

# Library Marketing in Rural Educational Institutions of Bangladesh

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**Abstract:** *It is believed that developing a library marketing plan is a crucial step that the institution should take to enhance its reputation and visibility. This study presents a scenario on library marketing in rural education and its relationships with other key marketing variables. Questionnaires were distributed to 320 random library assistant teacher and library lecturer who are conducting the library services here 221 is received. The analyses were done by using SPSS 26. Descriptive findings showed mostly positive relation with four independent variables others are not supported. This study shows if we co-opt marketing tool (mobile library service, direct marketing, publicity & public relation, advertising) with library it will increase the user acceptance in rural area and also increase the literacy rate of our country.*

**Keywords:** library marketing, direct marketing, rural education, literacy rate

## 1. Introduction

Rural libraries will alleviate the digital divide between cities and villages to a great extent. It will help form an enlightened society by introducing a culture of knowledge gathering and sharing among the rural population. In rural areas, very few educational institutions have a library with a well-trained librarian, and sufficient reading materials. Therefore, students have no credible outlet to understand the happenings of the concurrent world. Their knowledge gets restricted to the periphery of textbooks, guidebooks and lecture sheets prescribed by teachers and house tutors (Aktarul, 2023). Libraries and other informational institutions are currently dealing with unheard-of challenges and change. For library professionals, manually managing and sharing their materials with others is highly challenging. Numerous technology advancements have been made in order to solve these issues, producing new types of information, new sources of information, and new methods of delivering knowledge with different marketing tools in place of more conventional institutions like libraries. These days, turning these resources into services rather than managing their collection, staffing, and technology is the real problem facing information professionals. Services have also evolved from being basic to value-added, from in-house to outreach, from personnel-assisted to self-service, from free to charged, from reactive to proactive, and from mass customization of customized services to self-service. (Gupta 2003). Marketing is a strategy used to increase user happiness through adapting direct marketing, publicity, personal selling, trial and service promotion, mobile library service, library extension service, advertising. Renowned academics in the field wrote a number of essays between 1969 and 1973 that gave rise to the idea of adopting marketing principles in academic libraries. To improve their reputation and utilization, libraries must engage in marketing and promotion. A successful plan and execution to sell library products and services require the favorable attitude of library professionals toward marketing.

### 1.1 Objectives and Methodology of the study:

- To examine the dimensions of library marketing.
- To find out the element influencing library marketing in rural educational institutions.

## 2. Methodology of the study

The research is descriptive in nature based on a survey. Sample Unit for this research study consists of Assistant Teacher- Library & Information Science (known as Assistant Librarian) and Library Lecturer (known as Librarian) who has been worked in different educational institutions basically in rural area of Bangladesh. Convenient sampling technique has been adopted 320 questionnaires (Appendix A) were floated to the assistant teacher and library lecturer of rural educational institutions in Bangladesh. Within 320 questionnaires, 221 were received.

Data collection method has been used in this research in order to relate the literatures. Primary data has been collected and attempted to assess the factors of library marketing. The survey has been administered by using a questionnaire (Appendix) consisting close questions. Seven dimensions has been used as prime parameters in the form of independent variables to find dependent variable library marketing. PSS 26.00 has been used to analyse the findings. The primary data was collected by floating 320 questionnaires among different teachers out of 221 were raised.

## 3. Literature Survey

Kotler established the idea of library marketing first. (Nasokha & Abdullah (2017) state that it was during that earlier phase that researchers realized how crucial it was to put the library's marketing plan into action in order to boost patron satisfaction. One example of a non-profit

organization is the library, which prioritizes serving its patrons' needs before making sales.

According to Lwehabura *et al* (2003) It also stresses the need for librarians and information specialists especially those in academic libraries in developing countries to become proactive and to take marketing as a serious and obligatory library function. With the emergence of new information providers and diverse avenues that enable information users/seekers to access information even outside library premises, the authors argue that it is very likely librarians with lose potential clients that's why we introduce this factor to continue the positive relation with readers through potential customer. Marketing of library services is therefore considered to be a tool that can be used by librarians to fight and compete and also attract both new customers and old library users.

### Factors influencing the library marketing in rural educational institutions

The independent factors that affect library marketing are personal selling. Advertising, public relations and publicity, direct marketing, trial and service promotion, mobile library service.

To spread the light of education in this developing country, the promotion and expansion of the library is necessary. There is no alternative to the library to make every person interested in education and the influencing tools of marketing play an important role to inform everyone about all the facilities of this library, in this paper we use these influencing tools of marketing. How a librarian can create customer engagement is discussed here.

### 3.1 Research Hypothesis:

- Personal Selling has played a great role to promote

library marketing in rural education BD.

