

Marketing of Information Products & Services by the Research Scholars & Scientists in Institute of Microbial Technology, Chandigarh: A Study

¹Anil Kumar, ²Dr. Joginder Singh

¹(Librarian, Swift Group of Colleges, Rajpura, Patiala (Punjab), India)

²(Associate Prof, Department of Library & Information Science, Kurukshetra University Kurukshetra, Haryana, India)

Abstract

The present study has been undertaken to assess the Marketing of Information Products & Services by Institute of Microbial Technology under the Council of Scientific & Industrial Research in all the disciplines of IMTECH, Chandigarh. A well structured questionnaire was distributed among the research-scholars and Scientists of eight departments viz, Exploration of Microbial Biodiversity, Protein Science and Engineering, Genetics and Molecular Biology, Cell Biology and Immunology, Biochemical Engineering: Fermentation based Process Development, Bioinformatics, Biosensors and Nanotechnology, Bio-Organic Chemistry following under the Institute of Microbial Technology, Chandigarh. The responses were gathered from 94 users (29 Scientists and 65 Research Scholars). The findings of the survey reveal useful facts about the Marketing of Information Products & Services gender wise use the IMTECH library, in which male respondents were 60.63% than female respondents which were 39.36%. Only 26.59% respondents were using the offline library weekly, 59.57% occasionally. In fact only 13.82% respondents were using the online library daily. In Institute of Microbial Technology respondents i.e. Scientists and Research Scholars were 96.80% who were using the library for the purpose of education work, 88.29% regarding updating knowledge, and writing/presenting paper work were the third purpose for which users were using the library i.e. 72.34%. The fourth purpose for using the library i.e. 69.14% users were in research work and 10.63% in teaching regarding which they were using the library by the Scientists on IMTECH, Chandigarh. In Scientific & Industrial Science i.e. IMTECH only 10.63% respondents were positively using the library for entertainment purpose only. On the basis of the findings, it was suggested that the library should be in a position to make provisions for online access at faster rates & should have wider access. Most of the respondents it was suggested that the price should be charged for developing library products & services should be reasonable. The motive of the library should not to earn the profit but to provide value added & user oriented products & services on a nominal fee. It was also suggested that the users should be involved in the designing of the library & information products & services. There should be a continuous feedback mechanism (user surveys) to get to know the responses of the users. Then further action should be taken accordingly.

Keywords: Information Products and Services, IMTECH, Library services, Marketing, Products, use.

Introduction

In the knowledge based society & economy of the 21st century, users' expectations and engagement with knowledge & information have grown in sophistication. Recent decades have witnessed an explosion in the quantity of information being produced, which in turn has created vast opportunities for information-based businesses. The time has come for information to be treated as a unique product with goods & services.

Libraries and information centers are facing a time of unprecedented change and challenge. Recent technological developments are creating new forms of information, new sources of

information and new ways of providing information by passing traditional institutional like libraries. There has been an increasing pressure on libraries to mobilize resources and become self-reliant. Library users are transforming into customers with rising expectations, diverse needs and wants, and choices. Now, the real challenge for library and information professionals is not to manage the collection, staff and technology but to turn these resources into services. The notion of services has also changed, from basic to value added, from staff assisted to self-service, from in-house to outreach, from free to priced, from reactive to pro-active, and from mass customization to individualized service.

As in such an environment librarians are finding new ways of serving users or customers effectively and efficiently. The principles of marketing have gradually been accepted both as relevant and beneficial to the library environment. Marketing provides an opportunity to see as to how they can offer effective and efficient services to their users or customers. There have been many developments at international level, which have directly or indirectly contributed for the growth and development of marketing in library services & products in India.

The Research Libraries in India have been reflected as social and non-profit service oriented organizations providing information to their members from a long time past. Over a period of time, due to change in the nature of demands by the users, libraries have extended their functions to include documentation and document delivery systems (Munshi, 2004). The libraries have also been initiated to make them as profit making organizations providing better information products and services to users.

Concept of Marketing

Marketing activities are a prominent part of life today. Many people work in marketing jobs or holding positions with marketing departments. Most people think of marketing solely as advertising or selling. In reality, marketing is much more than selling the product or services. It is one to one interaction and an exchange of value in which both parties 'gain something'. Information professionals may not realize that they themselves are already engaged in some marketing activities every day. Information professionals have to recognize that creating and following a marketing plan is an invaluable tool; they should learn how to harness its power to benefit the corporate library and the enterprise as a whole (Brown, 1997).

Concept of Marketing in Library

The history of marketing library began long before the concept was born. Samuel Swett Green in his often quoted speech at the ALA Conference in 1876 advocated "improved personal relations between librarians and readers". It could be said that today's marketing of library services has its roots in parts of the USA and Northern Europe, in countries with few illiterates and more money, libraries, and library schools than the rest of the world. This certainly does not mean that the idea of libraries reaching out to "the common man" has not occupied librarians in other parts of the world. For instance, there is the example of the "library movement" in India at the beginning of the 20th century (Renborg, 1997).

Need and Purpose on Marketing of Information

The major inputs which are essential for any business, industry, teaching, research and development are considered to be only four M^s: Men, Money, Material and Machines. In recent years one more input which has become essential is „Information“. This is considered to be a very important commodity and the present day power equation is:

$$\text{Information} =$$

Knowledge

$$\text{Knowledge} = \text{Power} \text{ Hence}$$

Information is Power and it is life saver for industry, business, etc. This value of information content of information services/products has made them commercial. It is a fact that the information provided helps the users directly/indirectly in earning money, increasing knowledge or solving problems, etc. and thereby to earn money. In order to provide correct and timely information, Library information centre has to invest and regularly spend money for hardware, software, manpower and collection development etc., to keep the information input base up-to-date. Information Technology

has resulted in virtual libraries. Users are no longer limited to their own library information centers. Library and information professionals have also now to cater beyond electronic libraries there is a need to go for marketing of information.

Need on Marketing of Information Products and Services in Libraries

- ❖ Information's is a powerful tool for developments and shall have due importance for all the societies.
- ❖ Information Technology has immense value for handling the knowledge of the world as a whole.
- ❖ Increasing resource constraints particularly financial resources are a big difficulty to obtain by government support only.
- ❖ Inadequate resources utilization resources in terms of knowledge available with libraries if opened to the public in general can be utilized fully.
- ❖ Increasing cost of Information and IT which can be managed only through the finance generated through marketing (**Raina, 1998**).

Marketing of Information Products & Services:-

➤ **Information as a Product**

It is determined to declare information as a product, it is essential to prove it. There are four traits of information, which helps to convince to prove it. There are four traits of information anybody with the arguments of its characterization as a product. These four features are:

- (1) Public good characteristics
- (2) Indivisibility
- (3) Non delectability
- (4) Inherent uncertainty and risk in transition.

➤ **Products & Services**

The product or service that people purchase is meant to be a solution to some problem, which may be simple or it could be serious problem. The job of marketing is to give to the customer something that is wanted and it may require attracting people to seek a particular solution that is a product or service. There must also be consistent follow-up action that will keep the customer informed about the benefits of the product or service being marketed. Thus, the main difference between marketing products or services is that there is much more personal contact required when marketing a service as compared with marketing products.

