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# User Awareness about Marketing of Library Products and Services: A Study of University College of Medical Sciences and Vallabhbhai Patel Chest Institute, University of Delhi, Delhi

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Marketing is a buzzing word in library and information science context dwells upon promotion and publicity of library collection, services, activities, new programmes and initiatives to make the users aware of the latest and the upcoming ones. Earlier libraries were limited to the four walls but emerging and cutting-edge technologies untapped the new floodgates with array of social media tools and techniques to reach the unreachable and keep them aware and informed with the latest offering of library collection and services. The present research investigates the users' point of view regarding library products and services rendered by respective prominent medical libraries of viz. UCMS and VP Chest Institute, University of Delhi, Delhi.

**Keywords:** *Marketing, Library, Library Products and Services, Marketing Tools, Marketing Strategies, LIS Products and Services.*

## 1 INTRODUCTION

The medical world is changing at very fast with new medical technologies, R & D developments in medicines and medical equipments, surgical advancements and so on and it is inevitable for the libraries attached to the medical institutions to keep their clientele well aware and informed with the current developments and for that marketing is imperative. Though the libraries are very much fulfilling their normal nature, role and functions but non

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awareness or planned orientation towards users' results in non-usage of library collection, services and programmes and thus it is inevitable that libraries proactively use the marketing strategies, marketing mix, marketing tools and techniques for maximizing the usage scenario of its resources. The medical libraries of Delhi also face similar problem of less dependency on LIS products and services as more use of electronic resources and also unawareness of what library is doing, what it has and what more the staff members can provide by amalgamating the resources with experience to satisfy the information needs of varied stake holders is not tangibly known. This lack of clarity in approach and practice from library authority led to less awareness about library collection and services have led to adapt and implement the marketing strategies of LIS products and services to keep the users well informed about the library potentialities and trustworthy mentor for seeking the authentic information.

## 2 UNIVERSITY COLLEGE OF MEDICAL SCIENCES, UNIVERSITY OF DELHI

The University College of Medical Sciences (UCMS) was established in 1971 as a Constituent College of University of Delhi. It imparts various medical and paramedical courses. Guru Teg Bahadur Hospital is the associated teaching hospital with 1000 beds. UCMS is known for its quality research and has a National ranking of 7th based on the number of publications in PubMed indexed journals.

### *21 UCMS LIBRARY SYSTEM*

The UCMS library system is a comprehensive network comprising a Central Library and 21 Departmental Libraries, all dedicated to facilitating the college's teaching, research, and extension programs. With a focused collection that spans the field of Medical Sciences and its related disciplines, the library embodies a commitment to the pursuit of knowledge, creativity, and wisdom. Its primary objective is to empower users by fostering a strong connection with literature and providing invaluable resources for academic and intellectual growth. The College Library is located in a separate building adjacent to the main building of the college. The library operates from first and second floor of Library-cum-Conference Block. The library has rich and informative collection of 20983 books, 200+ e- books, 74 current journals, 25585 bound journals, 235+ e-journals, 1148 theses, 416 CDs, 7 newspapers and 3 magazines. (<https://www.ucms.ac.in/facility/library>).

## 3 V P CHEST INSTITUTE, UNIVERSITY OF DELHI

The Vallabhbhai Patel Chest Institute (VPCI) is a unique postgraduate medical institution devoted to research, teaching and patient care in the field of chest diseases. It is a University of Delhi maintained institution and is funded entirely by the Ministry of Health and Family Welfare, Government of India. The Institute is ideally located in the heart of the main campus of the University of Delhi, providing the requisite academic environment. The Institute fulfills

the national need for providing relief to large number of patients in the community suffering from Chest Diseases. It has eminently discharged its role and has earned a unique place in the field of Chest Medicine. The main objectives of VPCI are to conduct research in basic and clinical aspects of chest diseases, to train post graduates in Pulmonary and Critical Care Medicine and allied disciplines, to develop new diagnostic technologies and disseminate scientific knowledge related to these areas to personnel of other institutions in the country and to provide specialized investigative and management services to patients. (<https://www.vpci.org.in/welcome.php>)

### 31 LIBRARY

The VPCI Library is providing patient care information support and catering to the academic needs of the faculty members, resident doctors, researchers and students alike for research purposes. It forms a part of Institute support services and acquires thought process, collect and disseminates global information in the field of Biomedical Sciences with specialization in pulmonary diseases and allied sciences. The library started in 1955, but it has back volumes of several journals more than 100 years old. Most of the journals have complete sets of volumes originating right from their treatises of medicine which are readily available for basic and historical insights. It also has a very good comprehensive collection of serial publications like Annual Reviews, Years books, Recent advances.

The Institute has one of the best library in the field of Pulmonary Disease and Allied Sciences having 10131 Books, 25025 bound Journals, 175 CD's, 570 Thesis and 27 National and International Reports. A total 16 Journals (05 International and 11 National) are being received on exchange programme with the Institute's Journal and 03 Journals (02 International and 01 National) are received on complimentary basis. VPCI is a member of National Level ERMED Consortium (e-journals) for the Calendar Since year 2018. ERMED Consortium subscribed 239+ e-journals from five publishers. (<https://www.vpci.org.in>)

## 4 METHODOLOGY

This survey focuses on to check the users' awareness about the marketing of library and information science products and services by the library. The Structured Questionnaires were distributed in person randomly to 100 users' of each library in the month of June 2023 and after regular persuasion only 80 duly filled questionnaires were received back in July 2023. The overall response rate was 50% from both libraries and the data was analysed and interpreted. Survey method cover users' library visit, awareness and use of LIS products and services, marketing tools and techniques, payment-based LIS products and services, role of staff members and users' opinion about varied aspects and issues of LIS marketing.

