

Digital information marketing through library websites : An analytical study of university libraries of Gujarat.

¹Jashvantsinh S Patel, ²Dr. Rajeshkumar M Gamit

¹Research Scholar, Department of Library and Information Science, Gujarat University, Ahmedabad, jspatel004@gmail.com

²Assistant Professor, Department of Library and Information Science, Gujarat University, Ahmedabad, rajeshkumargamit@gmail.com

How to cite this article: Jashvantsinh S Patel, Dr. Rajeshkumar M Gamit (2023). Digital information marketing through library websites : An analytical study of university libraries of Gujarat. Library Progress International, 43(2), 2391-2403

Abstract

The paper describes and analyzes the digital information marketing efforts being made by university libraries of Gujarat through the library websites applying SMART ideas to provide digital information services, products and resources to their patron users. Present study for the library websites of top ten universities of GSIRF (Gujarat State Institutional Ranking Framework) Gujarat have analyzed and evaluated. The 7Ps of Marketing mix approach through the library website development checklist has been designed for collecting necessary data. Collected data can be analyzed through statistical calculation for the result.

The study found that all libraries have websites (100%) have links to their institutional websites and they provide the General Information about University libraries, library resources and services, resources physical accessibility and online access, Library staff, library timing and service delivery etc. The majorities of them provide information about user services. However the university libraries explore website for effective use. The details of library outreach services for promotion of resources awareness and user communication by libraries shows it is not effective. There are no testimonials and success stories are found on any of library website in this research study.

The research paper is limited to the GSIRF top ten universities only. It is only focus based on the University Libraries web site and web pages based digital information. University Libraries must improve the library website to meet the organizations objectives to fulfil the patron requirement and provide the better services through the 7Ps of the marketing mix approach. It is truly said by Bill Gates in his Essay (1996), "content is king". The future of the Digital Information Marketing is queen. Highlighting the need for compiling the content to attract and engage the patron users.

Keywords : Digital Information, Information marketing, Marketing strategy, University Libraries

1. Introduction

Marketing is one of the business processes which meet the customer/ users requirements and organizations objectives. In today's challenging information environment libraries and librarians have greater responsibility to communicate the resources and delivering the value to satisfy user's needs.

Digital information marketing is promoting library resources, services and facilities using digital tools and platforms. The library website is platform for reaching the right users, at the right time, with the right information. Library website is digital platform which designed to represent the library and provide the information about library resource collections and services. It has transformed from basic information to comprehensive portals for digital and physical materials, services and facilities. Most of users today search online first before visit the library. Digital information marketing helps library to increase the visibility, encourages and engagement users with creates awareness of new services, resources and facilities.

There are various research article has been carryout on marketing though academic library on web, marketing of web base academic library services, marketing of web base library resources, in various university libraries in the country like Bangladesh, Nigerian, Pakistan, Australia etc. The research focus on promotion of library resources, services further to promote library activities. There few aspect of study found in Gujarat region university academic library marketing approach. However no study found digital information marketing though the website base marketing approach though the marketing mix framework.

The research paper is only focus base on the University Libraries web site and web pages base digital information. To Practical implications the 7ps of marketing mix approaches have been frame and made checklist to analyze the details. To analyze fact this paper intends to access how University libraries broadcast information and services though their websites in digital environment. In order to effectively accomplished the study this paper have it in mind to know the how the University libraries of Gujarat setup the library websites. The paper knows how to describe the digital information marketing efforts by university libraries of Gujarat though the library websites.

2. Literature review

For the understand the concept of the study its primarily concept into two part digital information marketing and library websites analysis.

Sonawane & Thirunnavukkarasu (2023) They discuss research paper that digital marketing is essential. It helps and engage the petron users though the multiple digital channels to reach a large number of users. To make library website more visible SEO (Search engine optimization) tool use to achive the goal and increase the search engine result. They concluded in their research that the area of digital information marketing may focus on th possible use of cutting age technology artificial intelligence and Vertual reality in marketing for libraries.