- Advertising creates the more acceptancy through library marketing in rural education BD.
- Public Relations and Publicity has a great impact on library marketing in rural education BD.
- Direct marketing creates an acceptable co-relation with library marketing in rural education BD.
- Trial and Service Promotion has a great impact with library marketing in rural education BD.
- Mobile Library Service has a significant relationship with library marketing in rural education BD.
- Library Extension Service has a positive co-relation with library marketing in rural education BD

## 4. Analysis & Findings

**Table 1:** Demographic profile of respondents

Variable	Frequency	Percentage
<b>Designation</b>		
Assistant Teacher (Library & Information Science)	145	65.6
Library Lecturer	76	34.4
Total	221	100.0
<b>Age</b>		
25-30 years	132	59.7
30-35 years	61	27.6
35-Others	28	12.7
Total	221	100.0

Table 1 shows that 221 respondents in all, were included in the study. The table shows that the majority of the respondent at 59.7 % - were between the ages of 25 to 30. In the categories, respondents in the 30 to 35 age range accounted for 27.6 % of the total and rest are 12.7%.

**Table 2:** Descriptive Statistics of respondents

Descriptive Statistics			
Personal Selling	N	Mean	Std. Deviation
As a librarian, implementing book talk facilities to promote library awareness.	221	4.3982	.82836
User advocacy /counselling helps user to find out relevant knowledge	221	3.9321	.68749
Library talk improves the proficiency of libraries and information centres.	221	4.4887	.60008
<b>Advertising</b>			
Book Jacket Display" provides ideas to the library user about new purchased	221	4.2489	.68527
Title announcement service assists users to inform new arrivals	221	4.2081	.88530
Library campaign draw the attention of the users toward library and library products	221	4.4027	.84520
<b>Public Relations and Publicity</b>			
Library prospectus /brochure provides the basic information about the library	221	4.2489	.68527
Handbook or service manual of the library provides the concepts about library services	221	4.2081	.88530
Customer service or library helpdesk boosts the user- how to use the library and related activities	221	4.4027	.84520
User satisfaction survey" helps library authority to know the user satisfaction level	221	4.0543	.72409
<b>Direct marketing</b>			
Tele reference service assists for quick response	221	4.6652	.74840
Library website is reliable source of information and works as a guide	221	4.5430	.57541
Online reservation or renewal facilities reduces the distance between library and user	221	3.8914	.75496
Library knowledge sharing through facebook generates a direct communication	221	4.4796	.61481
<b>Trial&amp; Service Promotion</b>			
Instant feedback from indoor users	221	4.4809	.61555
Library orientation creates preliminary connection between user and library	221	4.2936	.73595
<b>Mobile Library Service</b>			
Mobile library service makes non users or irregular users as regular users	221	4.6681	.74567
Electronic display board supports the users who are not well informed of the library and its	221	4.5489	.57060

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products			
<b>Library Extension Service</b>			
Library Day reminds the community about the importance of library	221	4.6681	.74567
User opinion survey helps the library authority to understand the user expectation	221	4.5489	.57060

**Table 2** reveals that the major 7 dimensions (Independent variable) affect library marketing (dependent variable) in rural educational institution Bangladesh. Here in the above table, dimension highest rank and present a mean score 4.66 or more, which lies in the direct marketing, mobile library services and library extension services that denotes the influence of this factor will be very useful in the expansion

of library marketing in rural areas. On the other hand, a good SD is also found (.57%) in direct marketing, mobile library services & library extension services that denotes there is no substitute for these variables in library promotion in rural education in Bangladesh.

#### 4.1 The results of regression analysis:

**Table 3:** Predict the relationship confirm the model fitness

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.513	.264	.243	.50068	1.687

  

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.195	6	3.199	12.762	.000 <sup>b</sup>
	Residual	53.646	214	.251		
	Total	72.842	220			

#### 4.1.1 Predict the relationship between factors and library marketing in rural education

Above table represents the value of correlation coefficient,  $R=0.513$  suggest that there is moderate positive correlation between library marketing and personal selling, publicity, direct marketing, advertising, library extension services, library mobile services, trial & promotion services. However, only 2.64% (R-square values of .264) variation in library marketing as personal selling, publicity, direct marketing, advertising, library extension services, library mobile services, trial & promotion services and other factors.

**Confirm the relationship model fitness-** Above tables reveals that multiple analysis is preferred to examine the significant importance between personal selling, publicity, direct marketing, advertising, library extension services, library mobile services, trial & promotion services with library marketing in rural educational institution in BD.

Seven hypotheses are proposed and results are given in above table. The F-statics produced ( $F=12.762$ ) is significant at 1 percent level (Sig.  $F<0.01$ ) with 6 and 214 degree of freedom, consequently confirming the fitness for the model.