In addition, you would also need to know what the potential customer wants & then just that, which is a sure shot means of getting more business. Getting more people attracted to your product or service will help you gather information that can be used to contact them, which is an important step in making a sale. The products refers to sources of information and knowledge contents that are available in electronic forms such as CD- ROMs, interactive video, films, audio digital products, online publishing, public domain and commercial online databases available through internet and other databases available through various private network providers.

Marketing in libraries can lead to a better understanding of users and their requirements. Effective marketing can increase the use of services, can help train customers and non customers, can change user perceptions and ideas, and promote the reputation of the library and its staff (**Steadley, 2003**).

➤ **Information Products & Services: free or fee based**

Since its inception, UNESCO has been advocating free flow of information across nations and peoples of the world. It is also initiating projects for the Universal Availability of Publications to facilitate easy access to and flow of information, overcoming barriers of distance, language, costs, etc. consistent with this philosophy of UNESCO, many libraries and their information centers were making available their information products and services free of cost to the users till recently. Information is now treated as a resource and as a saleable commodity. The business or generating, storing, retrieving and transmitting information is carried on under several garbs like the IT industry,

telecommunication industry, knowledge industry, information industry, networks and so on. In USA, all those organizations which are providing fee bases information services have come together and formed an information industries association (**Seetharaman, 1995**). Libraries & information centers have begun to see that marketing of information products and services is essential to improve user satisfaction and promote the use of services by current and potential users.

➤ **Marketing of Information Products**

Marketing of information products are divided into four parts is given below.

❖ **Use of advanced Technology**

❖ **Customer oriented**

❖ **Channels of distribution:-**

- Interpersonal delivery
- Strategic placement
- In house dissemination
- Local depositories
- Mass media
- Broadcasting
- E-mail
- Web hosting
- Telephone
- Personal skill and decision efforts
- Computer network

❖ **Distribution of decision factors**

➤ **Marketing of Information Products & Services**

In a broad sense, marketing in the context of information products and services, may be defined as a concept of sensitively serving and satisfying the information needs of all those who are involved in education, scholarship, research and development, business, trade industry etc. Libraries should adopt marketing approach in the provision of library users. Nolan (1998) advises professional librarians to become entrepreneurs. According to her, many libraries whether special, corporate, private or public are facing a similar scenario: "do more with less and less." Librarians must not wait for people who have no idea how libraries are managed and who do not care their work to change their situations for them. Libraries must be run like commercial firms and professional librarians must be the managers. Libraries must survive and thrive because they still have a role on play in the community. Librarians like all other professionals have to adapt to and cope with the change taking place in the environment in which they operate. The library is obviously not a profit making organization and so it's worth and survival cannot be determined by profit.

➤ **Marketing of Information Products & Services in Library**

Following are the major Information products and services in library:

1. Documentary and non documentary sources

- ❖ Abstracting
- ❖ Indexing Service
- ❖ Trends Reports
- ❖ State of the Arts Report
- ❖ Digest
- ❖ Information News Bulletin

2. Traditional dissemination of Information Product

- ❖ Inter library loan service
- ❖ SDI Service
- ❖ CAS Service
- ❖ Newsletter and Leaflets
- ❖ Bibliographic Service
- ❖ Translation Service

- ❖ Literature Search service
 - ❖ Learner's advisor service
 - ❖ Video cassettes
 - ❖ Computer
 - ❖ Online catalogue
 - ❖ CD- Rom database
 - ❖ Mobile library service
 - ❖ Internet
 - ❖ E-mail
 - ❖ Reprographic Service
- 3. Product Range**
- ❖ Reference service
 - ❖ Telephone service
 - ❖ Referral service
 - ❖ Circulation service
 - ❖ Video file service
 - ❖ Journals service
 - ❖ Back vol. service
 - ❖ Online pub. Acc. Catalogue service
 - ❖ CD- Rom database service
 - ❖ Mobile library service
 - ❖ Web OPAC service
 - ❖ Internet service
- 4. Product Mix**
- ❖ Fact collections
 - ❖ Information service
 - ❖ Learning programme
- 5. Product Line**
- ❖ Includes information and facts

I. Review of Related Literature

Anil Kumar & Joginder Singh (2014) reviewed studies which has been undertaken to assess the Marketing of Information Products & Services by Central Soil Salinity Research Institute. A well structured questionnaire was distributed among the research-scholars and Scientists of four departments viz Soil and Crop Management, Irrigation and Drainage Engineering, Crop Improvement & also Technology Evaluation and Transfer under the Central Soil Salinity Research Institute karnal. On the basis of the findings, it was suggested that the intensive effort was required from the part of the top management of the library, and authorities of the concerned ICAR to overcome the identified weakness. Most of the respondents gave proper feedback mechanism to monitor the effectiveness of the services and products. Regular surveys of the respondents should be conducted to know the continuity/discontinuity of the existing services/products and initiation of new services/products. It was also suggested that it should adopt some of the marketing and promotional strategies including publications, programmers of events, media and effective presentation of information products and services through the library website.

Anil Kumar (2014) conducted a study has been undertaken to assess the marketing of information products & services in Kurukshetra University library in the disciplines of social science. A well structured questionnaire was distributed among the research-scholars and teachers of seven departments viz History, Public administration, Social Work, Economics, psychology, Sociology, Political Science under the Social Science in K.U.K. The responses were gathered from 120 users (40 Teachers and 80 Research Scholars). On the basis of the findings, it was suggested that in order to improve the library personnel should be made aware of the concepts and principles of modern marketing. So provide better provision for the library staff to attend in-service and career advancement courses and also most of the respondents were willing to pay for information products & services imply that they rely on the quality of information products than the existing products, which were freely available. So kurukshetra university library have to restructure or develop some of the

existing products and services and to start new services based on market analysis. Most of respondents were suggested that Kurukshetra University library should take necessary steps to install plasma or LCD screen in the library entrance hall to display notices and information (photographs, videos etc.) of their information services and products.

Abdul salami (2013) conducted a study of investigate marketing of library and information services prevalent in six geographical zones in Nigeria Polytechnic. The survey method was used for conducting the study, the instruments used for gathering data were questionnaire, observations and documentary sources. The librarians and students were the sample using purposive sample techniques. The data collected was analyzed using frequency and percentages. The study reveals the information resources that were available in most polytechnics libraries as books, journals, pamphlets as well as information communication technology in most Polytechnics libraries, also library orientation and current awareness services were mostly used in marketing their resources and services. Recommendations, annual displays and exhibitions of resources were among resources recommended to library resources so as to attract users to library services.

Vij (2012) reviewed the studies which has been undertaken to discuss the development of information society, the libraries have also gone through a transformation. Libraries were much like a service industry where user satisfaction is supreme. The author dealt with the marketing of library products and services in India. Due to the pressure of growing technologies, expectations of users, high maintenance costs and reducing budget, the need of marketing of library products & services has increased considerably. The marketing process of library products and services needed strategic planning. The major finding of the survey revealed to cover all those activities based on techniques, obstacles & requirement of effective professional skills in marketing of library products and services in India.

Khan (2012) reviewed studies has been undertaken to explore different applications of social media for marketing of library and information resources and services. It investigated the respondent's attitude towards the usefulness of social media in marketing of library. A survey research method was administered by using a peer-reviewed and pilot-tested questionnaire. Data was collected from librarians and LIS school academicians working at BahauddinZakariya University of Multan and the Islamia University of Bahawalpur. The major Findings showed that respondent's attitude was positive; majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Facebook, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services. They indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure were the problems for applying social media in libraries of Pakistan for marketing library resources and services. They demanded for trainings for social media usage and suggested that libraries should develop social media page for maximum exploitation of library services. The Study recommended that libraries should develop their marketing plan for utilizing social media for news and service alerts and quick updates to online users and fund raising.