## 5 REVIEW OF LITERATURE

For writing the work few studies were read and consulted as Alvarez and Casielles (2005), Archchige (2007), Bedi and Rajeev (1999), Bhatt (2009), Brewerton (2006), Das and Karn (2011), Ewers and Gaynor (2006), Gaur (2002), Gupta and Abhinandan (2009), Jestin (2002), Kavulya (2004), Madhusudhan (2008), Martey (2000), Muet (2006), Raina(1998), Rowley (1997), Schmidt (2006), Winston (2006).

## 6 DATA ANALYSIS

**Table 1: User Population**

<b>Courses</b>	<b>UCMS n=40</b>	<b>VPCI n=40</b>
MBBS	12 (30%)	00 (00%)
MD/MS	06 (15%)	10 (25%)
BSc (Radiography)	08 (20%)	00 (00%)
MSc (Radiography)	06 (15%)	00 (00%)
PhD	00 (00%)	14 (35%)
Other	08 (20%)	16 (40%)
Total	40 (100%)	40 (100%)

The data of table 1 evidently shows that in UCMS, majority of population is from MBBS category i.e 12 (30%) second by BSc (Radiography) 08 (20%) and other 08 (20%) followed by MD/MS and MSc (Radiography) 06 (15%) each. Whereas in VPCI, the majority of users belongs to other category (16 (40%) second by PhD14 (35%) and 10 (25%) represents MD/MS category.

**Table 2: Frequency of Library Visit**

<b>Frequency of library use</b>	<b>UCMS n=40</b>	<b>VPCI n=40</b>
Daily	23 (57.5%)	20 (50%)
Once a week	06 (15%)	09 (22.5%)
Twice a week	00 (0%)	00 (0%)
Weekly	06 (15%)	05 (12.5%)
Fortnightly	00 (0%)	00 (0%)
Occasionally	03 (7.5%)	03 (7.5%)
Rarely	02 (5%)	03 (7.5%)
Never	00 (0%)	00 (0%)

The data of table 2 shows that in both UCMS and VPCI libraries the maximum users visits on daily basis.

**Table 3: Reason(s) For Not Regular Library Visit**

<b>Reason(s)</b>	<b>UCMS n=40</b>	<b>VPCI n=40</b>
Location of the library is not convenient to access	10 (25%)	09 (22.5%)
Ambience of the library is not appealing and comfortable	07 (17.5%)	08 (20%)
Working hours of the library are inconvenient	06 (15%)	05 (12.5%)
Inadequate library collection	00 (00%)	00 (00%)
Unprofessional attitude of library staff	00 (00%)	00 (00%)
Poor Infrastructural and ICT facilities	08 (20%)	07 (17.5%)
Get information from other library/ sources	09 (22.5%)	10 (25%)
Other	05 (12.5%)	06 (15%)

**Note:** Multiple answers were permitted

The data of table no.3 shows the varied reason(s) of irregular library visit by the users of both libraries and the most common revealed by them is non convenience of the library location.

**Table 4: Ways of Awareness about Current Information in field(s) of Interest**

<b>Ways to get up-to-date information</b>	<b>UCMS n=40</b>	<b>VPCI n=40</b>
Conversation with colleagues at work	26 (65%)	23 (57.5%)
Seminars/Conferences/Workshops	18 (45%)	21 (52.5%)
Published Publications and research	20 (50%)	18 (45%)
Consultation of indexes and abstracts	10 (25%)	12 (30%)
Consultation of catalogues	08 (20%)	15 (37.5%)
Bibliographic lists	00 (00%)	00 (00%)
Book reviews and publication announcements	00 (00%)	00 (00%)
Exhibitions	04 (10%)	07 (17.5%)
Current awareness bulletins	05 (12.5%)	08 (20%)
Selective Dissemination of Information	12 (30%)	10 (25%)
Other	15 (37.5%)	05 (12.5%)

**Note:** Multiple answers were permitted

It is tangibly clear from the data that users of both libraries are exercising various sources and means as asked through question to keep themselves up

to date with latest information and developments in their areas of interest/specialization.

**Table 5: Please select the Information Sources known to You**

Information Sources	UCMS n=40		VPCI n=40	
	Aware	Unaware	Aware	Unaware
Books	38 (95%)	02 (05%)	39 (97.5%)	01 (2.5%)
Periodicals	32 (80%)	08 (20%)	35 (87.5%)	05 (7.5%)
Reference Sources	29 (72.5%)	11 (27.5%)	32 (80%)	08 (20%)
Print Journals	31 (77.5%)	09 (22.5%)	33 (82.5%)	07 (17.5%)
Bound Volumes of Journals	21 (52.5%)	19 (47.5%)	19 (47.5%)	21 (52.5%)
Newspapers	37 (92.5%)	03 (7.5%)	39 (97.5%)	01 (2.5%)
Theses/ Dissertations	12 (30%)	28 (70%)	07 (17.5%)	33 (82.5%)
Conference Proceedings	14 (35%)	26 (65%)	18 (45%)	22 (55%)
Monographs	07 (17.5%)	33 (82.5%)	05 (12.5%)	35 (87.5%)
Annual Reviews	04 (10%)	36 (90%)	04 (10%)	36 (90%)
Patents and Standards	23 (57.5%)	17 (42.5%)	30 (75%)	10 (25%)
Reports	20 (50%)	20 (50%)	22 (55%)	18 (45%)
Online Databases	31 (77.5%)	09 (22.5%)	28 (70%)	12 (30%)
E books	34 (85%)	06 (15%)	35 (87.5%)	05 (12.5%)
E Journals	31 (77.5%)	09 (22.5%)	28 (70%)	12 (30%)
Internet Sources	33 (82.5%)	07 (17.5%)	29 (72.5%)	11 (27.5%)
OPAC	37 (92.5%)	03 (7.5%)	36 (90%)	04 (10%)
Print Catalogue	15 (37.5%)	25 (62.5%)	16 (40%)	24 (60%)
Bibliographic Sources	14 (27.5%)	26 (72.5%)	15 (37.5%)	25 (62.5%)
Maps/Almanac	12 (30%)	28 (70%)	14 (35%)	26 (65%)
Microfiches/Films	06 (15%)	34 (85%)	08 (20%)	32 (80%)
Video Films	04 (10%)	36 (90%)	05 (12.5%)	35 (87.5%)
CD-ROMs	06 (15%)	34 (85%)	07 (17.5%)	33 (82.5%)
DVDs	03 (7.5%)	37 (92.5%)	04 (10%)	36 (90%)

The table no. 6 data shows the category of information sources known to the users community of both libraries.

