

Towards Applying the Promotion Mixture in Library : Female Section of King Abdul-Aziz University



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Abstract :

The current study aims to identify the application of promotion mixture in the central library, Females section in King Abdul-Aziz University .It can support library and information services to reach target markets and specified objectives.. The applicable study is based on case study curriculum. All data is collected through a questionnaire directed to a chance sample into the study community. The study reached some findings: the mixture promotion is applied but in different scales. The study also finds that the new services provided by the library have not revealed yet. The researcher recommends the necessity of advertising the new services provided by the university and planning for future services promotions to meet the needs and beneficial desires.

Key words : Marketing mix, products, price, promotion, place, Advertising, The consumer , King Abdul-Aziz University

INTRODUCTION

The information sector is a main source of the national income, as we live today a turning point from an economical system that is based on the information to the knowledge economy in which the information constitutes a basic corner in all its productive activities. The information sector has a significant role in the advanced communities, and it is the one that control the information industry, its usage and its storing, its recovery and transmitting it to the consumers. Hence, the gap is increased between the major industrial countries and the developing countries in the reproduction of the information, its publication that is because of the developing countries' lack of information, and the lack of the infrastructure and its lack to the human energy which is qualified in dealing with the information technology and the modern communications [1].

The libraries in its different kinds, the information centers are considered one of the most important institutions that seek to receive the information to the consumers. But with the new universal transition, the institution's role is not considered like its predecessor in the last ages yet, as a new concept has entered and a recent development contributes to the change. One of them is the relation between the economical strategy and the marketing strategy that is interested in its receiving to the consumer according to the plane that is contributing to its success and it is known as the marketing mix. The marketing is considered an important job

for any institution that is promoting the goods, ideas, or services and introducing it to a set of consumers whether these are paid or free, some concepts could apply the marketing basics in all the institutions with its different kinds. Hence the researcher found of this study that it is useful to identify the ways of marketing the electronic services that is submitted by the library of King Abdul Aziz University, the female students department.

King Abdul Aziz University is introducing its electronic services for all the users' categories; whether they were the staff members, the male and the female students in the bachelor stage or the postgraduate students. At the same time, it is working for meeting the needs of the consumers. But in the light of it; we found that the absence of the studies that is measuring the extent of their knowledge of the services that is introduced from the library of the university due to the emergence of several institutions that is competing the libraries in introducing its informational services. We could formulate the study problem from the above in the following question: what is the extension of applying the strategy of the marketing mix in marketing the electronic information that is provided from the central library in King Abdul Aziz University, the female students department?

This study aims to recognizing the strategy of the marketing in King Abdul Aziz University, the female students department as well as achieving the following goals:-

applying the marketing mix, on the institution and knowing how it could be achieved.

Measuring the appropriateness of the information that the consumers need with the information they get.

Reaching the proposals that contributes to developing the electronic services that is provided for the consumers from King Abdul Aziz University.

The importance of this study is to develop the common marketing strategy in the library of the university for introducing the electronic service for the consumers in order to enable the consumers from getting their desires and their developed needs which are increasing their knowledge, their experience and achieve their demands every day. Especially with the emergence of a new competitor who are considered the mediators of the information or the consultant offices, the information banks so the library should impose itself through marketing its services, through its promotion, its distribution on the consumers in order to achieve the library its aims and continuing to progress and success. So the researcher found that the study from the marketing terms is considered a very important matter. The most important questions which will be answered it by the researcher of this paper are:

Is the advertising for a particular service considered a reason in the frequency of the library of the university?

Are the sever elements of the marketing mix equated in the services sector in its effect on increasing the number of the consumers in the library of King Abdul Aziz University?

What is the appropriateness of the information that the consumer gets with his vital needs?

The study assumptions There is a relation between imposing financial fees on the electronic information services and using the library. the current study is restricted to the library of king Abdul Aziz University in Jeddah (the department of the female students). It is interested in applying the strategy of the marketing mix in the library of King Abdul Aziz university, the department of the female students.

