

University Librarians Attitudes, Perception About Social Media Library Marketing In University Libraries Of Pakistan

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Abstract

The current study investigated Librarians attitude about the social media use in the marketing of library sources and services in the University Libraries of Pakistan. The descriptive survey method was adopted to complete this study, while the sample size was consisted 161 librarians in the University Libraries of Pakistan. The closed ended Questionnaire was used to collect the data while the collected data has been analyzed using SPSS. The study revealed that there was high awareness about the social media, likewise Facebook, whatsapp and YouTube found most effective social media to market Library sources and services.

Keywords: University Libraries, Attitudes, Perception, Library Marketing, Social Media,

Introduction

The route of library professionals has been altered by social media and related communication media. The paradigm shift of the twenty-first century has posed challenges for library professionals in creating a flexible workplace. These difficulties have shifted library professionals' perspectives on how to deal with upcoming issues that disrupt library operations. Furthermore, social media is known as the communication power that is propelling the world into a more flexible environment. Social media offers a versatile platform for marketing library services (khan and Bhatti, 2012). In addition, social media allows the library community to reach out to specific clients and promote library services. Companies are resorting to social media platforms to provide services and disseminate resources among user groups, according to Athukorala (2018). Furthermore, libraries place an excessive amount of emphasis on social media, where they can readily market their resources and services. It enables individuals and organizations to communicate with their

coworkers and consumers directly and in real time. Bichi (2020) Slowly but surely, SM was accepted and utilized to promote libraries and provide services. Furthermore, social media is increasingly considered an essential component of the library. Sachin (2014) Travelers are increasingly turning to SNSs (Social Networking Sites) for information. Furthermore, social media are the most effective vehicles for disseminating knowledge. As communication technology improves and becomes more widely accepted, social networking will become increasingly regional, national, and worldwide. The capacity of social media networks for information sharing in academic libraries will only benefit librarians if they are aware of it (Tofi, 2020). Libraries can now engage their clients through social media in order to meet their demands. According to Gupta, Gautam, and Khare (2015), social networking sites have emerged as a very fascinating and significant tool for libraries. Librarians who use social media to support library resources like lending, referral, reference, technological, indexing, abstracting, and user education are more likely to do so for library materials like books, CDs, VCDs, journals, newspapers, yearbooks, charts, dictionaries, and internet-based tools, according to Akporhonor and Olise (2015). This is because librarians who utilize social media for professional purposes are informing consumers about what they have to offer, what they are doing, what tools and services they have to provide, and what they are working on. Edewor, Okite-Amughoro, Osuchukwu, & Egreajena (2016) Marketable information-based goods and services in custom research and creation, current knowledge, readers' advisory, and information literacy include reference, referral, circulation, interlibrary loan, Selective Dissemination of Material (SDI), bibliographic information, abstract and indexing. These sources and services would be promoted to library patrons, who would then be able to access them. According to Jestin and Paraweshari (2002), libraries and information centers have begun to recognize that marketing information products and services is an important aspect of administration, particularly as a tool to improve user satisfaction and promote service use by current and new users. The knowledge boom, technological transformation, and growing library prices have all forced the library profession to evolve.

Research Objectives

1. To investigate the University Librarian's perception the use of social media Marketing of Library sources and services?
2. To ascertain comparison about traditional and social media of marketing of library sources and services in University Libraries of Pakistan?
3. To find out the factors influences the use of social media in the marketing of library sources and services?
4. To identify the most effective social media tool to market library sources and services?