**Table 6: Please select the Information Products Known to you**

Information Sources	UCMS n=40		VPCI n=40	
	Aware	Unaware	Aware	Unaware
Information Bulletin	25 (62.5%)	15 (37.5%)	28 (70%)	12 (30%)
Newsletters	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Directories	27 (67.5%)	13 (32.5%)	30 (75%)	10 (25%)
News Paper Clippings	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Bibliographical List	04 (10%)	36 (90%)	06 (15%)	34 (85%)
Periodical Holding List	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Documentation List	05 (12.5%)	35 (87.5%)	03 (7.5%)	37 (92.5%)
List of New Arrivals	32 (80%)	08 (20%)	31 (77.5%)	09 (22.5%)
Indexes	24 (60%)	16 (40%)	26 (65%)	14 (35%)
Abstracts	17 (42.5%)	23 (57.5%)	15 (37.5%)	25 (62.5%)
Reprints	12 (30%)	28 (70%)	14 (35%)	26 (65%)
Current Awareness Bulletin	15 (37.5%)	25 (62.5%)	17 (42.5%)	23 (57.5%)
Selective Dissemination of Information Bulletin	00 (00%)	40 (100%)	00 (00%)	40 (100%)
CD ROM Databases	08 (20%)	32 (80%)	06 (15%)	34 (85%)
Research Report	25 (62.5%)	15 (37.5%)	20 (50%)	20 (50%)
Audio Visual Devices	03 (7.5%)	37 (92.5%)	05 (12.5%)	35 (87.5%)
Assistive software/ Devices	03 (7.5%)	37 (92.5%)	04 (10%)	36 (90%)

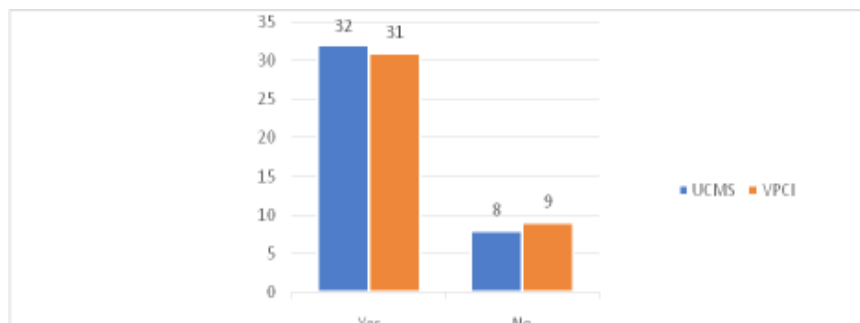
The data shows that users of both libraries are well versed with different categories of Information Products.

**Table 7: List of Information Services Known to you**

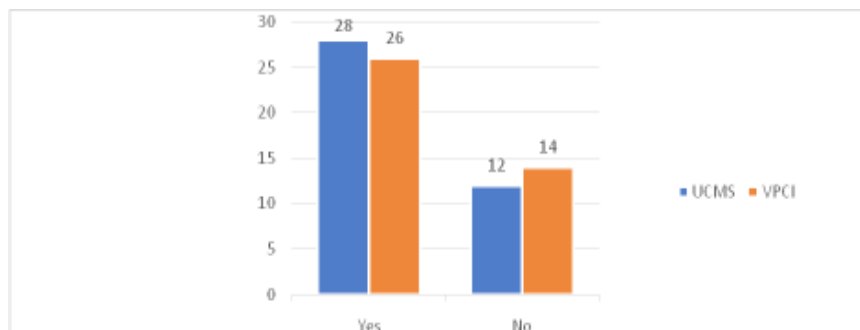
Information Services	UCMS n=40		VPCI n=40	
	Aware	Unaware	Aware	Unaware
Circulation	40 (100%)	00 (00%)	40 (100%)	00 (00%)
Reference	39 (97.5%)	01 (2.5%)	38 (95%)	02 (05%)
Referral Service	27 (67.5%)	13 (33.5%)	26 (65%)	14 (35%)
Inter-Library Loan (ILL)	17 (42.5%)	23 (57.5%)	19 (47.5%)	21 (52.5%)
Newsletters	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Bulletins	08 (20%)	32 (80%)	04 (10%)	36 (90%)
Bibliographical Services	04 (10%)	36 (90%)	06 (15%)	34 (85%)
Current Awareness Service (CAS)	15 (37.5%)	25 (62.5%)	17 (42.5%)	23 (57.5%)
Selective Dissemination of Information (SDI)	16 (40%)	24 (60%)	15 (37.5%)	25 (62.5%)
Newspaper Clipping Service	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Document Delivery Service (DDS)	00 (00%)	40 (100%)	00 (00%)	40 (100%)
Indexing Service	08 (20%)	32 (80%)	07 (17.5%)	33 (82.5%)
Abstracting Service	08 (20%)	32 (80%)	07 (17.5%)	33 (82.5%)
Online Search Service	30 (75%)	10 (25%)	29 (72.5%)	11 (28.5%)
CD Rom Search Service	24 (60%)	16 (40%)	23 (57.5%)	17 (42.5%)
Networking Service	15 (37.5%)	25 (62.5%)	14 (35%)	26 (65%)
Reprography Service	05 (12.5%)	35 (87.5%)	04 (10%)	36 (90%)
Translation Service	00 (00%)	40 (100%)	00 (00%)	40 (100%)
OPAC	37 (92.5%)	03 (7.5%)	36 (90%)	04 (10%)
Internet Service	33 (82.5%)	07 (17.5%)	29 (72.5%)	11 (27.5%)
E-Mail Service	31 (77.5%)	09 (22.5%)	28 (70%)	12 (30%)
E- Resources	34 (85%)	06 (15%)	35 (87.5%)	05 (12.5%)
In House Database and Products	31 (77.5%)	09 (22.5%)	33 (82.5%)	07 (17.5%)
Audio Visual Service	03 (7.5%)	37 (92.5%)	05 (12.5%)	35 (87.5%)
Institutional Repository	05 (12.5%)	35 (87.5%)	03 (7.5%)	37 (92.5%)
Research Report	20 (50%)	20 (50%)	22 (55%)	18 (45%)
Patent Records	11 (27.5%)	29 (72.5%)	15 (37.5%)	25 (62.5%)
Book Review	12 (30%)	28 (70%)	14 (35%)	26 (65%)
Consultancy Service	15 (37.5%)	25 (62.5%)	17 (42.5%)	23 (57.5%)
User Education and Information Literacy Programmes	31 (77.5%)	09 (22.5%)	30 (75%)	10 (25%)
Services to Differently Abled Users	03 (7.5%)	37 (92.5%)	04 (10%)	36 (90%)