METHOD AND PROCEDURES

The current study is based on two scales:-

Perspective Scale: It could be presented through reading, analysis, showing the literature review published in articles, studies, different languages reports and dissertations in respect.

Applicable Scale: This study is based on case study curriculum because it examines a case in King Abdul-Aziz University regarding Application of promotion mixture in e-services of its own.

For realizing the study goals, questionnaire is designed based on close questions of multiple choice. Then, such questionnaires are analyzed and statically processed through the Statistical Package - for Social Science for performing the suitable statics of the study. In addition to the interview as a tool of scientific research ones.

Conceptual background

The marketing strategy that is followed in the central library in King Abdul Aziz University (the female students department) is one who benefits from the library is the center of the marketing activity which his satisfaction often leads to the success of the library in achieving its aims, its message, and in its continuity, growth and progress. So it requires the study of marketing when planning of marketing the services because of its importance in taking the decisions. The responsible realized that the library is important in the marketing; it is also considered a developed tool to manage its services, sources and securing its quality. In the light of the challenges which the central library faces in King Abdul Aziz University like satisfying the consumers and the response to the committees of the academic confession, the marketing mix may be one of the most important activities which help the library to achieve the required level of the satisfaction.

The product

The products is involved in the central library in King Abdul Aziz University all the facilities and the procedures and from the library's products the following.

The automatic and the paper indexes.

The information which the consumer gets through the service of responding on the referral enquiry

The available information in order to the internal and external view.

Coping the document in its paper, minimized and computerized figure.

The results of the direct research in the rules of information either by the direct automatic search or the online search or by the search on the hard disks.

The programs of training the consumers of using the library. Delivering the documents, the information to the consumers by the service of the current surround.

Promotion

It is considered one of the most important elements of the marketing mix, through it, the consumer can define the services that are introduced by the central library, and one of the most important means of promotion is the following:

Issuing a periodical to know the activities, services and it is issued every month.

The guide of the consumer to know the sources, the services.

The library's participation in the exhibitions, the festivals that is held inside and outside the university.

But there should be a plan of the marketing strategy, and working on procedure the future plans in order to promote the librarian services, and working on satisfying the consumer, meets his needs and desires.

The distribution

Reaching the information and the services to the consumer is considered the final aim of the central library by the online or the direct connect through providing the information from the library to the consumer without any intermediary intervention. The library is often careful on providing the information which the consumer needs, the central library prefer to connect with the consumer by using the electronic ways like the email of the consumer and also the fax and the telephone.

Quotation

The central library bears the costs of the services, and the products because it is a public utility institution, it doesn't seek to the financial profit as it introduces all its traditional and electronic services for free. Except the imaging service is offered to the consumer in a nominal fee which the consumer bears.

The operations and the procedures

One of the followed procedures in offering the services to the consumers are the following:

Knowing the required service or information from the consumer.

The possibility of providing it to the consumer.

Delivering it to the consumer or its direct delivery or by the E-mail.

It is supposed that the work doesn't stop here, and it should know the consumer's satisfaction of the provided services for him in several ways:

Interested in the need of each consumer.

The library should work on introducing the change, the modification of the properties and the specifications of the services in order to meet the needs of the consumer.

The library monitors the consumers in order to know the extent of the satisfaction of the service by the surveys and the proposals box.

The individuals and the workers in the library

The central library gives a great interest by choosing its female employees starting from the scientific qualifications as all the scientific levels works in it, then their sufficient experience.

Choosing the employees is often done for those who are dealing with the consumers very carefully.

They should have the experience and the awareness of the introduced services to the consumers and working to satisfy their needs and their desires.

The library is qualifying its female employees providing training courses in order to communicate with the consumers.

The different kinds are dealt with (the female students of the bachelor, the post graduate and the female students of the community service. The staff and the female employees and the researchers outside the university).

The partition of the consumers' market from the library

The central library is applying the partition of the market as it is done on the behavioral basic of the consumer, and it is the rate of using the library and the aim of using the library.