Patel, Trivedi, Bhatt, & Shanti (2021) found in their research low visibility of external link which reported poor performance of web impact factor. They are recommended to authority prepare sound policy to promote and create sound web policy to improve its web presence in the Globe.

Baquee & Sevukan (2019) The research paper discuss that the university library website or webpage are no direct link with the parent university website they found indirect link which may take little time to navigate the library websites, users may loos the interest to use. Research paper found library websites are not enough user oriented in the perspective of library

marketing. He recommend that libraries are regularly conduct orientation programme, services for differently able users, discovery services, etc.

Patel & Patel (2013) The study was conducted on agriculture university libraries, it found that library webpage is very enormous information. All library webpages only gives data collection about resources there is no access point on online website link, web pages also have information on library services. Study analyzed most libraries have given contact, emails, image gallery with link to the website. Study recommende that update the webpages on regular base, gives the direct link to online e-resources, e-books, e-journals and databases etc. study conclude that library web content is the strongest tools for the information about services and facilities university libraries need to pramote and provide access to resource information from database.

3. Research methodology

There are various criteria and checklist for the library website referred for the appropriate strategic approach to collect the data. Present study for the library websites of top ten universities of GSIRF (Gujarat state Institutional Ranking Framework) Gujarat have selected for the study. The 7Ps of Marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) can be applied for study. The content of the library website/ webpage for analyzed and evaluated though the 7ps of marketing mix approach; the library website coded base on the checklist have been prepared and designed for collecting necessary data. Collected data can analyze though the statistical calculation for the result.

The study analyse the content of the following listed top ten universities of GSIRF Libraries of Gujarat. The hyperlinks of the website/webpage are listed below.

Sr	Type	Name of University	Web URL Hyperlink
1	State	Gujarat University, Ahmedabad	https://gulibrary.com
2	Private	Pandit Deendayal Energy University, Gandhinagar	https://library.pdpu.ac.in
3	Private	Nirma University, Ahmedabad	https://library.nirmauni.ac.in
4	Private	CEPT University, Ahmedabad	https://idp.cept.ac.in
5	Private	Ahmedabad University, Ahmedabad	https://ahduni.edu.in/academics/libraries
6	Private	Charotar University of Science & Technology, Changa Anand	https://www.charusat.ac.in/library
7	State	Institute of Infrastructure Technology Research and Management, Ahmedabad	https://iitram.ac.in/library
8	State	Navsari Agriculture University, Navsari	https://nau.in/pages/digital-library-1556520764
9	Private	Dhirubhai Ambani University, Gandhinagar	https://www.daiict.ac.in/resource-centre https://rc.daiict.ac.in

10	State	Gujarat Technological University, Ahmedabad	https://www.gtuelibrary.edu.in/ https://www.gtu.ac.in/page.aspx?p=Library
----	-------	---	--

4. Content analysis of Data

The University Libraries website have been analyzed with the checklist (annexure-1) as the 7Ps of Marketing mix context (Product, Price, Place, Promotion, People, Process, and Physical Evidence). University libraries links, language and general information with the tabular information can analyzed as per web content.

Table 1 University Library website visibility

Sr	Criteria	Number(N=10)	Percentage(%)
1	Direct Link/sub domain	9	90%
2	Indirect Link	1	10%
3	No Link	0	00%

To classify the website direct link / sub-domain refer the main website base main page direct link or website as sub domain link. While indirect link refer the website webpage available in dropdown / submenu. Table 1 show that out of 10 university libraries 9 (90%) libraries have direct links to the website / sub-domain site. While only 1(10%) have indirect link to their library web page.