It is evident from the data that users of both libraries are well aware about the various information services offered by respective libraries.

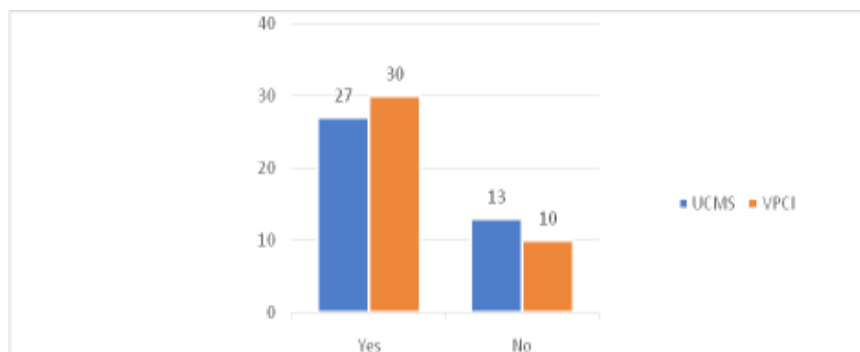


**Fig. 1 User Satisfaction regarding Library Collection**

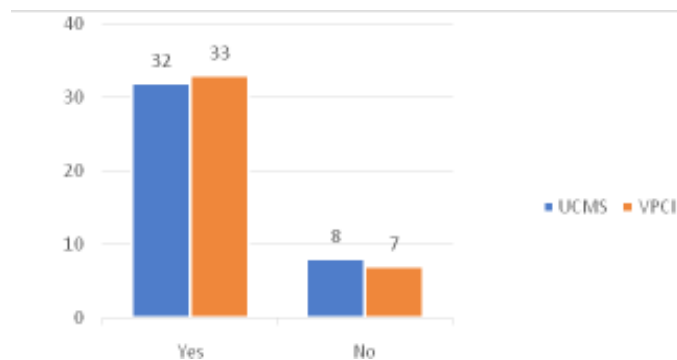
It is evident from the data that UCMS library users are more satisfied with regard to library collection in comparison to VPCI library.

**Fig. 2 Library Collection Adequacy to meet Information requirements**

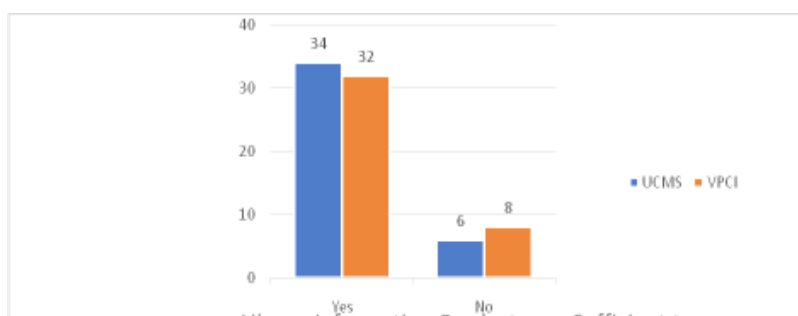
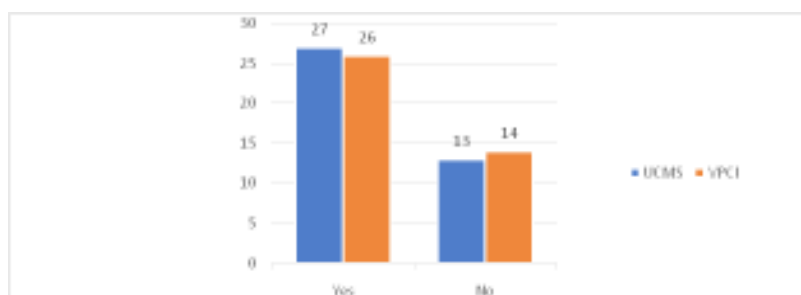
With regard to adequacy of library collection to meet information needs the data shows that UCMS library users are more satisfied than VPCI library users

**Fig. 3 Periodicals Subscribed caters to Subject Information Needs**

With regard to periodical subscription, the data substantial that VPCI library subscribes more number of periodicals in comparison to UCMS library.

