MARKETING RESEARCH FOR PROMOTING THE PRODUCT SERVICES OF THE UNIVERSITY LIBRARY STUDYING USERS BEHAVIOUR

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17th Greek Academic Libraries Conference,
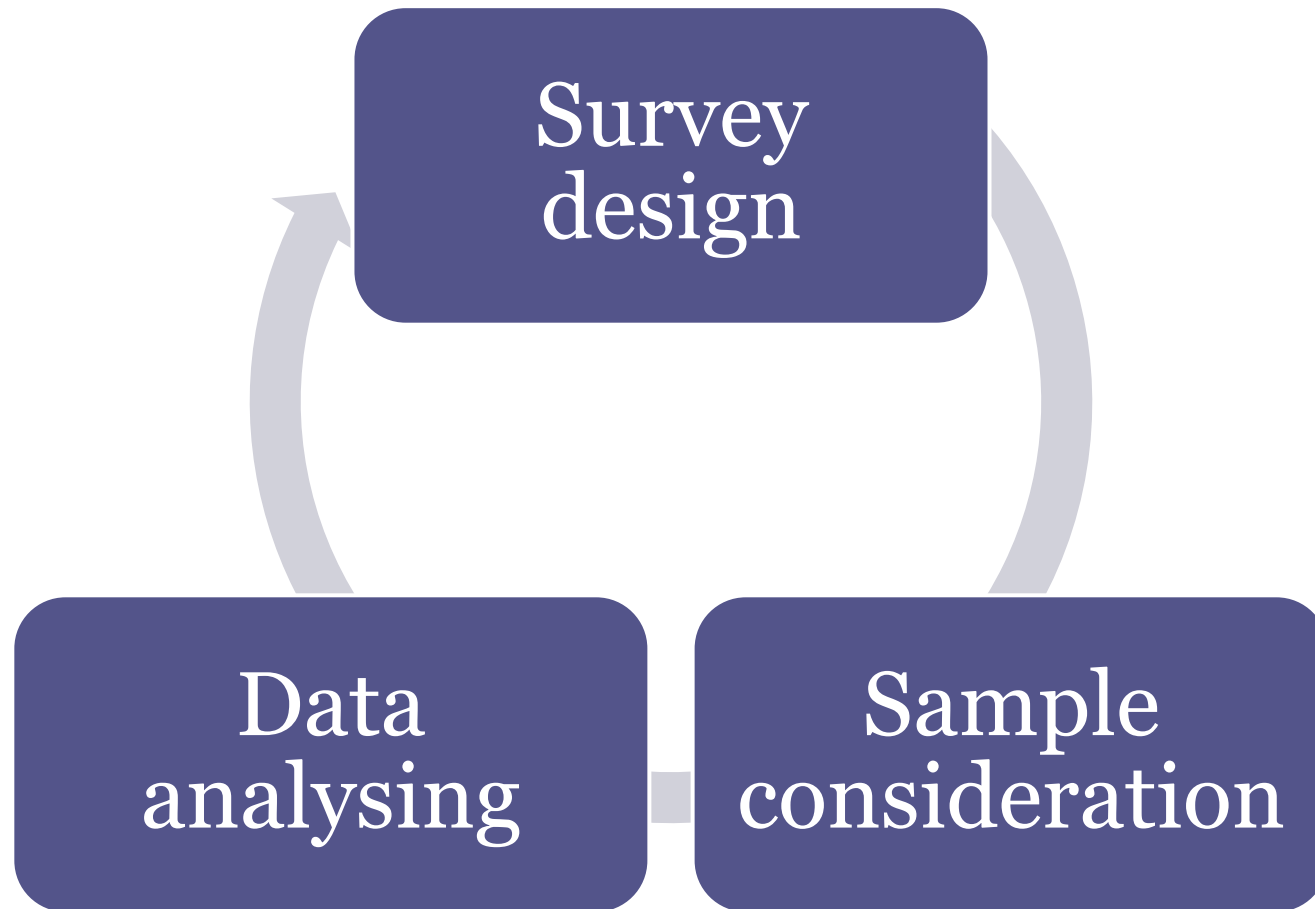24 September 2008,Ioanina

Theme of Qualitative Marketing Research:

The role of self-efficacy in search for information and use of library's electronic resourses   SURVEY

The questionary:

http://www.unitbv.ro/

Qualitative marketing research

In this study it is hypothesized that:

- H 1: Students who have more computer experience will be more likely to use the library's electronic resources and have higher self-efficacy.