Research Methodology

For the purpose of the study, a questionnaire was designed (Appendix-1). The questionnaire was pre-tested before using it with the survey population. All the respondents were given the same questionnaire irrespective of their status. The questionnaire was distributed to any of the respondents who willingly agreed to participate in the study. The respondents were also interviewed to fill the gaps. A five point Likert scale has been used to know the users attitude towards marketing, level of satisfaction, and marketing statements.

Data Collection

The users' questionnaires were distributed personally to all the 130 respondents under various categories, viz. Scientists & Research Scholars in all the disciplines of IMTECH Chandigarh. The respondents had to visit many times, particularly to the Scientists & in all the eight departments for collecting the filled questionnaires. However, in spite of regular visits & given reminders for filling the questionnaires, but it could be not received back. The following table shows questionnaires distributed & filled up received from both the category of users of all the disciplines of IMTECH, Chandigarh under the CSRI (Council of Scientific & Industrial Research).

Population

Sr. No	IMTECH Respondents	Total Users	Questionnaires Distributed	Questionnaire Received
01	Scientists	57 (100)	40 (70.17)	29 (72.50)
02	Research Scholars	128 (100)	90 (70.31)	65 (72.22)
Cumulative Total		185 (100)	130 (70.27)	94 (72.30)

Objectives of the Study

The present study intends to investigate the following objectives:

- ❖ To examine and access the Information Products & Services provided by the IMTECH, Chandigarh in the disciplines of Scientific & Industrial Science.
- ❖ To identify the Information needs of Scientists and Research Scholars and willingness to pay for the Information Products & Services by Institute of Microbial Technology, Chandigarh
- ❖ To investigate the knowledge of awareness of Marketing of Information Product & Services among the library users.
- ❖ To examine and understand the common problem faced by the users to access the Information Product & Services in IMTECH library.

Scope of the Study

The study is being undertaken in order to identify the usability of Marketing of Information Products & Services available in IMTECH, Chandigarh (under the CSRI) in the disciplines of Scientific & Industrial Science. The study will include Research Scholars & Scientists of all the eight departments viz, Exploration of Microbial Biodiversity, Protein Science and Engineering, Genetics and Molecular Biology, Cell Biology and Immunology, Biochemical Engineering: Fermentation based Process Development, Bioinformatics, Biosensors and Nanotechnology, Bio-Organic Chemistry following under the Scientific & Industrial Science.

Statement of the Problems

Documentation activities of a country are very much interred linked with the research & developmental efforts of the country. Research libraries spend huge amounts every year in building up their collections and offering library services. But these are of no use if these are not used to satisfy information needs of the library users. Effective utilization of resources and services can be achieved through marketing approach. It can assist them in the task of designing, developing and delivering appropriate services and products. Therefore, it is inevitable to know the attitudes towards marketing of information products & services among the librarian and users. Thus, the topic of my research is ***“MARKETING OF INFORMATION PRODUCTS & SERVICES BY THE RESEARCH SCHOLARS & SCIENTISTS IN INSTITUTE OF MICROBIAL TECHNOLOGY, CHANDIGARHL: A STUDY”***.

II. Analysis & Interpretation

Part- A Personal Profile

Table 1. Gender wise Use the Library Products & Services

S.N	Gender wise	Response No %
01	Male	57 (60.63)
02	Female	37 (39.36)
Cumulative Total		94 (100)

Table 1. shows that among Marketing of Information Products and Services in the IMTECH library male respondents were 60.63% and even greater than female users which were 39.36%.

Table 2. Status wise Use the library products & services

S.N	Status wise	Response No %
-----	-------------	---------------

01	Scientists	29 (27.26)
02	Research Scholars	65 (69.14)
Cumulative Total		94 (100)

Results in table 2. Shows that Marketing of Information Products and Services use the IMTECH library more popular by Research Scholars than the Scientists. Out of total respondents 69.14% Research Scholars and 27.26% Scientists who were using the library products and services.

Part- B Library Use Pattern

Table 3. Frequency of Use the Library

Respondents	Off- Line					On-Line				
	Daily	Weekly	Thrice In a Week	Occasionally	Never	Daily	Weekly	Thrice In a Week	Occasionally	Never
Scientists	-	05 (5.31)	-	20 (21.27)	-	04 (4.25)	-	-	-	-
Research Scholars	-	20 (21.27)	-	36 (38.29)	-	09 (9.57)	-	-	-	-
Cumulative Total	-	25 (26.59)	-	56 (59.57)	-	13 (13.82)	-	-	-	-

IMTECH 26.59% respondents were used the offline library weekly, 59.57% occasionally. In fact only 13.82% respondents were using the online library daily.

Table 4. Average time spent in the Library

Respondents	Off- Line					On-Line				
	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours
Scientists	20 (21.27)	05 (5.31)	-	-	-	-	01 (1.06)	03 (3.19)	-	-
Research Scholars	36 (38.29)	20 (21.27)	-	-	-	-	05 (5.31)	04 (4.25)	-	-
Cumulative Total	56 (59.57)	25 (26.59)	-	-	-	-	06 (6.38)	07 (7.44)	-	-

Table 4.shows that Scientific & Industrial Science users i.e. Scientists and Research Scholars were mostly spending time on the offline and online IMTECH library. 59.57% respondents spend less than 30 minutes to 1 hour and 26.59% from 1 to 2 hours regarding offline time in the library on a visit. Institute of Microbial Technology respondents were using only 6.38% 1 to 2 hours, 7.44% Scientists and Research Scholars & both were spending 2 to 3 hours time its online library.

Table 5. Purpose do you use the Library

S. N	Respondents	Teaching	Research Work	Entertainment	Updating Knowledge	Education	Writing Paper & Presenting paper	Translation
01	Scientists	10 (10.63)	-	-	18 (19.14)	26 (27.65)	27 (28.72)	-

02	Research Scholars	-	65 (69.14)	10 (10.63)	65 (69.14)	65 (69.14)	41 (43.61)	-
Cumulative Total		10 (10.63)	65 (69.14)	10 (10.63)	83 (88.29)	91 (96.80)	68 (72.34)	-

Most of the respondents were using the library for more than one purpose. The analysis shows that main purpose of using the library was education, updating knowledge & writing/presenting paper. In Institute of Microbial Technology respondents i.e. Scientists and Research Scholars were 96.80% who were using the library for the purpose of education work, 88.29% in updating knowledge, and writing/presenting paper work were the third purpose for which users uses the library i.e. 72.34%. The fourth purpose for using the library i.e. 69.14% users were doing for research work and 10.63% for teaching regarding which they were using the library by Scientists on IMTECH, Chandigarh. In Scientific & Industrial Science i.e. IMTECH only 10.63% respondents were positively using the library for entertainment purpose only.

Table 6. Regarding Reason for not using the library regularly

S. N	Respondents	Lack of time	Get Information elsewhere or Online	Inconvenient working hours	Inconvenient location	Insufficient Material	Lack of trained staff	Library staff is not helpful
01	Scientists	13 (13.82)	25 (26.59)	08 (8.51)	-	-	-	-
02	Research Scholars	32 (34.04)	56 (59.57)	17 (18.08)	-	-	-	-
Cumulative Total		45 (47.87)	81 (86.17)	25 (26.59)				

Data given in table 6 indicates that 47.87% of respondents identified the main reason for not using the library regularly is that they get lack of time 47.87% followed by to get information elsewhere or online 86.17% and also 26.59% for inconvenient working hours.

