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Pakistan Journal of Library & Information Science

ISSN 1680-4465



Application of marketing in Punjab University Libraries: An exploratory study.
Unpublished M.Phil. thesis, University of the Punjab, Lahore, 2011. [Abstract]

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Marketing has become widely applicable in libraries and information services (LIS). It revolves around client satisfaction. The present study aims to explore the perception of the University of the Punjab (PU) librarians about LIS marketing, and to explore the status of its application in the University of the Punjab's departmental libraries (PULs). The population consisted of 48 librarians and libraries. Survey method, based mainly on questionnaire along with observation record sheet, was used. Marketing applications were examined about 6 Ps of marketing mix. For 5 Ps, product, place, promotion, people, and process questionnaire was used to collect data and for the 6th "P," i.e., physical evidence, observation was made. The instruments were developed based on previously published literature, and were reviewed by LIS experts. The questionnaires were distributed by the researcher who personally visited the respondents. Observations were recorded by the researcher herself. The researcher also carried out discussions with librarians. Data collected through questionnaires and observations were analyzed using SPSS. Descriptive statistics i.e. Frequency, Percentage, and Mean were used for data analysis. T-test was applied to measure the difference of using promotional channels between those librarians who had studied marketing and those who had not studied marketing.

The findings revealed that most of the librarians had an idea of applying marketing techniques for promotion purpose. But in practice they were not applying these at the required level. They perceived promotion as whole of the marketing. Computers with internet were available in almost all libraries but reference services were not given to the clients at satisfactory level. Traditional method of library orientation was common practice in PULs. The electronic avenue was of insufficient value for promotion and provision of information products. Required promotional activities were not adopted by these libraries. Little attention had been paid towards interior of libraries to make them attractive and alive. The findings of this study will be helpful for planning and designing client centered information products and services.