Table 2 Language of website visibility

Sr	Language	Number(N=10)	Percentage(%)
1	English	10	100%
2	Gujarati (regional)	3	30%
3	Both	3	30%

Base on Table 2 it is found that all 10(100%) university library web pages deliver their content in English language; apart from them 3 (30%) library web pages deliver their content in regional Gujarati language. However, 3 (30%) library web pages deliver their content both English and regional language Gujarati..

Table 3 Library General Details on website

Sr	Description	Number(N=10)	Percentage(%)
1	About Library	10	100%
2	Library committee	5	50%
3	Library policy	10	100%
4	Resource Guide	9	90%
5	Quick Links	10	100%
6	New arrival	8	80%

Table 3 indicate the library general information available on the website. The result shows that all 10(100%) university library website have general detail about library, Library policy and Quick links..5(50%) have Library committee. 9(90%) library have resource guide details on the web pages and 8(80%) library page have new arrival details on the webpage.

The 7Ps of Marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) (kotler & Keller, 2019) context data collection checklist calculation, analysis and

interpretations are as follows.

1. Product (Resources & Services)

Table 4 Product (Resource & Services)

Sr	Criteria(Resource)	Number(N=10)	Percentage(%)
1	E-books	10	100%
2	E Journals	10	100%
3	E-Newspaper	08	80%
4	Institutional Repositories	09	90%
5	Consortia	06	60%
6	Archives	08	80%
7	Audio /Visual Collection	08	80%
8	Books	10	100%
9	Journal and Magazines	10	100%
10	Theses and Dissertations	10	100%
11	Faculty Publications	10	100%
12	Reference Materials	10	100%
13	Bound volumes	10	100%
14	Annual reports	09	90%
15	OPAC/Web OPAC	10	100%
16	Discovery Services	09	90%
17	Remote Access	09	90%
18	Inter Library Loan	09	90%
19	Purchase/ Subscription request	08	80%
20	Plagiarism Check	10	100%
21	Reprographic services	10	100%
22	Online reserve	08	80%
23	Email alert services	07	70%
24	SMS services	03	30%
25	Research support/assistant	10	100%
26	User Awareness guide	09	90%
27	TOC/ Article alert	07	70%
28	CAS- Services	09	90%
29	Document delivery Services	10	100%
30	Digital library	10	100%
31	Books renewal system	09	90%
32	Study spaces	10	100%
33	Wi-fi	10	100%
34	multimedia Lab	07	70%
	Total	Mean=8.88	

Table 4 Provide the information about first Ps (Product- Resource and services). Table 4 proves that e-books, e-journals, e-news paper and institutional repository are found most of the respective library websites. Library physical resource books, journals and magazines, Theses and dissertations, Faculty publications, reference materials, bound volumes details are (100%)

available on the respective website. It proves that the library services details OPAC or Web OPAC services available all university library webpage while, Discovery services, remote access an inter-library loan information are available (90%) of respective library WebPages. In terms of digital services table proves that plagiarism check, Reprographic services, research support assistant, digital library services and wi-fi details are (100%) found on the WebPages.

2. Price (Cost to Users)

Table 5 Price (Cost to Users)

Sr	Criteria	Number(N=10)	Percentage(%)
1	Membership charges	06	60%
2	Late fee charges	10	100%
3	Duplicate Borrower ID	10	100%
4	Xerox/ Print charges	10	100%
5	Internet	0	00%
6	SMS alert	01	10%
7	document delivery charges	08	80%
8	Premium resource access	08	80%
9	Open Access Resources	10	100%
10	Open Source Databases	10	100%
11	Open Textbook	10	100%
12	Free access digital study material	10	100%
	Total	Mean=7.75	

Table 5 provide the details about second Ps (Price – Cost to Users) study found that User services charges details for Late fee, Duplicate borrower ID, Print/Xerox charges are found (100%) on all university library WebPages. While only 60% library found membership charge details. Moreover, to cost reduction and gain value to the user’s library highlight open access resource, open source databases, open textbook and free access to digital study materials details are found (100%) on the all university library WebPages. There are no Internet charges details found on any of the library website.