The cooperation of the library with the other research centers

The central library is collaborated with the other research centers which are the center of King Fesal for the studies and the researches, the university libraries in the Saudi universities, the City of King Fesal for the science and the technology, and the British library. [2]

Data Analysis

The opinions of the sample members are obtained about the following subjects:-

The appropriateness if the library location for the consumers:

Table 1: The appropriateness of the library location for the consumers.

| | Frequency | Ratio % | Modified ratio | Accumulated modified ratio |
|------------------|-----------|---------|----------------|----------------------------|
| I agree | 264 | 79.3 | 79.3 | 49.3 |
| I strongly agree | 34 | 10.2 | 10.2 | 89.5 |
| I don't agree | 34 | 10.2 | 10.2 | 99.7 |
| Without | 1 | 3 | 3 | 100.0 |
| Total | 333 | 100.0 | 100.0 | |

It is obvious from table1 that the rate of the consumer's satisfaction about the site of the library site from the sample's members exceeds 50% as it reached 79.3%. And if we add to this percentage the strong agreements the rate is increased to 89.5% and that means that the library location is appropriate for all the consumers and if the rate of the dissatisfaction of the site reaches to 10.2% and it is considered a very low percentage.

The library imposes the financial fees on improving the electronic services.

Table 2: The library imposes financial fees in order to improve the electronic services

| | Frequency | ratio % | Modified ratio | Accumulated modified ratio |
|------------------|-----------|---------|----------------|----------------------------|
| I agree | 46 | 13.8 | 13.8 | 13.8 |
| I strongly agree | 20 | 0.0 | 6.0 | 19.8 |
| I don't agree | 251 | 75.4 | 75.4 | 95.2 |
| Without | 16 | 4.8 | 4.8 | 100.0 |
| total | 333 | 100.0 | 100.0 | |

It is obvious from table 2 that the consumer's satisfaction is less than 50% as it was 20.6% and it is a very low rate. Because there is 75.4% from the sample's members reject imposing a financial fees to get the librarian services,[4] that the consumers look at the library of the university as a nonprofit institution, and it should be for free and it is not restricted to the consumers inside the university, but it also includes the consumers outside the university as Kar says in 1992 AD as the libraries when it began in imposing fees on the services, it has been a reduction in the consumers' numbers but in fact the awareness growth has been proved by the consumers and their readiness to accept the fees shows us that the number of the expected cells was 4.538 by 53.6% and it is less than 5 as the minimum limit was 34 and it indicates the existence of a relation between the usage and the figures. And that's compatible to what s shown by Kaur and Rani in 2007[]. As the consumers where ready to pay the cost of the provided information services in order to improve the information services and the products from the library.

The efficiency of the professional female workers in the information and internet center

Table 3: The efficiency of the female professional workers in the information and internet centers

| | Frequency | ratio % | Modified ratio | Accumulated modified ratio |
|------------------|-----------|---------|----------------|----------------------------|
| I agree | 205 | 61.6 | 61.6 | 61.6 |
| I strongly agree | 31 | 9.3 | 9.3 | 70.4 |
| I don't agree | 92 | 27.6 | 27.6 | 98.5 |
| Without | 5 | 1.5 | 1.5 | 100.0 |
| Total | 333 | 100.0 | 100.0 | |

It is obvious from table 3 that the satisfaction rate of the consumers reaches to 61.6%. and if we add the rate of the strong agreements on the basis of the agreements that is reached to 70.4%. And increasing the satisfaction rate indicates the scientific, educational, cultural, professional potentials for the workers in the library.