Part- C Marketing of Information Products & Services

Table 7. Information Services that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Current Awareness Services	Scientists	13 (13.82)	26 (27.65)
		Research Scholars	13 (13.82)	
02	Newspaper clippings	Scientists	-	-
		Research Scholars	-	
03	Indexing/Abstracting Services	Scientists	-	-
		Research Scholars	-	
04	Translation Services	Scientists	-	-
		Research Scholars	-	
05	Literature Search	Scientists	06 (6.38)	45 (47.87)
		Research Scholars	39 (41.48)	
06	Photocopying of Periodical Articles	Scientists	05 (5.31)	11 (11.70)
		Research Scholars	06 (6.38)	
07	Selective Dissemination of	Scientists	-	

	Information	Research Scholars	-	-
08	Circulation of Periodical Content	Scientists	-	-
		Research Scholars	-	
09	Reference Services	Scientists	24 (25.53)	58 (61.70)
		Research Scholars	34 (36.17)	
10	Inter Library Loan	Scientists	08 (8.51)	16 (17.02)
		Research Scholars	08 (8.51)	
11	Repacking & Condensation Service	Scientists	-	-
		Research Scholars	-	
12	Any Others	Scientists	-	-
		Research Scholars	-	

Users may use the Information Services for a variety of reasons. The need of using Information Services differs from one user to another. It can be seen from Table No 7. that 27.65% respondents were using the Current Awareness Service, 17.02% Inter library loan service about the subject of interest they need. The study shows that IMTECH respondents were mostly who used the information services which 61.70% reference service while 47.87% literature searching. It has been found that 11.70% respondents make always use of photocopy of periodical articles service for the information need required & the subject of interest positively.

Table 8. Information Products that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Subject books	Scientists	14 (14.89)	74 (78.72)
		Research Scholars	60 (63.82)	
02	Information Bulletin	Scientists	10 (10.63)	15 (15.95)
		Research Scholars	05 (5.31)	
03	Reprints	Scientists	-	-
		Research Scholars	-	
04	Online Products	Scientists	21 (22.34)	65 (69.14)
		Research Scholars	44 (46.80)	
05	Review	Scientists	-	-
		Research Scholars	-	
06	Index	Scientists	-	02 (2.12)
		Research Scholars	02 (2.12)	
07	Abstracts Lists	Scientists	13 (13.82)	25 (26.59)
		Research Scholars	12 (12.76)	
08	Reference Books	Scientists	09 (9.57)	43 (45.74)
		Research Scholars	34 (36.17)	
09	Standards/Patents	Scientists	-	-
		Research Scholars	-	
10	Thesis/Dissertation	Scientists	02 (2.12)	62 (65.95)
		Research Scholars	60 (63.82)	
11	Current Awareness Bulletins	Scientists	09 (9.57)	14 (14.89)
		Research Scholars	05 (5.31)	
12	Monographs	Scientists	-	-
		Research Scholars	-	

13	Bibliographic Lists	Scientists	07 (7.44)	07 (7.44)
		Research Scholars	-	
14	Any Other	Scientists	-	-
		Research Scholars	-	

To survey the users' needs regarding information products, fourteen types of information products were identified and formulated. The responses analyzed in table 8 reveal that more than 78.72% of the respondents want subject books and 69.14% online products. In fact 65.95% respondents want need of information products i.e. reference books and 45.74% thesis/dissertation. All the other products required by the respondents have been given in table 8 in order of their preference.

Table 9. Awareness of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Aware of & Used		Aware of but not used		Not aware of	
			Total		Total		Total	
01	Indexing Service	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-	-	65 (69.14)		-	-
02	Abstracting Service	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-	-	65 (69.14)		-	-
03	Bibliographic Service	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-	-	65 (69.14)		-	-
04	SDI (Selective Dissemination of Information)	Scientists	-	-	16 (17.02)	56 (59.57)	13 (13.82)	38 (40.42)
		Research Scholars	-	-	40 (42.55)		25 (26.59)	
05	Current Awareness Service	Scientists	20 (21.27)	65 (69.14)	09 (9.57)	29 (27.26)	-	-
		Research Scholars	45 (47.87)		20 (21.27)		-	
06	Newspaper Clippings	Scientists	-	-	22 (23.40)	68 (72.34)	07 (7.44)	26 (27.65)
		Research Scholars	-	-	46 (48.93)		19 (20.21)	
07	Consultancy Services	Scientists	-	-	13 (13.82)	37 (39.36)	16 (17.02)	57 (60.63)
		Research Scholars	-	-	24 (25.53)		41 (43.61)	
08	Reprographic Service	Scientists	29 (27.26)	94 (100)	-	-	-	-
		Research Scholars	65 (69.14)		-		-	
09	Reprints/Pre-Print Services	Scientists	19 (20.21)	54 (57.44)	10 (10.63)	40 (42.55)	-	-
		Research Scholars	35 (37.23)		30 (31.91)		-	

10	Document Delivery Service	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-	-	65 (69.14)		-	-
11	Translation Service	Scientists			13 (13.82)	37 (39.36)	16 (17.02)	-
		Research Scholars	-	-	24 (25.53)		41 (43.61)	
12	Inter Library Loan Service	Scientists	08 (8.51)	24 (25.53)	21 (22.34)	70 (74.46)	-	-
		Research Scholars	16 (17.02)		49 (52.12)		-	
13	Internet Service	Scientists	29 (27.26)	94 (100)	-	-	-	-
		Research Scholars	65 (69.14)		-		-	
14	Document Scanning/Printing	Scientists	29 (27.26)	94 (100)	-	-	-	-
		Research Scholars	65 (69.14)		-		-	
15	Literature Searching	Scientists	29 (27.26)	94 (100)	-	-	-	-
		Research Scholars	65 (69.14)		-		-	
16	Enquiry Services	Scientists	06 (6.38)	25 (26.59)	23 (24.46)	69 (73.40)	-	-
		Research Scholars	19 (20.21)		46 (48.93)		-	
17	Repackaging & Condensation	Scientists	-	-	22 (23.40)	67 (71.27)	07 (7.44)	27 (28.72)
		Research Scholars	-		45 (47.87)		20 (21.27)	
18	Monographs	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-		65 (69.14)		-	
19	Review	Scientists	07 (7.44)	22 (23.40)	22 (23.40)	72 (76.59)	-	-
		Research Scholars	15 (15.95)		50 (53.19)		-	
20	Circulation of Periodical Contents	Scientists	10 (10.63)	31 (32.97)	19 (20.21)	63 (67.02)	-	-
		Research Scholars	21 (22.34)		44 (46.80)		-	
21	Govt./Institute Publications	Scientists	08 (8.51)	25 (26.59)	21 (22.34)	69 (73.40)	-	-
		Research Scholars	17 (18.08)		48 (51.06)		-	
22	Patents	Scientists	-	-	29 (30.85)	84 (89.36)	-	-
		Research Scholars	-		55 (58.51)		10 (10.63)	
23	Standards	Scientists	-	-	29 (27.26)	94	-	-

		Research Scholars	-		65 (69.14)	(100)	-	
24	CD ROM Database	Scientists	-	-	29 (27.26)	94 (100)	-	-
		Research Scholars	-		65 (69.14)		-	
25	Online E-Resources	Scientists	29 (27.26)	94 (100)	-	-	-	-
		Research Scholars	65 (69.14)		-		-	

Twenty five categories were identified to know the ways through which respondents keep themselves up to date with the information in their field of interest. It is revealed from Table 9. that 100% of the respondents keep themselves aware of & used through reprographic, Internet, document scanning/printing, literature searching, Online E-Resources, and 69.14% by current awareness service and also 70% respondents aware of, but not used by newspaper clippings service, ILL, enquiry service, repacking & condensation, review, govt./institute publication, patents. In fact IMTECH 100% respondents were aware of but not used by indexing service, abstracting service, bibliographic service, document delivery service, standards, CD ROM database. The other ways in order of preference have been given in table 9.