Review of Related Literature

Sonawane and Patil (2015) assist in the creation of creative platforms, the establishment of social relationships, and the provision of familiar instruction and knowledge. Furthermore, social media allows individual library users or groups to record their presence in a virtual environment and

interact with librarians 24 hours a day, 7 days a week. Ansari (2016) outlined some of the advantages of social media in library marketing, including cost effectiveness, privacy, and group sharing of information, as well as the ability to readily engage customers. Librarians may readily distribute and communicate their ideas and information with library customers through social media since it provides a single language (Santamaria & Petrik, 2012). Social media can also be used to discuss particular images, such as resourcefulness, copyright issues, and scientific ethics (Dudenh offer, 2012) News and other information can be easily communicated to a large range of library users, according to Gaha and Hall (2015). Furthermore, social media is assisting libraries in the creation of a wing to invite library customers to participate and give their views on library resources and services. According to Bashorum (2018), social media facilitates the sharing of information. It aids in the promotion of the library, as well as its resources and services. It enables library customers to collaborate effectively with library professionals in order to make better use of library resources. Dankowski (2013) discussed how social media might assist library employees in informing their clients about new arrivals. Users can utilize social media to engage with library personnel for improved searching and sharing of information in a timely manner. According to Odell (2010), social media provides a platform for effectively and efficiently interacting with library users. Libraries are utilizing social media to improve their relationships with its patrons (De Rosa et. al., 2007). Facebook is being used to engage kids and inform them about library resources and usage (Milstein, 2009). Social media is one of the best ways for libraries to connect, communicate, and facilitate library customers, as well as collect feedback on library services and resources (Kaushik, 2016). Furthermore, social media allows library customers to communicate directly with library employees and seek for assistance at any time. Last but not least, social media helps to bridge the gap between library resources, services, and patrons. Tucci and Cross (2017) although incorporating technology into the organizational culture of university libraries may be challenging, it is doable if library administration strongly encourages innovative ideas and services. Funding, power, infrastructural, and ICT facilities; digital divide, manpower, skills, technophobia, and network concerns are all key barriers to the adoption and use of novel technologies for LIS delivery (Saka & Okee) (2021). Golz, Golz, Golz (2014) Lack of staff time, limited funds, a lack of staff training, and other factors have impeded the use of new technologies. One of the most recent advancements is cloud computing, which delivers a variety of services to clients. User trust in cloud computing is one of the most serious socio-technical challenges today (Kalloniatis, 2016). Kumar & Meenu (2020) Libraries are not adequately working and accepting these problems due to a variety of factors such as cash, inadequate staff, and so on.

Conceptual Framework

Independent Variables

Librarian's Attitudes towards the use and application of social media (Facebook, WhatsApp, Twitter, Wikis, Blogs etc)

Dependent Variables

Marketing of library resources

- **Books**
- **Serial Publications**
- **Internet resources**
- **Geographical sources**
- **Biographical sources**
- **A.V. Materials**

Marketing of Library services

- **Reference services**
- **Referral Services**
- **Lending services**
- **Indexing services**
- **Abstracting services**
- **CAS**
- **SDI**
- **User Education**

The framework model provides an idea “usefulness of social media to marketing of library sources and service at university level. It explains how used variables of the present study interact with the other variables.it describes the university librarians applying social media like Facebook, what Sapp, twitter, web.2.0 , RSS, YouTube, Wikis, blogs and Flickr to market library sources and services. The independent variable for this study is university librarians apply social media while dependent is marketing of library sources and services.

In the given model the university librarians applying or using social media to market their sources and services like book, serials publication and services like reference service, referral services, lending services, SDI, CAS, ILL, and others sources and services. the university librarians use to social media to promote/ market their sources services because they want to bring awareness to their users what the library has and what the library is offering to their potential library users.

Research Methodology

The present study was based on quantitative research design and survey method was used to collect the data from the University librarians. The structured questionnaire was used to get responses

from the respondents. The purposive sampling was used to collect the primary data. The data has been analyzed using SPSS and other mathematical data analysis tools.

Finding of the study

Gender Distribution

The table 1 shows that majority of the respondents were 136(84.5%) and rest of them were 25(15.5%). It shows that male ratio is higher than the female ratio.

Gender Distribution	Frequency	Percent	Valid Percent	Cumulative Percent
Male	136	84.5	84.5	84.5
Female	25	15.5	15.5	100.0
Total	161	100.0	100.0	

Table.1

Designation of the Respondents

The table 2 shows the designation of the respondents where majority of the respondents were “Assistant Librarians” with 73(45.3%) and least were 6(1.2%) “Classifier”. Further the 31(19.3%) of them were “Librarians” and 18(11.2%) were “Library Inchange”. The data further revealed 15(4.3%) of them were “Chief Librarians” and 10(6.2%) were recognized “Deputy Librarians”. The complete data has been shown in the following table.