- H 2: Students who use the library's electronic resources from home have higher self-efficacy.

- H 3: Students who frequent the library more often are more likely to use the library's electronic resources.

- H 4: Students who use the library's electronic resources will be able to discriminate them from information from the Internet.

- H 5: Students who express interest in learning about the library's electronic resources will have higher self-efficacy.

Correlations between background characteristics:

- Gender
- Age
- Initial critical scores
- Library use
- Faculty influence
- Frequency of computer use
- Self-efficacy

- Survey was conduct in Spring semester 2008

METHOD

- **Likert scale:**
  1-strongly dissagree
  5-strongly agree

- **Data analyses**:
  SPSS statistical package
  analysis of variance
  (ANANOVA)

- **DATA**: 340 usable freshmans
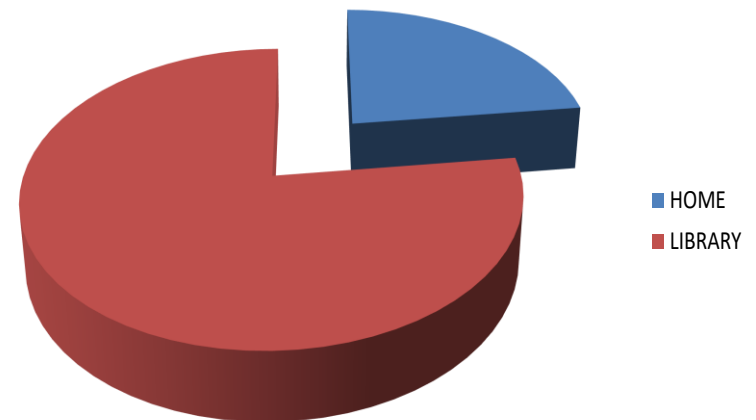
MARKETING RESEARCH

Background characteristics	Library use

- 340 students
- Masculin 49%,Feminin 51%

Field segmentation
- literature
- engineering
- economics
- medicine
- mathematics
- psihology
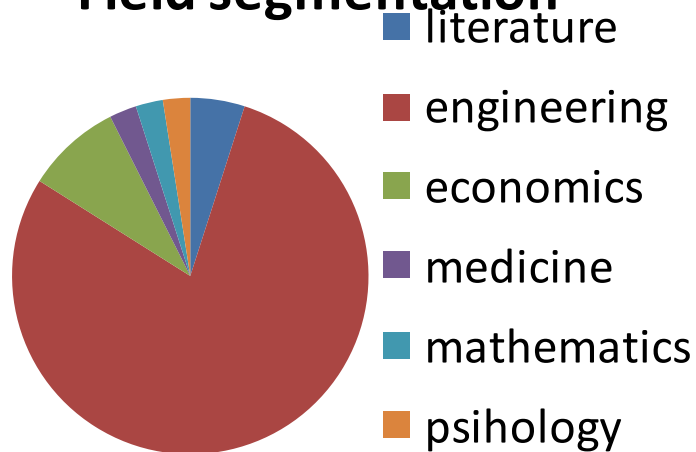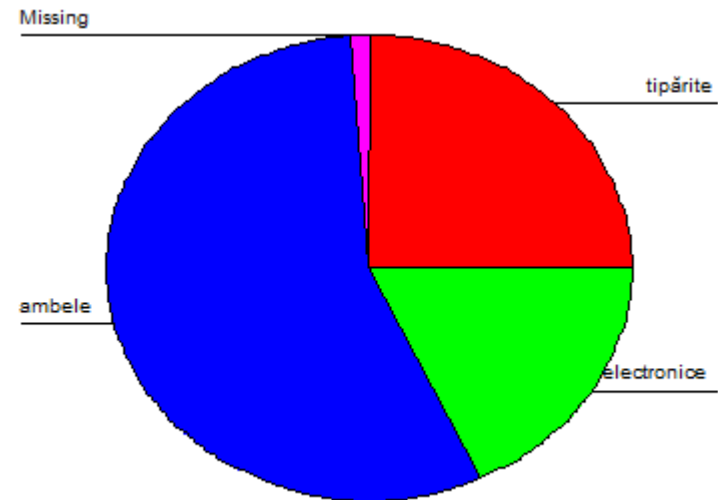
Documentation research place
- HOME
- LIBRARY