Table 10. Frequency to Access of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Always	Often	Usual ly	Someti mes	Never
01	Indexing Service	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
02	Abstracting Service	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
03	Bibliographic Service	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
04	SDI (Selective Dissemination of Information)	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
05	Current Awareness Service	Scientists	05 (5.31)	05 (5.31)	10 (10.63)	-	09 (9.57)
		Research Scholars	07 (7.44)	22 (23.40)	16 (17.02)	-	20 (21.27)
06	Newspaper Clippings	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
07	Consultancy Services	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
08	Reprographic Service	Scientists	-	11 (11.70)	10 (10.63)	08 (8.51)	-

		Research Scholars	-	20 (21.27)	22 (23.40)	23 (24.46)	-
09	Reprints/Pre-Print Services	Scientists	-	-	10 (10.63)	09 (9.57)	10 (10.63)
		Research Scholars	-	-	14 (14.89)	21 (22.34)	30 (31.91)
10	Document Delivery Service	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
11	Translation Service	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
12	Inter Library Loan Service	Scientists	-	-	-	08 (8.51)	21 (22.34)
		Research Scholars	-	-	-	18 (19.14)	47 (50.00)
13	Internet Service	Scientists	29 (27.26)	-	-	-	-
		Research Scholars	65 (69.14)	-	-	-	-
14	Document Scanning/Printing	Scientists	15 (15.95)	03 (3.19)	-	11 (11.70)	
		Research Scholars	06 (6.38)	24 (25.53)	-	35 (37.23)	-
15	Literature Searching	Scientists	25 (26.59)	04 (4.25)	-	-	-
		Research Scholars	52 (55.31)	13 (13.82)	-	-	-
16	Enquiry Services	Scientists	-	-	-	06 (6.38)	23 (24.46)
		Research Scholars	-	-	-	19 (20.21)	46 (48.93)
17	Repackaging & Condensation	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
18	Monographs	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
19	Review	Scientists	-	-	-	07 (7.44)	22 (23.40)
		Research Scholars	-	-	-	17 (18.08)	48 (51.06)
20	Circulation of Periodical Contents	Scientists	-	-	-	10 (10.63)	19 (20.21)
		Research Scholars	-	-	-	20 (21.27)	45 (47.87)
21	Govt./Institute Publications	Scientists	-	-	-	08 (8.51)	21 (22.34)
		Research Scholars	-	-	-	17 (18.08)	48 (51.06)

22	Patents	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
23	Standards	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
24	CD ROM Database	Scientists	-	-	-	-	29 (27.26)
		Research Scholars	-	-	-	-	65 (69.14)
25	Online E-Resources	Scientists	29 (27.26)	-	-	-	-
		Research Scholars	65 (69.14)	-	-	-	-

Table 10. shows that 100% of the respondents have never access the library products & services among which it includes Indexing, Abstracting, Bibliographic, SDI, Newspaper Clippings, Consultancy, Document Delivery Service, Translation, Repacking & Condensation, Monographs, Patents, Standards, CD ROM database and also 100% have always access the library services i.e. Internet, Online E-resources. More than 74.46% respondents were using the never access to review the products and 25.53% sometimes accessed. IMTECH 81.91% respondents were always accessing the literature searching service then 18.08% often access by the field of interest. In fact 70% IMTECH respondents were never accessing the enquiry service, circulation of periodical contents, Govt./Institute publication and 30% were accessing sometimes. Only 22.34% respondents were always accessing the current awareness service, 28.72% often, 48.93% usually accessing the information. The other ways in order of preference have been given in table 10.

Table 11. Willingness to Pay for Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Willingness to Pay	
			Free Base	Fee Base
01	Indexing Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
02	Abstracting Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
03	Bibliographic Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
04	SDI (Selective Dissemination of Information)	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
05	Current Awareness Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
06	Newspaper Clippings	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
07	Consultancy Services	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-

08	Reprographic Service	Scientists		29 (27.26)
		Research Scholars		65 (69.14)
09	Reprints/Pre-Print Services	Scientists		29 (27.26)
		Research Scholars		65 (69.14)
10	Document Delivery Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
11	Translation Service	Scientists	04 (4.25)	25 (26.59)
		Research Scholars	10 (10.63)	55 (58.51)
12	Inter Library Loan Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
13	Internet Service	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
14	Document Scanning/Printing	Scientists	19 (20.21)	10 (10.63)
		Research Scholars	20 (21.27)	45 (47.87)
15	Literature Searching	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
16	Enquiry Services	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
17	Repackaging & Condensation	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
18	Monographs	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
19	Review	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
20	Circulation of Periodical Contents	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
21	Govt./Institute Publications	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
22	Patents	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
23	Standards	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
24	CD ROM Database	Scientists	29 (27.26)	-
		Research Scholars	65 (69.14)	-
25		Scientists	29 (27.26)	-

	Online E-Resources	Research Scholars	65 (69.14)	-
--	--------------------	--------------------------	------------	---

Table 11. shows that out of 94 respondents (29 Scientists, 65 Research Scholars) who are ready to pay for Information Products and Services, 100% users were ready to pay for Photocopy, Reprints/Pre-Print Service and 85.10% have shown willingness to pay for translation, 58.51% Document Scanning/Printing and other free of cost at all the IMTECH library products and services.

Table 12. Online Database

Sr. No	Respondents	Yes	No
01	Scientists	29 (27.26)	-
02	Research Scholars	65 (69.14)	-
Cumulative Total		94 (100)	-

The use of online database is the need of the hour of the present days. Table No 12. Shows the access about online database were among the Scientists & Research Scholars. The respondents were asked about access of online database. It was found that 100% respondents have access the online database related in their subject field.

Table 13. Online Database relating in your subject field

Sr. No	Respondents	NARD- National Agricultural Research Database	CERA- Consortium for E- Resources in Agriculture	NKRC- National Knowledge Resources Consortium	AGRIS- Agricultural Information System	Krishi Kosh
01	Scientists	08 (8.51)	-	29 (27.26)	-	-
02	Research Scholars	10 (10.63)	-	65 (69.14)	-	-
Cumulative Total		18 (19.14)	-	94 (100)	-	-

Table 13. shows that majority of 100% respondents reported that the NKRC (National Knowledge Resources Consortium) was used and 19.14% of the users were using the NARD database relating in their subject field of interest.