Designations	Frequency	Percent
Chief Librarians	15	9.3
Librarians	31	19.3
Deputy Librarians	10	6.2
Assistant Librarians	73	45.3
Library Assistant	3	1.9
Library incharge	18	11.2
Associate Librarians	3	1.9
Cataloguer	3	1.9
Classifier	2	1.2
Additional Chief Librarians	3	1.9
Total	161	100.0

Table.2 Age of the Respondents

Table 3 shows the age distribution where majority of the respondents were age of 31- 40 years which was 80(49.7%) and 37(23.0%) with range of 41-50years. 33(20.5%) were range of 21-30 years age and 6(3.7%) were range of 51-60 years. 4(2.5%) of the respondents were age range of 60 years and only 1(.6%) were range of up to 20 years. It shows all the respondents were newly appointed in their respective library.

AGE of the Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
up to 20	1	.6	.6	.6
21 to 30	33	20.5	20.5	21.1
31 to 40	80	49.7	49.7	70.8
41 to 50	37	23.0	23.0	93.8
51 to 60	6	3.7	3.7	97.5
60 to more	4	2.5	2.5	100.0
Total	161	100.0	100.0	

Table.3 Qualification of the respondents

Table 4 shows complete analysis of data where 71(44.1%) were having degree of MLIS and 46(28.6%) of them were having MLS.30 (18.6%) were having Master of Philosophy (M.Phil) and 11(6.8%) were having MA/Msc degree. Rest of them 3(1.9%) were having doctoral degree (PhD). The analyzed data revealed majority of them qualified MLIS in their respective field of library and information science.

Qualifications	Frequency	Percent	Valid Percent	Cumulative Percent
MA/MSC	11	6.8	6.8	6.8
MLS	46	28.6	28.6	35.4
MLIS	71	44.1	44.1	79.5
M.Phil	30	18.6	18.6	98.1
PhD	3	1.9	1.9	100.0
Total	161	100.0	100.0	

Table.4 Professional experiences

Table.5 shows the professional experiences of the respondents where majority of the respondents 74(46.0) having experiences of 11to 20years and least of them were having the professional experiences 1(.6%) were 41 to more years. 40(24.8%) were having the professional experiences

21 to 30 years and 33(20.5%) were having the experience of 5to 10 years. 13(8.1%) of them were having the experience of 31to 40 years respectively.

Table.5

EXPERIENCE	Frequency	Percent	Valid Percent	Cumulative Percent
5 to 10 years	33	20.5	20.5	20.5
11 to 15 years	74	46.0	46.0	66.5
16 to 20	40	24.8	24.8	91.3
21 to 25 years	9	5.6	5.6	96.9
26 to 30 years	1	.6	.6	97.5
31 to more	4	2.5	2.5	100.0
Total	161	100.0	100.0	