SURVEY DATA ANALYSING

How do you appreciate the quality of the databases the library subscribes to?
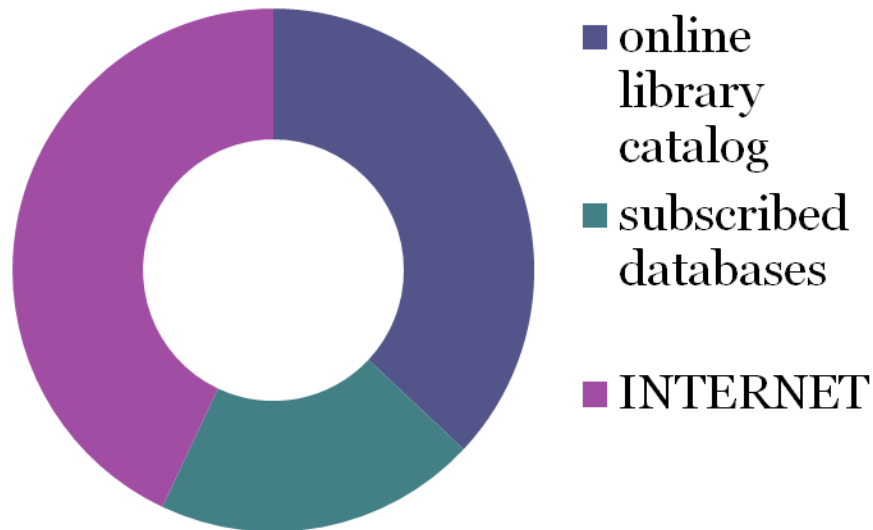
Which are your favorite documents?
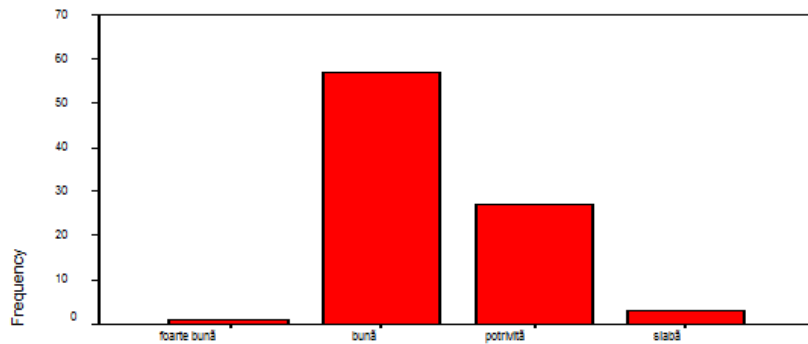
print

Very good   good   medium   bad

both

electronic

Documentation sources data analysing

- online library catalog
- subscribed databases
- INTERNET

Library OPAC	37 %
Library databases	20 %
Internet	43 %

USE OF ELECTRONIC RESOURSES

Library Electronic Resources	% of Students
LIBRARY OPAC	51%
SPRINGERLINK	36%
Academic Search Premier	31%
SCOPUS	26%
ENGINEERING VILLAGE	9%
OXFORD JOURNALS	18%
OTHERS	6.3%

DATA ANALYSES CONCLUSIONS

In this study we found significant support for:

- hypothesis 3: that students who frequent the library more often are more likely to use the library's electronic resources
- hypothesis 5: that students who express an interest in learning about the library's electronic resources will be more likely to exhibit higher self-efficacy.

DATA ANALYSES CONCLUSIONS

- students who have more computer experience will be more likely to use the library's electronic resources and have higher self-efficacy (hypothesis 1)
- students who use the library's electronic resources from home have higher self-efficacy (hypothesis 2)
- students who use the library's electronic resources will be able to discriminate them from information from the Internet (hypothesis 4).