Table 14. You are able to keep up yourself with Innovations in your field

Sr. No	Respondents	To a very great extent	To a great extent	To a considerable extent	To a moderate extent	To some extent
01	Scientists	17 (18.08)	12 (12.76)	-	-	-
02	Research Scholars	01 (1.06)	28 (29.78)	36 (38.29)	-	-
Cumulative Total		18 (19.14)	40 (42.55)	36 (38.29)	-	-

For this purpose five degrees of keeping up their selves with innovations in their field of interest were identified and formulated. Table No. 14 shows that a majority of the respondents i.e. 42.55% were able to keep up their selves with innovations in their field to a great extent, 19.14% respondents were to a very great extent. In fact IMTECH 38.29% research scholars were able to keep up their selves with innovations in their field to a considerable extent.

Table 15. Common Problem faced by you to access the Information Resources

Sr. No	Common Problem faced by you to access the Information Resources	Respondents	Percentage	Cumulative Total
01	Lack of Information Technology	Scientists	08 (8.51)	21 (22.34)

		Research Scholars	13 (13.82)	
02	Information access is very expensive	Scientists	04 (4.25)	19 (20.21)
		Research Scholars	15 (15.95)	
03	Information is scattered in too many sources	Scientists	07 (7.44)	30 (31.91)
		Research Scholars	23 (24.46)	
04	Non Availability of E- Resource	Scientists	-	-
		Research Scholars	-	
05	Marketing of Inf. Is not cost effective	Scientists	-	-
		Research Scholars	-	
06	Language Barrier	Scientists	-	-
		Research Scholars	-	
07	Some other reasons i.e. location/hours/Environment/time	Scientists	10 (10.63)	24 (25.53)
		Research Scholars	14 (14.89)	

Seven categories of reasons were identified and formulated to clarify common problem faced by respondents to access the information resources. The main problem as stated by 25.53% of the IMTECH respondents is that they do not access the information resources like some other reasons i.e. location/hours/environment/time. In fact 31.91% IMTECH respondents state that they have faced problem to access the information & scattered in too many sources and than 20.21% information access was very expensive, 22.34% lack of Information Technology.

Table 16. Marketing Statement

Sr. No	Marketing Statement	Use rs	Strongl y Agree	Agree	Not Sure	Disagr ee	Strongl y Disagre e
01	Potential users are denied access to Information Products/Services when fees are charged in the library	S	-	-	08 (8.51)	06 (6.38)	15 (15.95)
		R.S	-	-	18 (19.14)	12 (12.76)	35 (37.23)
02	Users should pay fees for Information Products/ Services	S	-	-	19 (20.21)	03 (3.19)	07 (7.44)
		R.S	-	-	41 (43.61)	07 (7.44)	17 (18.08)
03	Fees are a major deterrent to library use	S	-	-	10 (10.63)	06 (6.38)	13 (13.82)
		R.S	-	-	20 (21.27)	13 (13.82)	32 (34.04)
04	Developed Information Products/ Services are very necessary so it is not a problem for the users to pay for the developed Information Products/Services	S	21 (22.34)	08 (8.51)	-	-	-
		R.S	47 (50.00)	18 (19.14)	-	-	-
05	Computerized literature search should be part of the free normal library services	S	14 (14.89)	15 (15.95)	-	-	-
		R.S	34 (36.17)	31 (32.97)	-	-	-

06	Cost of the computerized literature search should be paid by both the library and users.	S	13 (13.82)	16 (17.02)	-	-	-
		R.S	30 (31.91)	35 (37.23)	-	-	-
07	Cost of the computerized literature search should be paid by the users only.	S	06 (6.38)	10 (10.63)	13 (13.82)	-	-
		R.S	12 (12.76)	26 (27.65)	27 (28.72)	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 16 Indicate that 53.19% of the respondents were strongly disagreed by potential users were denied access to information products and services when fees were charged in the library, 19.14% were disagree and 27.65% were not sure with the statement. 25.53% of the IMTECH, Chandigarh respondents were strongly disagree reported to ability of the users should pay fees for information products and services, 10.63% disagree and 63.82% were not sure with the statement. In fact 31.91% of the users were not sure to get the information from fees & were a major deterrent to library use, 20.21% disagree and 47.87% strongly disagree in the field of subject. More than 72.34% Scientists and Research Scholars were strongly agreed, 27.65% agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement. IMTECH 51.06% respondents were strongly agreed with the statement of computerized literature search & should be part of the free library services, 48.93% agree with it. In fact 54.25% respondents were agree with the statement by cost of the computerized literature search should be paid by the users only and then 45.74% strongly agree. More than 38.29% scientists and research scholars were agreed by the cost of the computerized literature search should be paid by both the library and users, 19.14% strongly agree and 42.55% not sure with the statement.

Table 17. Attitude towards Marketing

Sr. No	Attitude Towards Marketing	Use rs	Strong ly Agree	Agree	Not Sure	Disagr ee	Strongl y Disagr ee
01	As a user I always look forward to new Information Products & Services	S	20 (21.27)	09 (9.57)	-	-	-
		R.S	43 (45.74)	22 (23.40)	-	-	-
02	As a user I am ready to pay for developed Information Product & Service which is Introduced.	S	20 (21.27)	09 (9.57)	-	-	-
		R.S	43 (45.74)	22 (23.40)	-	-	-
03	Potential users are denied access to Information Products & Services when fee charged in the library	S	-	11 (11.70)	12 (12.76)	06 (6.38)	-
		R.S	-	24 (25.53)	27 (28.72)	14 (14.89)	-
04	Information Products & Services of the library should be made available to outside users.	S	-	-	13 (13.82)	03 (3.19)	13 (13.82)
		R.S	-	-	29 (30.85)	08 (8.51)	28 (29.78)
05	Outside users should be charged heavily.	S	-	-	19 (20.21)	-	10 (10.63)

		R.S	-	-	38 (40.42)	-	27 (28.72)
06	Present pricing policy of Information Products & Services of your library is adequate.	S	09 (9.57)		10 (10.63)	07 (7.44)	03 (3.19)
		R.S	15 (15.95)	-	31 (32.97)	13 (13.82)	06 (6.38)
07	Users feedback is essential to assess the quality and pricing of Information Products & Services.	S	18 (19.14)	11 (11.70)	-	-	-
		R.S	44 (46.80)	21 (22.34)	-	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 17 Indicate that 32.97% of the respondents were agreed, 67.02% strongly agreed with both the statement 'As a user I always look forward to new information products & services' and 'As a user I am ready to pay for developed information product & service which is introduced' in the library. 37.23% of the IMTECH respondents were agreed reported the ability 'potential users were denied access to information products and services when fee being charged in the library' and then 41.48% were not sure, 21.27% disagree with the statement. Majority of them 44.68% respondents were not sure to 'Information Products & Services of the library & should be made available to outside users' and 11.70% were disagree, 43.61% strongly disagree with the statement of attitude towards marketing. In fact 60.63% scientists and research scholars were not sure to 'outside users should be charged heavily' and 39.36% strongly disagree. More than 25.53% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate', 43.61% were not sure, 21.27% disagree, & 9.57% strongly disagree. The other ways in order of preference have been given in table 17.