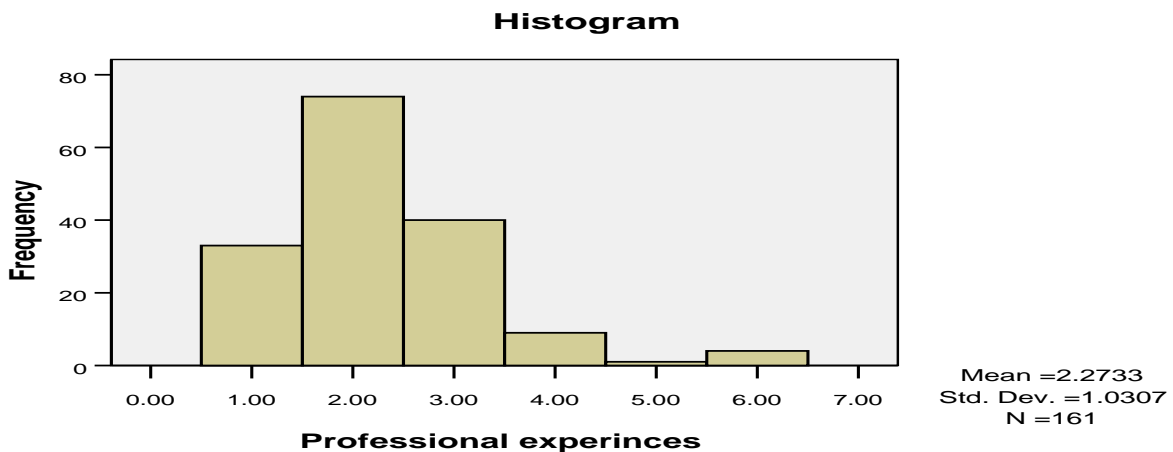


figure.1

Do you have an idea about the marketing of Library sources and services?

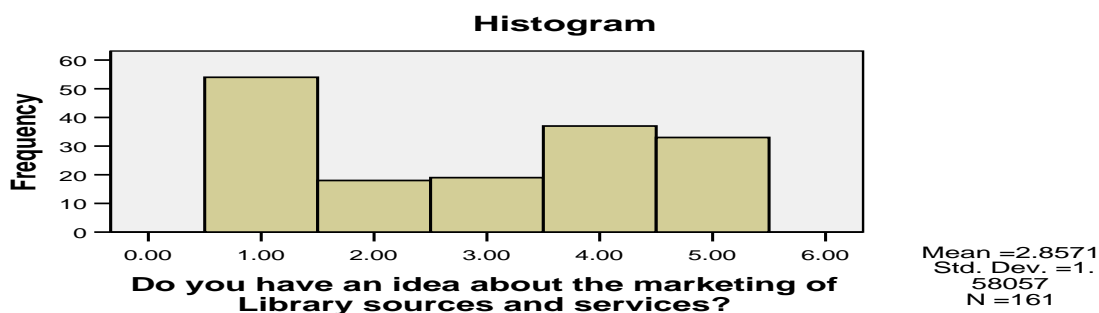
Table.6 shows the opinion of the respondents where 87(54.0%) were replied “to great extent” and 73(45.3%) were showed their agreement about “some extent”. Only 1(.6%) declared “not at all”. It can be said that every respondents were having complete idea about the marketing.

Table.6

Perception	Frequency	Percent	Valid Percent	Cumulative Percent
To large Extent	54	33.5	33.5	33.5

Some extent	18	11.2	11.2	44.7
Not at all	19	11.8	11.8	56.5
Little extent	37	23.0	23.0	79.5
Very large extent	33	20.5	20.5	100.0
Total	161	100.0	100.0	

Figure.2



How much you are aware about Marketing of Library sources and services?

Table.7 shows that how the University Librarians are aware about the marketing of library sources and services where 61(37.9%) respondents were answered “aware” and 31(19.3%) of them replied with “ Moderately aware”. The respondents25 (15.5%) were further showed their opinion “Not at all” and moderately aware” respectively. 19(11.8%) respondents were replied “very much aware”.

Table.7

Awareness	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	17	10.6	10.6	10.6
Slightly aware	17	10.6	10.6	21.1
Moderately aware	21	13.0	13.0	34.2
Very much aware	62	38.5	38.5	72.7
Extremely aware	44	27.3	27.3	100.0
Total	161	100.0	100.0	