ONLINE TUTORIAL

Research And Write
Online Tutorial

IM.MF.I.01.07   Tehnici de documentare si comunicare

DOCUMENTATION TECHNIQUES ENGINEERING DEPARTMENT

TRANSILVANIA University of Brasov, ROMANIA

http://elearning.unitbv.ro/im/course/view.php?id=407

TRANSILVANIA University learning platform

BRASOV ONLINE TUTORIAL

INFORMATION LITERACY MODULES	Modul VII: SCHOLARLY INFORMATION
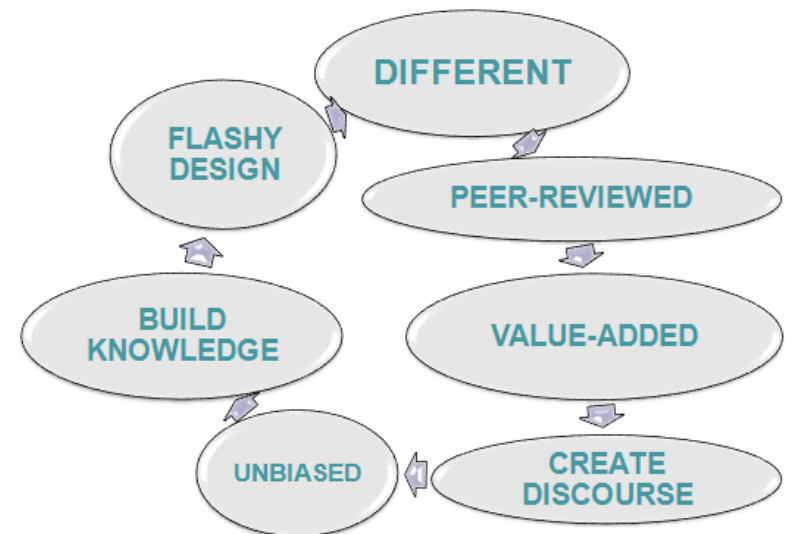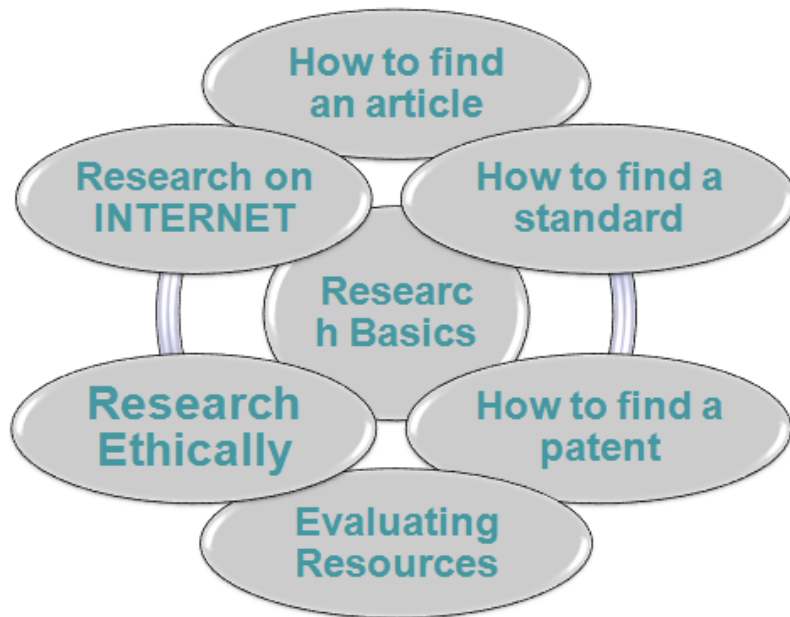
SCHOLAR INVISIBLE WEB

CONCLUSIONS

- **Quality Marketing Research is important in order to develop the university**

- **We need to know the students behaviour and their needs and expectations for them to become life-long learners**

- **INTERNET develops tools in such high rhythm that we need to have research of students patterns often**

CONCLUSIONS

- **Courses of Documentation Techniques in curricula**

- **Research and Write online tutorial**

- **Students prefer INTERNET as a good source of information, and at home access**

understood how students gained that awareness (through interacting with librarians at the reference desk, or through following signs, or by observing other students, for example),

IF THE LIBRARY

knew how students absorb this kind of information, it could be the basis for developing sound pedagogical methods to transmit information to our students.

the library could make further efforts to reach students in an efficient way.

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THANK YOU FOR YOUR ATTENTION!

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