**Fig. 4 Does Library Provides Free Access of its Products and Services**

It is clearly visible from data that both libraries provide free access to its products and services.

**Fig. 5 Library Information Products are Sufficient to Meet your Information Needs****Fig. 6 Library Information Services are Sufficient to Meet your Information Needs**

The data of bar graphs fig. 5 and 6 evidently shows that users of UCMS library are comparatively more satisfied with regard to library information products and services in comparison to VPCI library.

**Fig. 7 Opinion regarding Payment for Information Products/ Services**

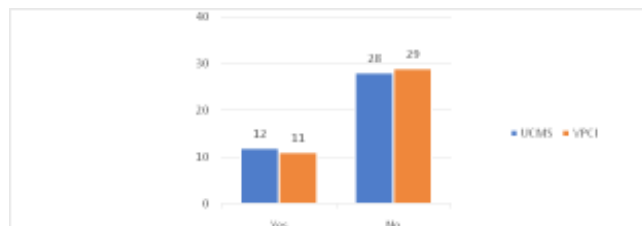
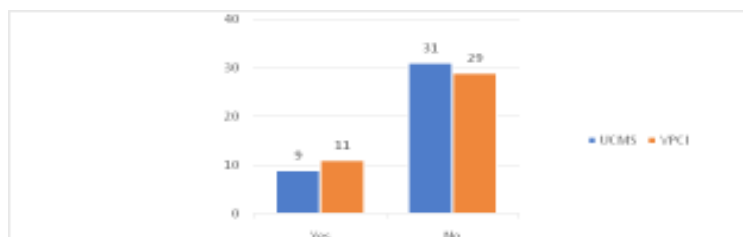


Fig 7 data shows that users of both libraries are not interested to pay for library product and services.

**Fig. 8 Library should not charge users for its information products and services**



Maximum users of both libraries opined that no charge shall be levied for information product and services

**Fig. 9 Need of Marketing of Library and Information Products and Services**

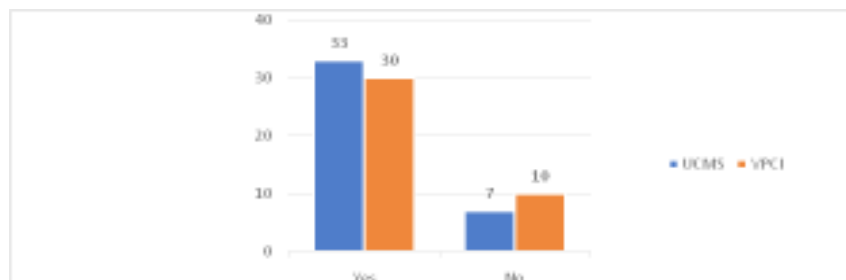


Fig 9 clearly shows that maximum number of library users of both libraries agreed that there is need of marketing of library product and services.

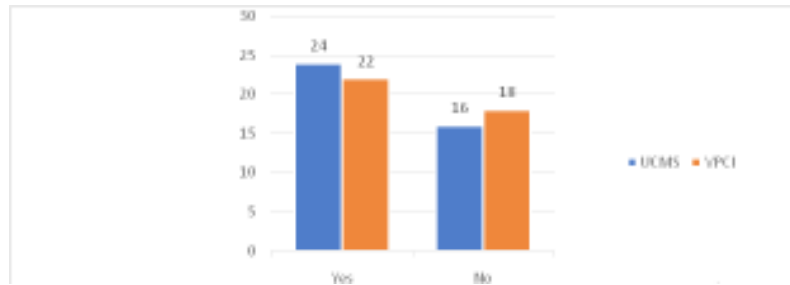
**Fig. 10 Have you noticed any type of promotional activity/event in your library?**

Fig 10 shows that UCMS library users regularly notice many promotional activities in comparison to VPCI library users which notice less activities.

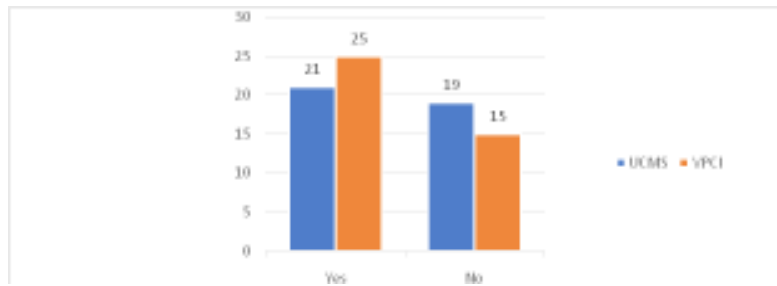
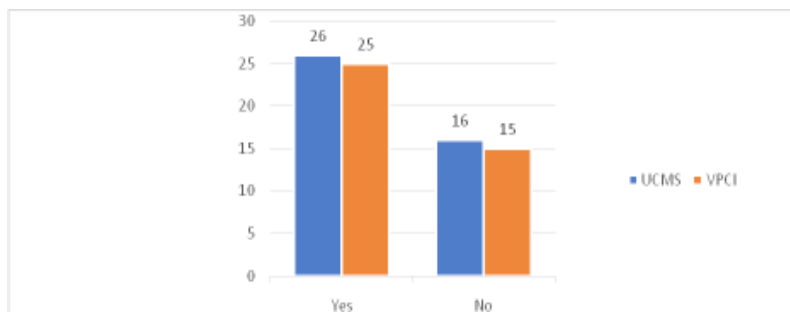
**Fig. 11 Have you attended any type of promotional program arranged by library either online or offline?**

Fig 11 clearly shows that VPCI library users have attended the more promotional programs as compare to UCMS library users.