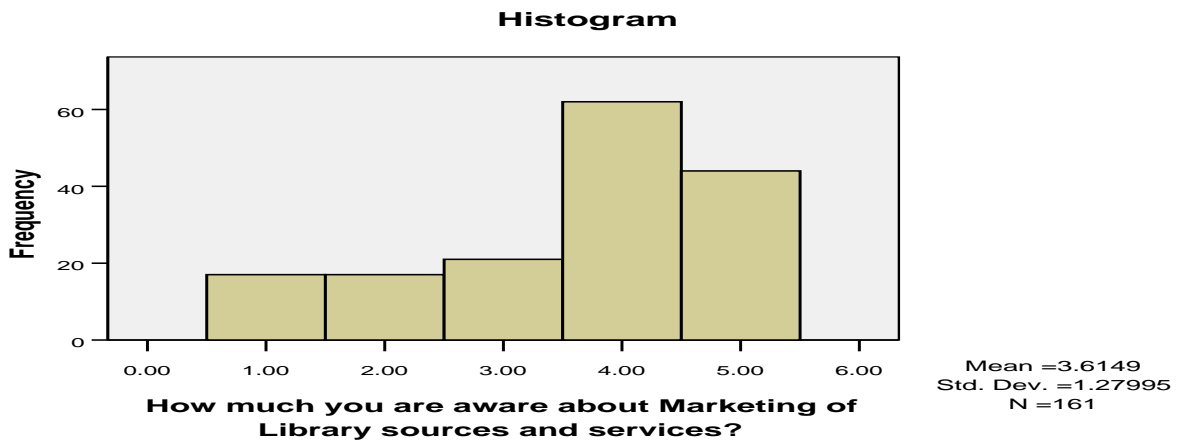


Figure.3 Have the social media marketing approach been favorable in marketing of your library sources and services?

Table 8 shows the complete attitude of the respondents regarding the approach of social media in the marketing of library sources and services where 154(95.7%) were answered “yes” and only 7(4.3%) of them said “No”. it can be believed most of them were having the idea of social media library marketing.

Table.8

SM Approaches	Frequency	Percent
Yes	154	95.7
No	7	4.3
Total	161	100.0

Table.7 Have you ever considered using social media marketing techniques to market your library sources and services?

Table 9 shows the attitudes of the respondents to consider social media in the library marketing where 123(76.4%) were using social media to market library sources and services and 38(23.6%) were answered “No”. it is obvious that majority of the respondents were using social media to promote their sources and services.

SM consider	Frequency	Percent
yes	123	76.4

No	38	23.6
Total	161	100.0

Table.9 Perception of University Librarians about the Marketing of Library Sources and Services (N:161)

Table 10 shows Perception of respondents about the marketing of library sources and services, where respondents were responded showed their agreement “Marketing is primarily about providing better Library products and services to the Library consumer”(M:1.4348), “Marketing is relevant to the needs of libraries” (M:1.5155). Furthermore, the university librarians showed their opinioned regarding the asked statements” “Marketing tries to satisfy Library users what they needs, demands and wants from the library “(M: 1.5342). Additionally Prabhakar and Rani (2017) found use of social media provides “to provide quick updates of potential users and their study revealed social media helps to market library products and services. Jestin and Parameswari (2001) addressed that the concept of marketing is to promote the use of library services and reach potential library users. Ganguly and Kar(2002) argued that marketing means to provide space to encourage the use of products and services with effectively. As Busari, Ayankola and Lapido(2015) using the marketing methods to increase the effectiveness and efficient use of library services as well as attract their library users. Snoj and Petermanec (2001,Kwatra,2008, Taiwo, Ayandare and Olusola,2015) stated that using marketing techniques to improve the organizational prestige. All the data has been displayed in the following table.

Table.10

Statements	Mean	Std. Deviation
Marketing is primarily about providing better Library products and services to the Library consumer	1.4348	.57860
Marketing is relevant to the needs of libraries	1.5155	.58208
Marketing tries to satisfy Library users what they needs, demands and wants from the library	1.5342	.59194
Libraries should market themselves more like profit organization do	1.5404	.67076
Library school programs should require a course in marketing	1.5528	.72371
Libraries need marketing to survive in an increasingly competitive environment	1.6149	.75052
Marketing also met for achieving the goals of the organization/library goals and objectives	1.6273	.62068
Marketing uses up resources that could be better used to provide more services	1.7764	.78243

Marketing is unnecessary because we barely have enough resources to meet current demand of library users	1.8634	1.09828
Marketing is primarily used to persuade people to buy library products who do not utilize library products and services	2.1491	1.01987
It is more difficult to apply marketing techniques to libraries than to profit organization	2.4783	1.22008
Marketing is too costly for most libraries	2.6087	1.22563
Marketing is inconsistent with the professionalism of a librarian	2.8323	1.31926
Libraries do not need marketing because users are not willing to buy Library sources and services	3.0559	1.36587

