
### User by Frequency



### User by Degree

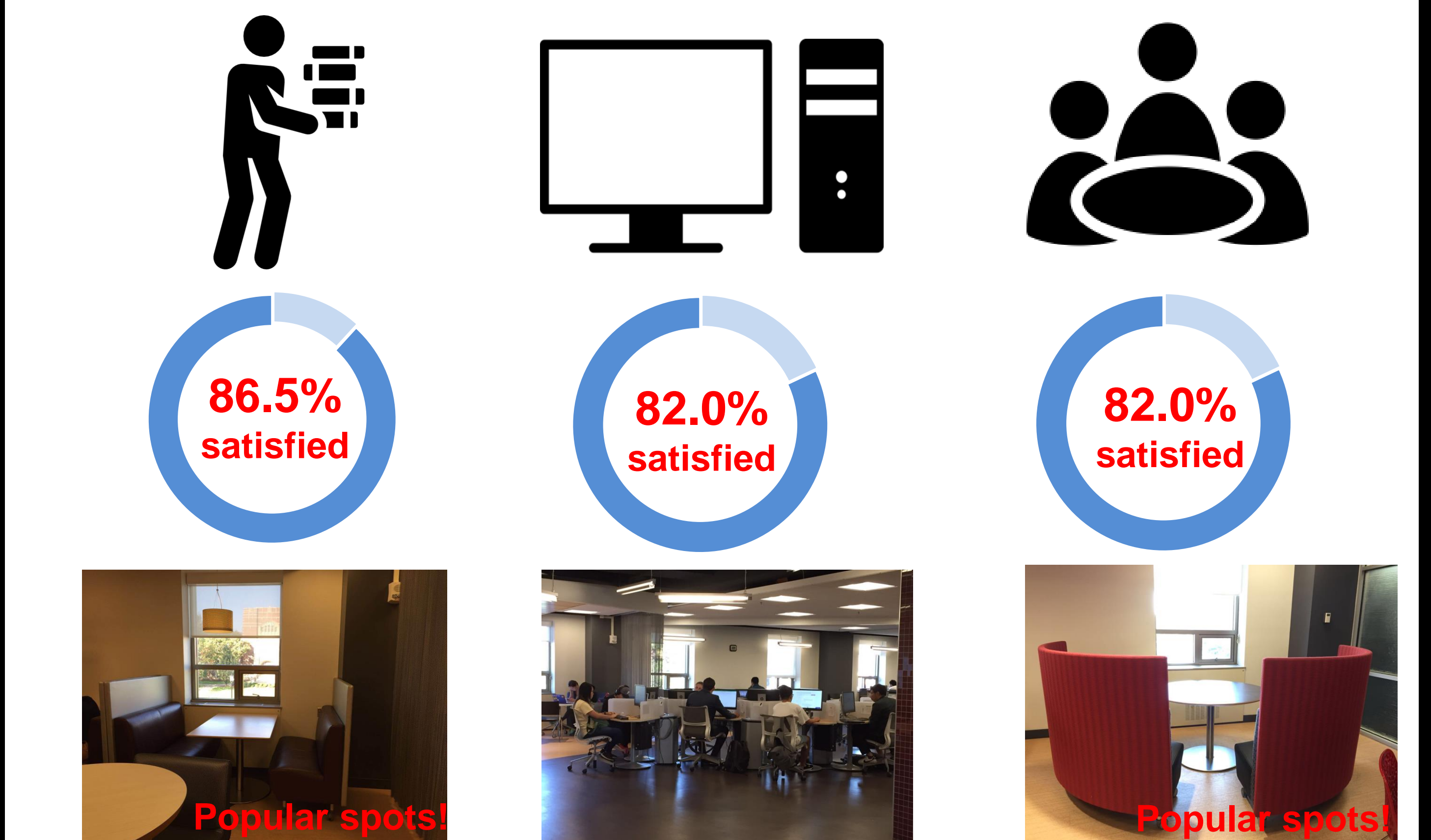


### User by Time



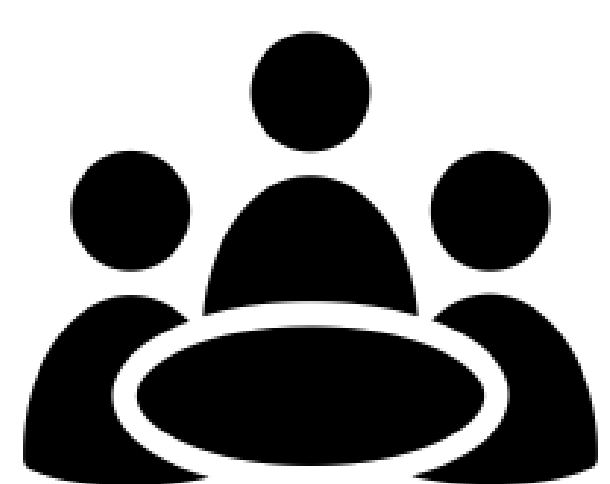
### Activity and Satisfaction Rate

71.4% of students went to the library for self-study while 42.7% went for printers/computers and 29.5% went for group meetings.

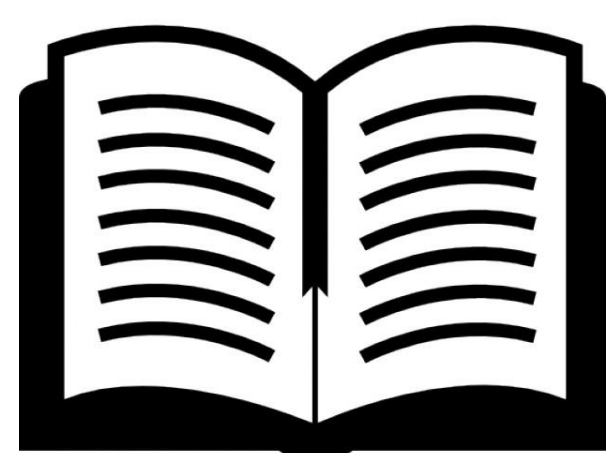


## Online / On-site Survey

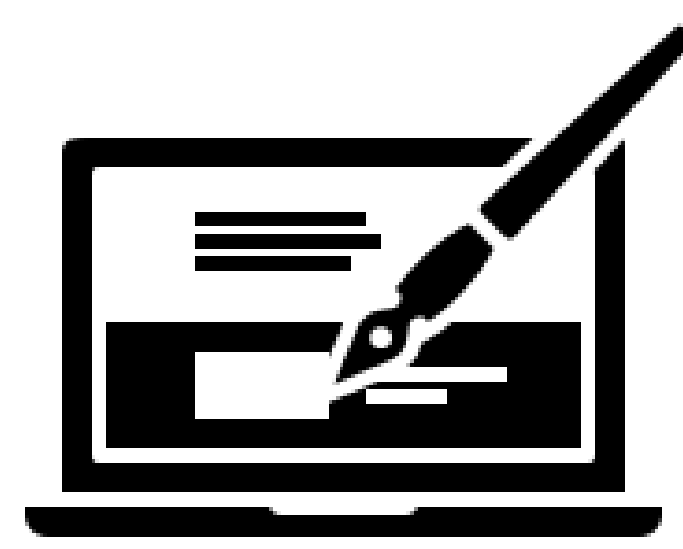
### Planning and Preparation



Bi-weekly Meetings with Librarians



Learning from Previous Studies



Designing Survey and Pre-testing

### Online Survey

We showed pictures of study spaces inside the library for students to choose their favorite spots. Also we asked reasons for dissatisfaction from their experiences.



## Survey Insights

- Create awareness about the library facilities and hours
- Conduct library tours during student orientation week
- Cater to students who live off-campus as students who live in the dorms are more likely to use the libraries closer to them
- Educate students on the usage of collaborative screens
- Consider the addition of color printers in the common area
- Create more self-study spots with plug-ins in the quiet rooms

## Next Steps



We are currently collecting data from focus group interviews. We asked Krannert students about their experience in the Parrish Library and other libraries on campus. Once the interviews are done, we will compile findings from survey and focus groups for the final report.

## Acknowledgements

We would like to thank the faculty in the Parrish Library, Krannert Graduate Marketing Association and Purdue Marketing Association for funding the project.