**Table 4:** Factors affecting library marketing in rural educational institution in BD.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.808	.992		4.847	.000
	Personal Selling	-.188	.094	-.122	-2.001	.047
	Advertising	.059	.152	.051	.390	.697
	Public Relations and Publicity	-.430	.203	-.275	-2.114	.036
	Direct marketing	.213	.162	.093	1.316	.190
	Trial & Service Promotion	-.233	.123	-.122	-1.894	.060
	Mobile Library Services	.234	.122	.095	1.427	.070
	Library Extension Service	.475	.107	.315	4.430	.000

#### 4.1.2 Factors influencing LM on other variables:

Above un-standardized coefficients indicate how much the library marketing varies with an independent variable (personal selling, publicity, direct marketing, advertising, library extension services, library mobile services, trial & promotion services) when all other independent variables are held constant. Here, B is significant if  $P<.05$ . B value of Personal selling ( $B= -.122$ ; sig= .047), Public Relations and Publicity ( $B= -.275$ ; sig= .036), Trial & Service Promotion ( $B= -.122$ ; sig= .060), Mobile Library Services ( $B= .095$ ; sig= .070), Library Extension Service ( $B= .315$ ; sig= .000) these influencing factors are directly support and helps to promote library marketing facilities in rural are of Bangladesh. Here advertising and direct marketing have no influence over

library marketing.

## 5. Recommendations and Conclusion

- Every year educational institutions must make arrangements for training of library staff.
- Librarians must be introduced to integrated marketing communications.
- Librarians must maintain positive relationships with current customers and seek out potential customers using traditional and digital marketing channel.

The modern library is set up to serve as many users both urban and rural as possible with optimal access to

information and consumers are expecting information specialists to meet their ever-increasing expectations for efficient and relevant services. Library marketing considers the values that libraries hold in society as hubs of education, and specifics. It employs marketing techniques to improve library operations and establish the foundation for the new knowledge and quality economy and must hire competent supervisors so that libraries can play an appropriate role in managing Digital Bangladesh.

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## Author Profile

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## (Appendix A)

Questionnaire for the research on Library Marketing in Rural Educational Institutions of Bangladesh.

Dear Respondents,

We are going to conduct a research on- Library Marketing in Rural Educational Institutions of Bangladesh. This questionnaire consist of statements that provide you with an opportunity to describe yourself by indicating the degree to which each statement is true of the way you feel, think or act most of the time. There are eight possible responses to each sentence make your choice on the answer sheet by putting tick (✓) mark for each statement. Your valuable, honest and unbiased decision is required for the research.

Name of Institution : .....

Location of Institution: .....

Designation : ☐... Assistant Teacher ☐... Library Lecturer

Age : ..... ☐...25-30 years.... ☐...30-35 years... ☐...35-others

Total Experience : .....

### A. Personal Selling

S. No	Context	Never	Rarely	Sometimes	Often	Always
1.	As a librarian, implementing book talk facilities to promote library awareness.					
2.	User advocacy /counseling helps user to find out relevant knowledge.					
3.	Library talk improves the proficiency of libraries and information centers.					

### B. Advertising

S. No	Context	Never	Rarely	Sometimes	Often	Always
1.	"Book Jacket Display" provides ideas to the library user about new purchased books and reading materials.					
2.	Title announcement service assists users to inform new arrivals.					
3.	Library campaign draw the attention of the users toward library and library products.					

### C. Public Relations and Publicity

S.No	Context	Never	Rarely	Sometimes	Often	Always
1.	Library prospectus /brochure provides the basic information about the library.					
2.	Handbook or service manual of the library provides the concepts about library services.					
3.	Customer service or library helpdesk boosts the user- how to use the library and related activities.					
4.	"User satisfaction survey" helps library authority to know the user satisfaction level.					

**D. Direct marketing**

S.No	Context	Never	Rarely	Sometimes	Often	Always
1.	Tele reference service assists for quick response.					
2.	Library website is reliable source of information and works as a guide.					
3.	Online reservation or renewal facilities reduces the distance between library and user.					
4.	Library knowledge sharing through facebook generates a direct communication.					

**E. Trial and Service Promotion**

S. No	Context	Never	Rarely	Sometimes	Often	Always
1.	Instant feedback from indoor users.					
2.	Library orientation creates preliminary connection between user and library.					

**F. Mobile Library Service**

S.No	Context	Never	Rarely	Sometimes	Often	Always
1.	Mobile library service makes non users or irregular users as regular users.					
2.	Electronic display board supports the users who are not well informed of the library and its products.					

**G. Library Extension Service**

S No	Context	Never	Rarely	Sometimes	Often	Always
1.	Library Day reminds the community about the importance of library.					
2.	User opinion survey helps the library authority to understand the user expectation.					

**H. Library Marketing**

S No	Context	Never	Rarely	Sometimes	Often	Always
1.	I am highly fit to maintain all the progressive tasks related to library marketing.					