Note: 1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree
Most Effective Techniques of Marketing Traditional Marketing vs Social Media Marketing (N:161)

Table 11 shows Perception of respondents about the most effective techniques social media marketing of library sources and services instead of traditional marketing techniques, where respondents revealed their agreement about the social media marketing is “More effective in term of time spent”(M:1.3975), “More effective in Cost/budget” (M:1.4472). Furthermore, the university librarians showed their opinioned regarding the asked statements” “More suitable in term of convenience” (M:1.4534) and “ Open system”(M:1.6925). Kwanya and Stilwell (2015) pointed out their arguments that the social media have number of benefits such as low-cost marketing etc. Bichi (2020) describes that SM have great potential to reach out distance information seekers. Ones and Harvey (2019) added that libraries are using social media to connecting their library users.

Table.11

Statements	Mean	Std. Deviation
More effective in term of time spent	1.3975	.56213
More effective in Cost/budget	1.4472	.55790
More suitable in term of convenience	1.4534	.63196
Open system	1.6025	.66407
A multi-channel approach	1.6211	.55839
Expectation high	1.6335	.72189
Active involvement	1.6335	.64894
constant monitoring	1.6335	.58832
Real time marketing	1.6522	.61503
Library Goals achievement	1.6522	.66390

Two-way conversation	1.6584	.59272
Brand and User-generated Content	1.6770	.61849
Paid, Owned, Earned	1.6894	.74361
Unstructured communication	1.6894	.71795
Deep Analytics	1.7329	.78069
Authentic content	1.7391	.77073
One to one marketing	1.7453	.72698
Real time creation	1.7578	.70513

Note: 1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree

Factors Influences on Use of Social Media about Marketing of Library Sources and Services (N:161)

Table 12 shows the answered about the factors of using social media in the marketing of library sources and services, where respondents were showed their agreement “Promote library images” (M: 1.5280), “To understand the local, national and international changing library trends” (M: 1.5404). Furthermore, the university librarians presented their judgment regarding the requested statements” “Support achieving library marketing goals” and “Effective use of communication channels” (M: 1.5714) respectively. Li, Lai and Lin (2017) pointed that marketing through SM create awareness, consideration and recognition form the library users. Social media marketing is the virtual extension of traditional marketing that would help to market library quickly (Zahoor and Qureshi,2017). All the relevant information has been displayed in the following table. Quadri and Idowu (2016) addressed that social media have the power to communication library services effectively and efficiently. As further described by Quadri and Idowu(2016)SM marketing helps to build relationship among library users and Library sources and services. Islam and Habiba (2015) found that using social media provide a virtual platform to market library products and services as well as shared news and views etc. Akporhonor and Olise (2015) stated that social media use to market library and information resources and services in South Nigerian university libraries.

Table.12

Statements	Mean	Std. Deviation
Promote library images	1.5280	.58162
To understand the local, national and international changing library trends	1.5404	.58088
Support achieving library marketing goals	1.5714	.56695
Effective use of communication channels	1.5714	.54445
Effective search of targeted users/audiences	1.5901	.53000

Encourage the changes	1.5963	.63619
Fulfillment of Users demand	1.6087	.59344
Accept the new innovation /technological changes	1.6087	.52647
Present quality service	1.6273	.58970
Social factors(group, family, role, status)	1.6335	.64894
Proper publicity of Library	1.6398	.61799
External factors (competition, technology, standards, policy)	1.6398	.61799
Decaling of reading habits due to internet	1.6438	.62793
Widening the area of library use	1.6500	.58493
Demand of the E. users	1.6522	.65442
Bring awareness about library sources and services	1.6522	.59436
Internal factors (finance, HRM, operational issues)	1.6584	.62355
Escalating library costs	1.6584	.64329
Flexible policy to adopt SNS for marketing to library sources and services	1.6584	.59272
Increase the use of library sources and services	1.6584	.64329
Cope up with competitive environment	1.6584	.61345
Easy way to transfer information to end users	1.6646	.62193
Emotional factor(fear, guilt, pride, greed and love)	1.6646	.74115
Increases of user based services	1.6894	.62486
Create flexible platform for all stakeholders	1.7081	.61887
Reach and Access to potential users	1.7143	.63668
Create virtual environment	1.7267	.61225
Extension of traditional marketing	1.7453	.61522