3. Place (Accessibility & Delivery)

Table 6 Place (Accessibility & Delivery)

Sr	Criteria	Number(N=10)	Percentage(%)
1	Library Map /Floor diagram	01	10%
2	Library Hours/ extended time	09	90%
3	Mobile apps	03	30%
4	Remote login	09	90%
5	24x7 e-resource access	10	100%
6	Moodle /Google classroom	02	20%
7	Library spaces/ Learning space	10	100%

8	Discussion rooms	06	60%
9	Extended Branch library	07	70%
	Total	Mean=6.33	

The websites ensures that resources, services and facilities are access anytime, anywhere Table 6 found that only one(10%) library website found the library Map/ Floor diagram, 03(30%) library website found mobile apps detail, 9(90%) library website found library hours and remote login details for accessibility of resources and services. There are only 02(20%) library website found Moodle/Google classroom details. Follows by 24x7 e-resource access and Library learning spaces 10(100%) details are available of website.

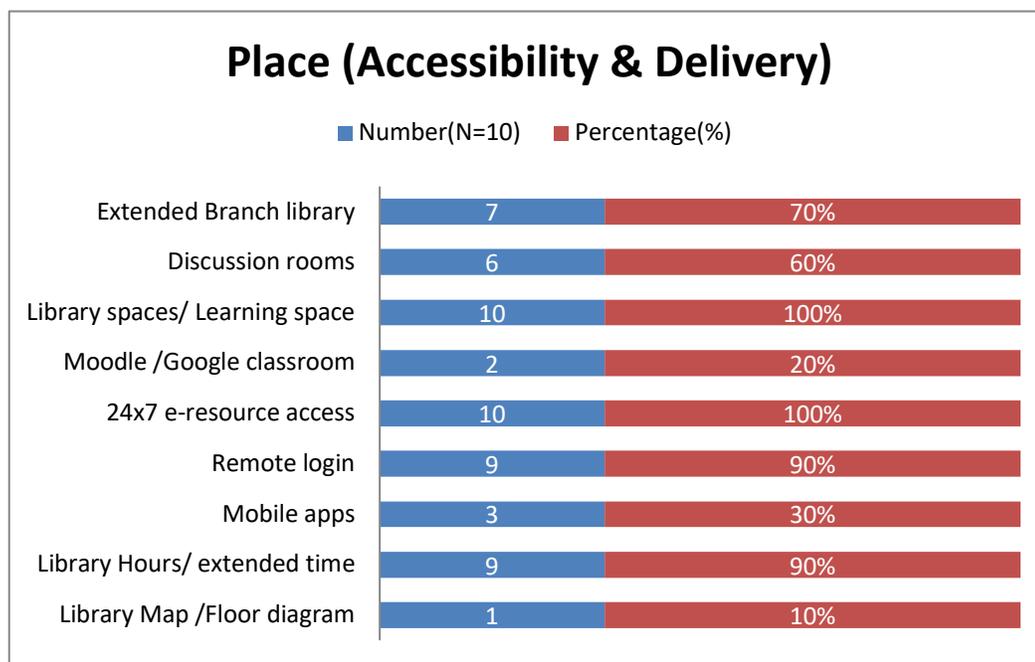


Chart-1 Place (Accessibility & Delivery)

4. Promotion (Awareness & Communication)

Table 7 Promotion (Awareness & Communication)

Sr	Criteria	Number(N=10)	Percentage(%)
1	Library orientation	09	90%
2	Library Blog	04	40%
3	Wikis	0	00%
4	LinkedIn	05	50%
5	YouTube	09	90%
6	Face book	08	80%
7	Twitter	06	60%
8	Instagram	03	30%
9	WhatsApp	0	00%
10	Library newsletter	03	30%
11	Workshop	0	00%
12	News/Events/ Exhibits	09	90%
	Total	Mean=4.66	

Use website as promotion as hub for marketing activities, user's awareness and engagements are essentials for the library. Table 7 clearly found that 09(90%) university library Orientation, YouTube, and New/Events/Exhibits details included on website. 04(40%) library website found Library Blog, while 03(30%) library website found Instagram and Library newsletter. However Wikis and Workshop details are not found on any of the Library website study in this research.