**Fig. 12 Use of marketing tools and techniques for awareness Library should use marketing tools to bring awareness among users about its products and services?**

The data shows that majority of users of both libraries agreed that it is inevitable for libraries to use marketing tools and techniques for more awareness and increase of library products and services.

**Table 8: Marketing Tools for Library Products and Services**

	<b>UCMS n=40</b>	<b>VPCI n=40</b>
Library website	25 (62.5%)	22 (55%)
Online advertisement	01 (2.5%)	04 (10%)
Library Bulletin	00 (00%)	00 (00%)
Brochures	06 (15%)	10 (25%)
Pamphlets	00 (00%)	00 (00%)
Leaflets	00 (00%)	00 (00%)
Library guides	12 (30%)	09 (22.5%)
Newsletter	02 (05%)	05 (12.5%)
Oral Presentation	14 (35%)	18 (45%)
Discussion Group	16 (40%)	13 (32.5%)
Notice Board	20 (50%)	19 (47.5%)
Personal Intimation	03 (7.5%)	02 (05%)
Mass Media	01 (2.5%)	00 (00%)
Web based	17 (42.5%)	12 (30%)
E mails	08 (20%)	06 (15%)
Book Fairs	04 (10%)	03 (7.5%)
Orientation Programmes	23 (57.5%)	27 (67.5%)
Conference/ Seminars/ Webinars/ Workshops	19 (47.5%)	21 (52.5%)
Suggestion Box	00 (00%)	01 (2.5%)
Other	13 (32.5%)	10 (25%)

**Note:** Multiple answers were permitted

The data evidently shows that out of 20 marketing tools 25 (62.5%) users of UCMS library opted for library website seconded by 23 (57.5%) orientation programmes whereas inVPCI library 27 (67.5%) users opted for orientation programmes, seconded by 22 (55%) library website.

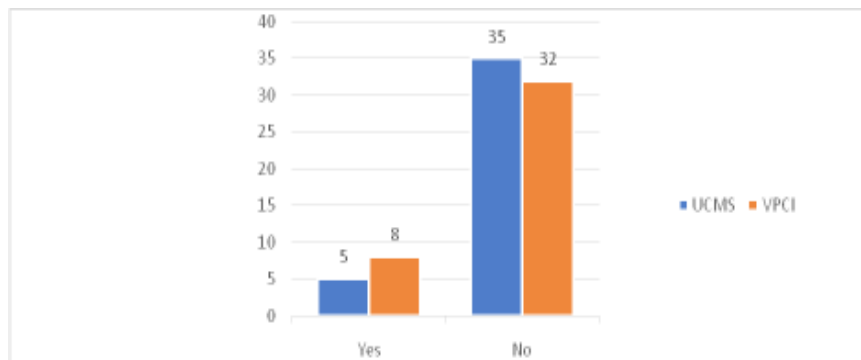
**Table 9: Preference For Choosing Social Media Platforms.**

	<b>UCMS n=40</b>	<b>VPCI n=40</b>
You Tube	11 (27.5%)	08 (10%)
Facebook	15 (37.5%)	19 (47.5%)
Instagram	03 (7.5%)	02 (05%)
Telegram	05 (12.5%)	03 (7.5%)
WhatsApp	19 (47.5%)	15 (37.5%)
Blogs	12 (30%)	10 (25%)
Twitter	05 (12.5%)	09 (22.5%)
LinkedIn	07 (17.5%)	03 (7.5%)
Flicker	00 (00%)	00 (00%)
Goodreads	02 (05%)	01 (2.5%)
Other	16 (40%)	18 (45%)

The table shows that in UCMS library maximum 19 (47.5%) users choose WhatsApp whereas in VPCI library 19 (47.5%) choose Facebook as their first choice.

**Fig. 13 Internet facilities for users**

It is evident from the bar graph that both libraries provide internet service to its users community.

**Fig. 14 Print out facility to users by library**

The data shows that both libraries provide printout facility to the users.

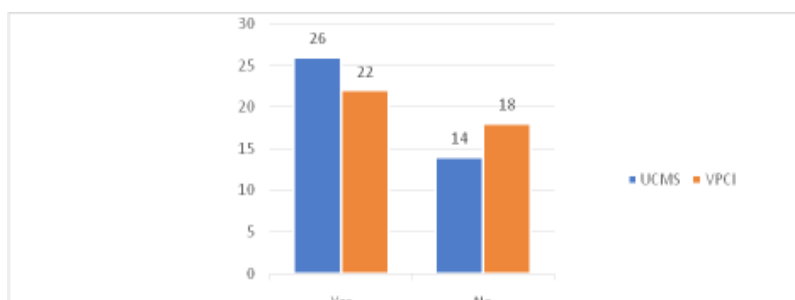
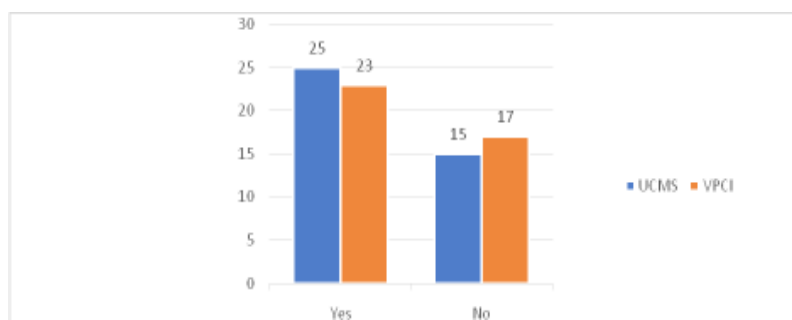
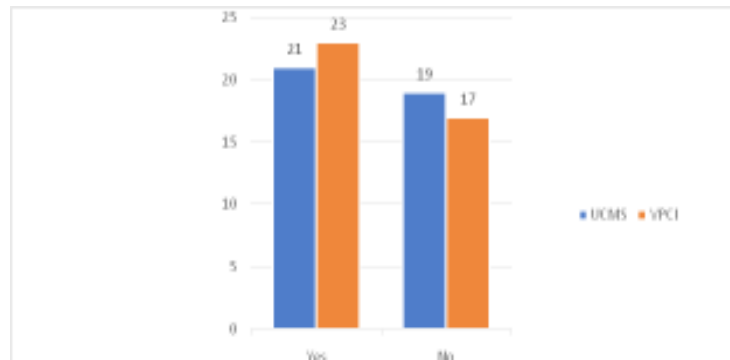
**Fig. 15 Library have adequate IT enabled facilities for marketing of LIS products and services**