Note: 1. strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree

The social media is the best tool to promote library resources and services effectively (N:161)

Table 13 shows the attitudes of University librarians about the most effective social media in the marketing of library sources and services, where librarians responded the most effective social media tool “Facebook”(M.1.5404) and “WhatsApps” (M.1.9068) while the respondents showed their opinion about not effective” QQ”(M.2.7516) “Delious” (M:2.5901) and “Podcast”(M.2.5901). Additionally, Iqbal (2018) his findings was quite related to our findings where Facebook is most useable social media to market library products and services. He also found blogs were using to market library products and services. Adetayo and William-Ilemobola (2021) found that whatsapp , Facebook , YouTube and zoom were using to market library services. Tekale and Patil(2019) reported that Whatsapp and Facebook are two mostly useable social media in academic libraries. Young and Rossmann (2015) reported that twitter is the best social media that are helping academic libraries to create virtual environment which helps to market

library services. Rachman and Putri(2018) reported that Facebook is most useable social media in Indonesian academic libraries. Quadri and Idowu(2014) acknowledge that Facebook considered is the highest usable social media and Google + Myspace ranked second most useful. Agyekum, Arthur and Trivedi(2016) pointed out Facebook, twitter, instagram, pinterest and LinkedIn are the most effective social media to research their users.

Table.13

Statements	Mean	Std. Deviation
Facebook	1.5404	.81389
WhatsApps	1.9068	.97340
YouTube	1.9441	1.09686
Wikis	2.0807	1.12902
Instagram	2.0932	1.10001
slide share	2.1553	.84083
Twitter	2.1615	1.11748
Instant messaging	2.1801	1.07173
Skype	2.2174	.86383
Daily motion	2.2547	.89638
Web.2.0	2.2671	1.10543
WeChat	2.2733	1.10107
Flickr	2.3354	1.04250
Blogs	2.3540	1.08057
Library thing	2.3789	.96788
LinkedIn	2.3975	1.00175
MySpace	2.4286	1.04710
RSS	2.4969	.97548
Podcast	2.5901	.95833
Delious	2.5901	.89073
QQ	2.7516	.92216

Google +

3.7453

1.66313

Note:1. Very effective 2. Not Effective 3. Effective . 4. Mostly effective 5. Somehow effective

Conclusion

This study is regarded as a worthwhile endeavor with significant implications. This study provides insight into how people feel about the library's usage of social media for marketing purposes. Regardless of its conclusions, this study adds to the body of empirical information in this field. The purpose of this study is to find out what Pakistani University librarians are thinking about social media as a technique for distributing library information to customers. It's also worth noting that customers accept social media as one of the library's service provider tools. This study finishes by claiming that social media will have a bright future in the library in the not-too-distant future. As a result, library staff should consider these as a significant library tool, and libraries should eventually take steps to raise user awareness and teach staff on how to use social media in libraries. Academic libraries should use social media as a tool for creating, delivering, and exchanging information resources and services with users. Academic libraries can use social media marketing to create networks where users and non-users can communicate and participate. It can also let users learn more about academic libraries' services, resources, activities, events, and newcomers. Kumar (2015) stated that library professionals should be familiar with social media marketing skills, as this is one approach to effectively advertise the library to library customers. Furthermore, library professionals require some training in order to improve their marketing skills through the use of social media. According to Xia (2009), Facebook is the most important social media tool for marketing library services. Additionally, libraries all over the world use Facebook and other social media to sell their products, services, and resources to distant library customers. Kumar and Singh (2015) stated that technological advancements have offered a soft way for libraries to sell their sources and services through the usage of social media, because social media may be relatively inexpensive when it comes to library marketing. In addition, library workers should use social media to entertain library patrons and promote the library's image around the world. For a better and more seamless use of social media for library promotion, the problems and issues must be addressed.

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