5. People (Staff & Users)

Table 8 People (staff & Users)

Sr	Criteria	Number(N=10)	Percentage(%)
1	Staff details	08	80%
2	Contact details/staff directory	08	80%
3	Help Desk	10	100%
4	Feedback / Review	07	30%
5	Ask Librarian	07	70%
6	User FAQ	04	40%
7	Library user club	03	30%
8	Video tutorial	04	40%
9	Virtual reference services	07	70%
10	Collaboration /MOUs	08	80%
11	International collaboration	04	40%
	Total	Mean=6.36	

Highlight the contact details of library staff is essentials for user interaction. Table 8 Provide the unique feature of Library staff details/directory 08(80%) on website. There are 10(100%) found Help desk on the website each Institutional library websites. Study found 04(40%) website have User FAQ, Video tutorials and International collaboration details. However 03(30%) website found Feedback/Review and Library user club details.

6. Process (Service Delivery)

Table 9 Process (Service Delivery)

Sr	Criteria	Number(N=10)	Percentage(%)
1	SOP user tech guide	04	40%
2	Online member registration	08	80%
3	Online book request	09	90%
4	automated reminder	08	80%
5	RFID enable services	07	70%
6	Intern Library loan	09	90%
7	online feedback suggestion	08	80%
	Total	Mean=7.57	

Library website ensures a comfortable Smooth, transparent, and user-friendly to provide

easy services to the users. Table 9 found that 9(90%) service online book request and Inter Library loan available on the website. 08(80%) services online member registration, automated reminder, online feedback suggestions are provided for the service process. There are 07(70%) library website found RFID enable services details on the website.

7. Physical Evidence (Services)

Table 10 Physical Evidence (Services)

Sr	Criteria	Number(N=10)	Percentage(%)
1	Testimonials	00	00%
2	Success stories	00	00%
3	Usage statistics	01	10%
4	Accreditation badges	01	10%
5	Virtual library tours	05	50%
6	Photo Gallery	10	100%
7	Institutional brand logos	09	90%
	Total	Mean=3.71	

The website act as the visible evidence of the library quality. Table 10 found that the 10(100%) library website found photo gallery on their respective website.05(50%) library website found the virtual library tours. 01(10%) library found usage statistics and Accreditation badges on his website. There are no testimonials and success stories are found on any of library website in this research study.

5. Descriptive results

The major tools of marketing, known as 4Ps of Marketing (Product, Price, Promotion and Place) marketing mix demand the right mix from the 4Ps to 7Ps (People, Processes, Physical evidence) in service sector domain.

Booms and Bitner's (1981)

- Product
- Price
- Promotion
- Place

- People
- Processes
- Physical evidence

Service
Sector
Domain

Source:

https://library.iitd.ac.in/arpit_2019-2020 (Ganguly, 2019)

Library services are important part of the education, research and community development most services use by patron in service delivery though with interaction. The quality of the interaction between services and patron user has major influence on satisfaction.

In self service environment patron user use the process by technological tools like self issue desk, intelligence return desk, online auto alert etc.

Physical evidence is most important part of the service delivery it usually indicated the quality of service experience. Physical evidence in library services strengthens users' trust, enhances

satisfaction, reflects quality, and serves as a visible proof of service excellence.

6. Conclusion

Library marketing is essential for visibility, user engagement, resource utilization, and sustainability. It transforms libraries from being passive information providers into active, user-oriented, and community-driven service centres. The 7Ps of Marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) can be effectively applied in the university library context to enhance services, visibility, and user satisfaction.