Figure 15 shows that UCMS library have more adequate enabled facilities for marketing of LIS product and Services in comparison to VPCI library.

**Fig. 16 Is library staff skilled enough in marketing of LIS products and services by utilizing ICT facilities**

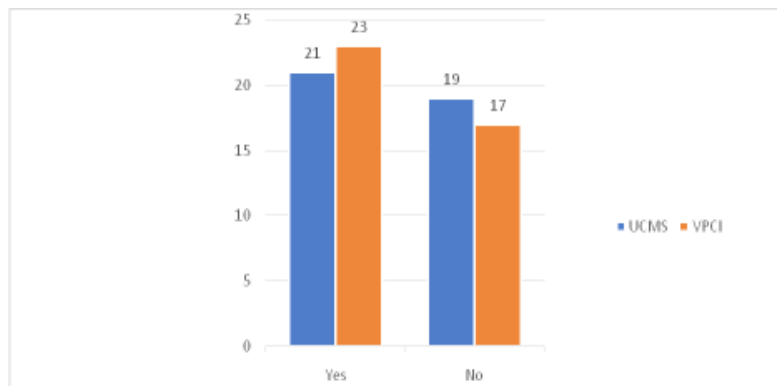
The data shows that users of both libraries opined that their respective libraries have adequate skilled staff for marketing activities.

**Fig. 17 User Orientation by library staff about LIS products and services helps in knowing and utilizing the resources in a better way**



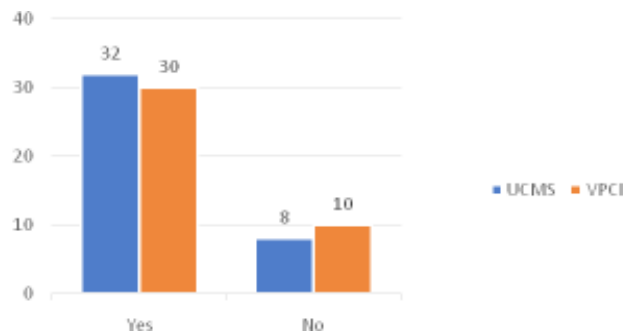
The data shows that through both libraries organize orientation programme for marketing of LIS products and services and VPCI library is ahead in this initiatives.

**Fig. 18 Lack of skilled and trained library staff affects marketing of LIS products and services.**

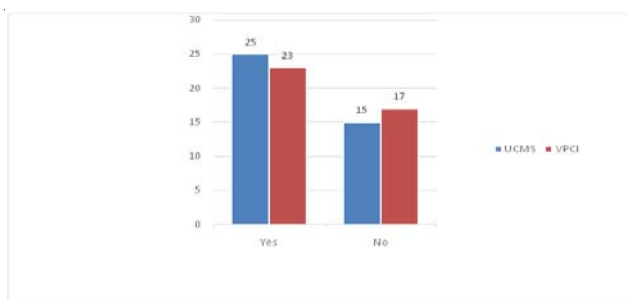


The data shows that users of both libraries agreed to it that lack of skilled and trained library staff affects marketing of LIS products and services.

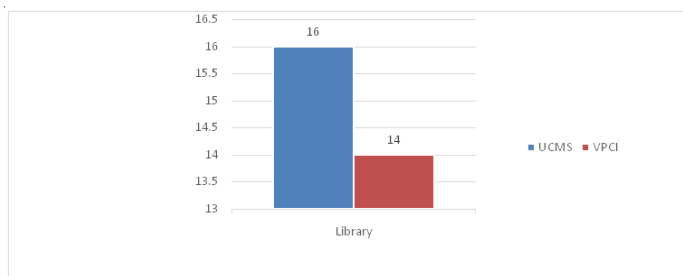


**Fig. 19 Library Staff Should be Trained in Marketing of LIS Products and Services**

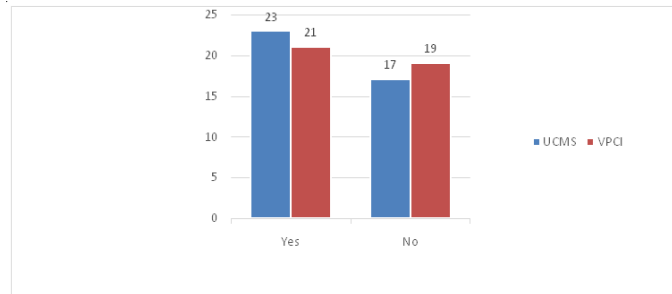
The Data shows that users of both libraries agreed that library staff should be trained in marketing of LIS product and services.