Table 18. Level of Satisfaction

Sr. No	Level of Satisfaction	Use rs	Comple tely Satisfied	Very Satisfied	Moderate ly Satisfied	Very little Satisfied	Not at all Satisfied
01	Collection of library materials (Books, Journals etc)	S	24 (25.53)	05 (5.31)			
		R.S	22 (23.40)	43 (45.74)			
02	Cleanliness of the library.	S	24 (25.53)	05 (5.31)	-	-	-
		R.S	22 (23.40)	43 (45.74)	-	-	-
03	Lighting and ventilation.	S	19 (20.21)	10 (10.63)	-	-	-
		R.S	31 (32.97)	34 (36.17)	-	-	-
04	Computer & Networking facilities of the library	S	20 (21.27)	09 (9.57)		-	-
		R.S	15 (15.95)	50 (53.19)		-	-
05	Seating arrangement of the library.	S	05 (5.31)	24 (25.53)	-	-	-
		R.S	23 (24.46)	42 (44.68)	-	-	-

06	Functional organization of the library.	S	04 (4.25)	20 (21.27)	05 (5.31)		-
		R.S	08 (8.51)	23 (24.46)	34 (36.17)		-
07	Electronic resources.	S	-	17 (18.08)	12 (12.76)	-	-
		R.S	-	41 (43.61)	24 (25.53)	-	-
08	Marketing activities of the library.	S	-	-	08 (8.51)	21 (22.34)	-
		R.S	-	-	18 (19.14)	27 (28.72)	20 (21.27)

S= Scientists, R.S= Research Scholars

To clarify the users' level of satisfaction with the statements, eight categories of following were identified and formulated. In each category five variables were identified and formulated concerning completely satisfied, very satisfied, moderately satisfied, very little satisfied, and last not at all satisfied with the statement. Table No. 18 Indicate that 48.93% of the respondents were completely satisfied with the following statements i.e. Collection of library materials (Books, Journals etc), Cleaning of the library and 51.06% very satisfied. In fact IMTECH 53.19% respondents were completely satisfied, 46.80% very satisfied with the statements i.e. lighting and ventilation. 27.65% of the scientists and research scholars were moderately satisfied, 51.06% very little satisfied and 21.27% research scholars were not at all satisfied with the statement i.e. marketing activities of the library. Only 12.76% of the respondents were completely satisfied with functional organization of the library, 45.74% were very satisfied and 41.48% were moderately satisfied with the statement of satisfaction. The other ways in order of preference have been given in table 18.

III. Finding of the Survey

- ❖ Marketing of Information Products & Services use gender wise the IMTECH library, Chandigarh under the CSIR, in which male respondents were 60.63% & female respondents were 39.36% in the field.
- ❖ Marketing of Information Products and Services status wise using the IMTECH library more popularly by the Research Scholars than the Scientists. Out of total respondents 69.14% were Research Scholars and 27.26% Scientists were using the library products and services.
- ❖ 26.59% respondents were using the offline library weekly, 59.57% occasionally. In fact only 13.82% respondents were using the online library daily.
- ❖ Scientific & Industrial Science users i.e. Scientists and Research Scholars were mostly spending time on the offline and online IMTECH library. 59.57% respondents were spending less than 30 minutes to 1 hour and 26.59% spend from 1 to 2 hours regarding offline time in the library on a visit.
- ❖ Institute of Microbial Technology respondents were using only 6.38% from 1 to 2 hours and 7.44% spend from 2 to 3 hours time in online library.
- ❖ 96.80% were using the library for the purpose of education work, 88.29% were updating knowledge, and Writing/Presenting paper work were the third purpose for which users use the library i.e. 72.34%.
- ❖ The fourth purpose for using the library i.e. 69.14% users were doing research work and 10.63% doing teaching regarding which it is used by Scientists on IMTECH, Chandigarh. In Scientific & Industrial Science i.e. IMTECH only 10.63% respondents were positively using the library for entertainment purpose only.
- ❖ 47.87% of respondents identified the main reason for not using the library regularly is that they get lack of time, 47.87% followed by to get information elsewhere or online 86.17% and also 26.59% for inconvenient working hours.
- ❖ 27.65% respondents were using the Current Awareness Service, 17.02% Inter library loan service about the subject of interest they need.

- ❖ The study shows that IMTECH respondent mostly who were using the information services in which 61.70% were of reference service while 47.87% for literature searching. It has been found that 11.70% respondents make always use of photocopy of periodical articles service for the information need & required the subject of interest positively.
- ❖ More than 78.72% of the respondents want subject books and 69.14% online products. In fact 65.95% respondents want need of information products i.e. reference books and 45.74% for thesis/dissertation.
- ❖ IMTECH 100% of the respondents keep themselves aware of & use through Reprographic, Internet, Document Scanning/Printing, Literature Searching, Online E-Resources, and 69.14% by current awareness service and also 70% respondents were aware of but not used by Newspaper Clippings Service, ILL, Enquiry Service, Repacking & Condensation, Review, Govt./Institute Publication, Patents.
- ❖ Majority of them 100% respondents were aware of but not used by Indexing Service, Abstracting Service, Bibliographic Service, Document delivery service, Standards, CD ROM database.
- ❖ 100% of the respondents have never accessed the library products & services among which it includes Indexing, Abstracting, Bibliographic, SDI, Newspaper Clippings, Consultancy, Document Delivery Service, Translation, Repacking & Condensation, Monographs, Patents, Standards, CD ROM database and also 100% have always accessed the library services i.e. Internet, Online E-resources.
- ❖ More than 74.46% respondents never used the access of review products and 25.53% sometimes. In IMTECH 81.91% respondents were always accessing the literature searching service then 18.08% often access.
- ❖ In fact 70% IMTECH respondents were never access/using the enquiry service, circulation of periodical contents, Govt./Institute publication and 30% were sometimes accessing it.
- ❖ Only 22.34% respondents were always accessing the current awareness service, 28.72% often, 48.93% usually accessing it.
- ❖ 100% users were ready to pay for Photocopy, Reprints/Pre-Print Service & 85.10% have shown willingness to pay for translation, 58.51% for Document Scanning/Printing and other free of cost in all the IMTECH library products and services.
- ❖ The use of online database is the need of the hour of the present days. Majority of them 100% respondents have accessed the online database relating in your subject field.
- ❖ Majority of 100% respondents reported that the NKRC (National Knowledge Resources Consortium) was used and 19.14% of the users were using the NARD database relating in your subject field of interest.
- ❖ Majority of the respondents i.e. 42.55% were able to keep up their self with innovations in their field to a great extent, 19.14% respondents were to a very great extent.
- ❖ In fact IMTECH 38.29% research scholars were able to keep up their self with innovations in their field to a considerable extent.
- ❖ The main problem as stated by 25.53% of the IMTECH respondents is that they did not access the information resources like for some other reasons i.e. location/hours/environment/time. In fact 31.91% IMTECH respondents state that they have faced problem to access the information & is scattered in too many sources and then 20.21% information access was very expensive, 22.34% lack of Information Technology.
- ❖ Indicate that 53.19% of the respondents were strongly disagreed with the statement that potential users were denied access to information products and services when fees were charged in the library, 19.14% disagree and 27.65% were not sure.
- ❖ 25.53% of the IMTECH, Chandigarh respondents were strongly disagree reported that the ability of the users should pay fees for information products and services, 10.63% were disagree and 63.82% not sure with the statement.
- ❖ In fact 31.91% of the users were not sure to get the information from fees & were a major determinant for library use, 20.21% disagree and 47.87% were strongly disagree in the field of subject.
- ❖ More than 72.34% Scientists and Research Scholars were strongly agree, 27.65% agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement.