7. References

- Baquee, A., & R, S. (2019, September). Marketing of Information Products and Services. *Library Philosophy and Practice* .
- Ganguly, S. (2019). Marketing of Library Products and Services. *Annual Refresher Programme in Teaching (ARPIT) 2019-2020* . New Delhi: Indian Institute of Technology.
- kotler, P., & Keller, K. (2019). Marketing Management. UK: Pearson education Inc.
- Patel, H. J., & Patel, M. G. (2013). Web-based Content Analysis of Gujarat Agricultural University Libraries: A Study. *9th International CALIBER - 2013, INFLIBNET Centre* (pp. 436-446). Gandhinagar, Gujarat: INFLIBNET Centre Gandhinagar.
- Patel, S. S., Trivedi, D., Bhatt, A., & Shanti, C. (2021). Web visibility and research productivity of NIRF ranked. *Library Philosophy and Practice* .
- Sonawane, c. S., & Thirunnavukkarasu, A. (2023). Marketing of Library and Information Products and Services – A Reoriented Digital Marketing Approach. *International Journal on Recent and Innovation Trends in Computing and Communication* , 11 (10), 34-39.

Annexure-1

Sr	Section	Criteria	Yes	No		
1	Links	Direct/subdomain				
		Indirect / WebPages				
		No link				
2	Language	English				
		Regional[Gujarati]				
		Both				
3	General Information	About Library				
		Library committee				
		Library Policies				
		Resource Guide				
		Quick Links				
		New Arrival				
4	Product (Library Resource and Services)	E-books				
		E Journals				
		E-Newspaper				
		Institutional Repositories				
		Consortia				
		Archives				
		Audio /Visual Collection				
		Books				
		Journal and Magazines				
		Theses and Dissertations				
		Faculty Publications				
		Reference Materials				
		Bound volumes				
		Annual reports				
		Library Services		OPAC/Web OPAC		
				Discovery Services		
				Remote Access		
				Inter Library Loan		
				Purchase/ Subscription request		
				Plagiarism Check		
				Reprographic services		
Online reserve						
Email alert services						
SMS services						
Research support/assistant						
User Awareness guide						
		TOC/ Article alert				

		CAS- Services		
		Document delivery Services		
		Digital library		
		Books renewal system		
		Study spaces		
		Wi-fi		
		multimedia Lab		
	Price (Value /Cost to Users)	Membership charges		
		Late fee charges		
		Duplicate Borrower ID		
		Xerox/ Print charges		
		Internet		
		SMS alert		
		document delivery charges		
		Premium resource access		
		Open Access Resources		
		Open Source Databases		
		Open Textbook		
		Free access digital study material		
	Place (Accessibility , Availability & Delivery	Library Map /Floor diagram		
		Library Hours/ extended time		
		Mobile apps		
		Remote login		
		24x7 e-resource access		
		moodal /Google classroom		
		Library spaces/ Learning space		
		Discussion rooms		
		Extended Branch library		
	Promotion (Awareness & Communication)	Library orientation		
6		Library Blog		
		Wikis		
		LinkedIn		
		YouTube		
		Face book		
		Twitter		
		Instagram		
		WhatsApp		

		Library newsletter		
		workshop		
		News/Events/ Exhibits		
	People (staff and users)	Staff details		
		Contact details/staff directory		
		Help Desk		
		Feedback / Review		
		Ask Librarian		
		User FAQ		
		Library user club		
		Video tutorial		
		Virtual reference services		
		Collaboration /MOUs		
		International collaboration		
	Process (Service Delivery)	SOP user tech guide		
		Online member registration		
		Online book request		
		automated reminder		
		RFID enable services		
		Intern Library loan		
		online feedback suggestion		
	Physical evidence (Trust _visibility)	Testimonials		
		Success stories		
		Usage statistics		
		Accreditation badges		
		Virtual library tours		
		Photo Gallery		
		Institutional brand logos		