**Fig. 20 Regular User Orientation Programs will Help in Better Usage of LIS Products and Services**

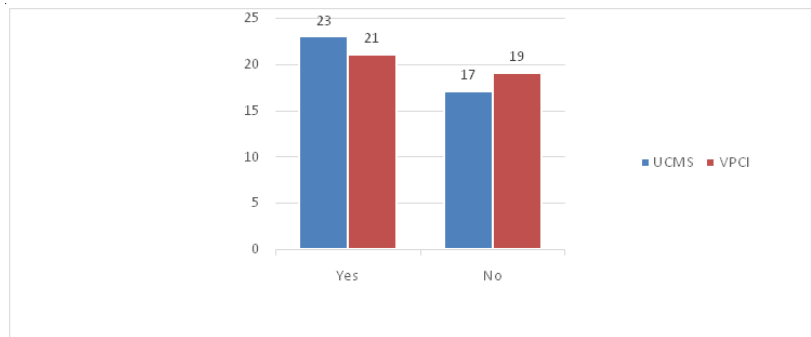
The data of Figure 20 shows that users of both libraries agreed that regular input of library users in designing the products and service will certainly increase the demand and usage of library resources.

**Fig. 21 For a fee-based Library products and services**

The majority of users from both libraries opined that fee-based services cash must be borne by the respective libraries.

**Fig. 22** Charges should be same for a product/ service for all type of users

The Data of fig. 22 shows that majority of users of both libraries agreed that charges for a library products or services should be same in principle.

**Fig. 23** Satisfaction regarding Marketing Activities

In above shown graph, it is clear that UCMS users are more satisfied by marketing Activities in comparison to VPCI library.

**Table 10. Overall Evaluation of Library Physical Facilities, Collection and Services**

		<b>UCMS n=40</b>	<b>VPCI n=40</b>
Physical Facilities	Outstanding	18 (45%)	21 (52.5%)
	Very Good	04 (10%)	06 (15%)
	Good	06 (15%)	03 (7.5%)
	Satisfactory	04 (10%)	05 (12.5%)
	Poor	08 (20%)	05 (12.5%)
	Very Poor	00 (00%)	00 (00%)
Welcoming Ambience	Outstanding	05 (12.5%)	09 (22.5%)
	Very Good	06 (15%)	03 (7.5%)
	Good	02 (05%)	04 (10%)
	Satisfactory	24 (60%)	21 (52.5%)
	Poor	02 (05%)	03 (7.5%)
	Very Poor	01 (2.5%)	00 (00%)
Collection	Outstanding	06 (15%)	08 (20%)
	Very Good	00 (00%)	00 (00%)
	Good	11 (27.5%)	07 (17.5%)
	Satisfactory	20 (50%)	22 (55%)
	Poor	05 (12.5%)	03 (7.5%)
	Very Poor	00 (00%)	00 (00%)

Prod ucts	Outstanding	07 (17.5%)	06 (15%)
	Very Good	15 (12.5%)	09 (22.5%)
	Good	13 (32.5%)	08 (20%)
	Satisfactory	10 (25%)	14 (35%)
	Poor	03 (7.5%)	02 (05%)
	Very Poor	02 (05%)	01 (2.5%)
Servi ces	Outstanding	09 (22.5%)	05 (12.5%)
	Very Good	03 (7.5%)	06 (15%)
	Good	04 (10%)	02 (05%)
	Satisfactory	21 (52.5%)	24 (60%)
	Poor	03 (7.5%)	02 (05%)
	Very Poor	00 (00%)	01 (2.5%)
ICT Facil ities	Outstanding	04 (10%)	06 (15%)
	Very Good	07 (17.5%)	00 (00%)
	Good	03 (7.5%)	07 (17.5%)
	Satisfactory	19 (47.5%)	24 (60%)
	Poor	07 (12.5%)	03 (7.5%)
	Very Poor	00 (00%)	00 (00%)
Staff Attit ude	Outstanding	06 (15%)	05 (12.5%)
	Very Good	00 (00%)	06 (15%)
	Good	07 (12.5%)	02 (05%)
	Satisfactory	24 (60%)	25 (62.5%)
	Poor	03 (7.5%)	02 (05%)
	Very Poor	00 (00%)	00 (00%)
Rule s & Regu latio ns	Outstanding	06 (15%)	07 (12.5%)
	Very Good	00 (00%)	00 (00%)
	Good	07 (12.5%)	06 (15%)
	Satisfactory	24 (60%)	21 (52.5%)
	Poor	03 (7.5%)	06 (15%)

The data of table 10 shows that with regard to overall evaluation categories, for the just one i.e. physical facilities, 21(52.5%) users of VPCI library admitted outstanding in comparison to 18 (45%) of UCMS library; for ambience 24(60%) of UCMS library responded to satisfactory in comparison to 21 (52.5%) of VPCI library; for library collection 22 (55%) users of VPCI library responded satisfactory in comparison to 20 (50%) of UCMS library, for products 15 (12.5%) users of VPCI opined very good in comparison to 9 (22.5%) of VPCI library; for library services 24 (60%) of VPCI library users opined satisfactory in comparison to 21 (32.5%) of UCMS library for ICT facilities 24 (60%) of VPCI library users admitted satisfactory In comparison to 19 (47.5%) of UCMS library users ; for staff attitude 25 (62.5%) of VPCI library users responded satisfactory in comparison to 24 (60.5%) of UCMS library and regarding rules and regulations 24 (60%) users of UCMS library opined satisfactory in comparison to 21 (52.5%) users of VPCI library.

## 7 CONCLUSION

Undoubtedly it is an eternal truth that now-a-days the libraries need to be pro-active in their nature, role, functions and services and have to employ new technologies and marketing tools and techniques to keep their users well inform and aware about library collection, services and new initiatives. The study overtly presented the users' perception and it is found that maximum users' in both organizations are not well aware about the marketing strategies, tools and techniques employed by the respective libraries and thus it is imperative and inevitable to take more effective steps for the effective usage of library resources and also connect the users' for their information satisfaction.

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