- ❖ IMTECH 51.06% respondents were strongly agreed with the statement of computerized literature search should be part of the free library services, 48.93% agree with it.
- ❖ In fact 54.25% respondents were agreed with the statement by cost of the computerized literature search should be paid by the users only and then 45.74% strongly agree.
- ❖ More than 38.29% scientists and research scholars were agree with the statement by the cost of the computerized literature search should be paid by both the library and users, 19.14% strongly agree and 42.55% were not sure.
- ❖ Indicate that 32.97% of the respondents were agreed, 67.02% strongly agreed with both the statement 'As a user I always look forward to new information products & services' and 'As a user I am ready to pay for developed information product & service which is introduced' in the library.
- ❖ 37.23% of the IMTECH respondents were agree reporting the ability 'potential users were denied access to information products and services when fee charged in the library' and then 41.48% were not sure, 21.27% disagree with the statement.
- ❖ Majority of them 44.68% respondents were not sure to 'Information Products & Services of the library & should be made available to outside users' and 11.70% were disagree, 43.61% strongly disagree with the statement of attitude towards marketing.
- ❖ In fact 60.63% scientists and research scholars were not sure to 'outside users should be charged heavily' and 39.36% strongly disagree.
- ❖ More than 25.53% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate', 43.61% not sure, 21.27% disagree, & 9.57% strongly disagree.
- ❖ Indicate that 48.93% of the respondents were completely satisfied with the following statements i.e. Collection of library materials (Books, Journals etc), Cleaning of the library and 51.06% very satisfied.
- ❖ In fact IMTECH 53.19% respondents were completely satisfied, 46.80% very satisfied with the statements i.e. lighting and ventilation.
- ❖ 27.65% of the scientists and research scholars were moderately satisfied, 51.06% were very little satisfied and 21.27% research scholars were not at all satisfied with the statement i.e. marketing activities of the library.
- ❖ Only 12.76% of the respondents were completely satisfied with functional organization of the library, 45.74% was very satisfied and 41.48% were moderately satisfied with the statement of satisfaction.

Based on the findings, the following **Suggestions** are put forward to improve the Marketing of Information Products and Services in CSIO Chandigarh Library.

- ❖ The price charged for developing library products & services should be reasonable. The motive of the library should not to earn profit but to provide value added & user oriented products & services on a nominal fee.
- ❖ The library should be in a position to make provisions for online access at faster rates & should have wider access.
- ❖ In electronic age, library needs to be relevant. Library access should be cost based & 24 hour access should be provided.
- ❖ New & interesting books should be procured.
- ❖ New & important databases should be subscribed.
- ❖ Library should be constantly on the alert to maintain & improve the quality & range of their services and products to match it to changing user requirements.
- ❖ The library sitting/reading room should be provided that should be open 24 hours.
- ❖ The users should be involved in the designing of the library & information products & services. There should be a continuous feedback mechanism (user surveys) to get to know the responses of the users. Then further action should be taken accordingly.

References

- [1]. Amritpal Kaur. (2007) "Marketing of Information Services and Products in University Libraries of Punjab and Chandigarh." *Electronic Journal of Academic and Special Librarianship*. 8(3).

- [2]. Amritpal Kaur and Sarita Rani. (2007) "Marketing of information services and products in university libraries of Punjab and Chandigarh: A study." *IASLIC Bulletin*. 52(2); p. 83-103.
- [3]. Abdulsalami, L.T. (2013) "Marketing Information Services in Polytechnics libraries in Nigeria." *Journal of Education and practice*. 4(6); p. 10-18.
- [4]. Anil Kumar. (2014) "Marketing of Information Products and Services by the Research Scholars and Faculty members by Kurukshetra University Library in the disciplines of Social Science: A study." *IOSR- Journal of Humanities and Social Science*. 19(2); p. 1-19.
- [5]. Anil Kumar & Joginder Singh. (2014) "Marketing of Information Products and Services by the Research Scholars and Scientists in Central Soil Salinity Research Institute, Karnal: A Study." *IOSR- Journal of Humanities and Social Science*. 19(11); p. 58-78.
- [6]. Ansari, M.H.; Akhtar, A.; Khan, M.A.M. (2010) "Marketing of library & information products and services in digital era." Fifty five ILA national conferences, on library and information science in the digital era, 21-24 January, 2010. *Indian Library Association*, Greater Noida.
- [7]. Brown, S.A. (1997) "Marketing the corporate information centre for success." p. 74-79.
- [8]. Goldhor, J. (1970) "Dissemination: issues and opportunities: Marketing scientific and technical information." ed. by W. R. King and G. Zaltman, *West view press*. Colorado; p. 27.
- [9]. Rajayalakshmi, D and Waghmare, S. (2001) "Need for marketing of information services and products in academic libraries with special reference to Nagpur University automated services." *Library practices for effective management: ILA seminar papers*. 47th All India Library Conference, 20-23 Dec., 2001, Warrangal. New Delhi, ILA; p. 379-395.
- [10]. Renborg, G. (1997) "Marketing library services: How it all began." *In IFLA General Conference - 63rd Conference Programme and Proceedings*, 31 Aug., 1997- 05 Sep., 1997. Retrieved 28 September, 2004 [Cited 02 February 2015]. Available from <http://www.ifla.org/IV/ifla63/63reng.html>
- [11]. Levitt, T. (1986) "The Marketing imagination" *Macmillan*. New York; p. 153.
- [12]. Munshi, N. M. (2004) "Marketing of Information products & services in Bangladesh: Theories and practices." *Library herald*. 42(4); p. 324-331.
- [13]. Nerisa Kumar. (2008) "Marketing of Electronic Information Resources: A case of the J. D Rockefeller Research Library." Edgerton University. *Journal of Library and Information Science*. 34(1); [cited 02 February 2015] Available from <http://jlis.glis.ntnu.edu.tw/intro/eng/show.asp>
- [14]. Popoola, S.O. (2008) "Faculty awareness and use of library information products and service in Nigerian universities." *Malaysian Journal of Library & Information Science*. 13(1); p. 91-102.
- [15]. Raina, Roshan. (1998) "Marketing in the library & information context." *DESIDOC bulletin of information technology*. 18(3); p. 7-10.
- [16]. Rajiv, Vj. (2012) "Marketing of library products and services in India." *International indexed & referred research journal* 3(34), 2012, 89-91.
- [17]. Seetharaman, M.N. (1995) "Marketing of information products & services." *DESIDOC Bulletin of Information Technology*. 15(1); p. 17-23.
- [18]. Shariful, I. and Nazmul, I. (2009) "Marketing of library and information products and services: A theoretical analysis." *Business Information Review*. 26(2); p. 123-132.
- [19]. Shakeed, A.K. (2012) "Application of social media of library and information services: A case study from Pakistan." 9(1); p. 25-31. [Cited 02 February 2015] Available from <http://webology.org/2012/v9nl/a93.html>
- [20]. Sharma, R. and Chaudhary, P.K. (2003) "Marketing value added management information to user community: A case study of AIMA Library. *Electronic Information Environment and Library Services: A Contemporary Paradigm*. 48th All India Library Conference, 22-23 Jan. 2003, Bangalore. Delhi: *Indian Library Association*. 10(1); p. 438-46.
- [21]. Spalding, H.H and Wang, Jian. (2006) "The challenges and opportunities of marketing academic libraries in the USA: experience of US Academic Libraries with Global Application." *Library management*. 27(6-7); p.494-504.
- [22]. Staton, W.J. (1981) "Fundamentals of marketing." New York, McGraw Hill.