Promoting the Electronic Information's Services and Results

How to know the electronic information's services provided by the library

Table 4: The announcing of the electronic information services that is introduced by the library.

| Reason | The frequency | The percentage % |
|--|---------------|------------------|
| By the female colleges | 211 | 63.4 |
| The members of the staff | 76 | 22.8 |
| The university's site on the internet | 57 | 17.1 |
| The reproductive panels inside and outside the library | 31 | 9.3 |
| The continuous brochures issued by the library | 16 | 4.8 |
| By the media | 14 | 4.2 |
| Another means | 9 | 2.7 |
| The electronic mail | 3 | 0.9 |

It becomes clear from this table that the higher percentage of knowing the existed services in the library was by the female colleagues until it reached 63.4% which is higher than 50% followed by the faculty members by 22.8%, then by the university site on the internet by 17.1%, then the guidance panel by 9.3%, then all the means of media and the periodical which is prepared by the library and by 2.7% for the other means, and the least percentage was knowing the service by the E-mail as it reached 0.9%. The researcher has found that the library doesn't use any effective promotion means of the services, that's because knowing through the female colleagues and the staff members reached to 86.2%, and it is a very high percentage whereas knowing through the indicative panel reached to 9.3% and it is a very low percentage, each library has to work on providing an indicative panels inside and outside the library in order to show the directions and the paths, the consumer has to reach his aim by the most convenient way, but for the brochures, the knowing percentages is reached through it 4.8% and it is a very small percentage that couldn't be ignored in the library because of the importance of the library services, and what the consumers are providing from the facilities, and to increase the incorporation between it and the consumers, the library has to activate the social communication to communicate with the consumers by the central library site and issuing a continuous newspaper explaining in it the most important current events inside and outside the university like the conferences, the public lectures and also the services which the library wish to introduce it or developing it to promote the introduced level of the service for the consumers, this is considered one of the characteristics of the library administration. This result is agreed to what is conveyed [3] of affecting the libraries' management in the libraries of the university by specifying a special department, its mission is the management of the marketing programs of the library services.

The study results response on the first question are:-

The study reveals the absence of promotion and the advertisement from the electronic information's services because the majority of the sample's members who know the electronic information's services by the female colleagues by 63.4%, then by the members of the staff by 22.8%, the less percentage was for the distractive panels. The study conveys not to announce the consumers with the new services like using the media, E-mail for the consumers, affecting the social communication sites to

communicate with the consumers, brochures, the distractive panels, holding workshops to benefit from the information rules.

The study results response on the second question which are:-

The elements of the marketing mix aren't equal in its effect on increasing the number of the consumers from the central library at King Abdul Aziz University as the agreement on a suitable element of the environment, and suitable for the location by 79% that is followed by the efficiency of the female professionals who are working in the library that is represented by 76%, the element of quotation the electronic information services by 19%, and the announcing element by the advertisements, the distractive panels by 17%, then it is followed by the products' design.

The study conveyed to the efficiency of all the female employees who are working in the scientific, professional, and knowledgeable library as the consumers' satisfaction rate has reached to 70.4%, 76.3% according to the consumers' satisfaction of the help that is approved for them by the female employees in the library.

The study results response on the third question which are:

The study revealed that (77.8) of the sample individuals get suitable information for their needs, so extra studies must be done to cover all users needs.

The study results response on hypothesis by the following:

The study results show the relation between both the usage of the central library, and imposing the financial fees, as it is shown the results of the test of Kay as the number of the cells reached to 4.538 by 53.6% and it is less than 5.

Conclusion and Recommendations

The researcher provides some recommendations under the findings she reached upon the field study mentioned above and for promoting the e-information services in King Abdul-Aziz University. This will be through identifying the marketing method carried by the library for revealing the weak and strong points in, besides, doing the best to recover such points by setting future plans for promoting its services to realize its goals. Such recommendations are as follows: -

The necessity of announcing the consumers of the library of the new services provided by it and that's by the presentations and the lectures to communicate with the consumers and announcing the different information roles that is contributed by the library by its site on the internet. Imposing a financial fee on the consumers outside the university whether for the services of the electronic or traditional information.

Putting future planes and exchanging these planes from time to another in order to develop the services introduced to the consumers.

The participation in the festivals, the book fairs, in order to attract a large number of the consumers.

Inviting the consumers to visit the library and knowing its services, departments and activities.

Assigning a female employees professional in marketing the information services and conveying the information for the most large number of the consumers.
 Making polls, surveys in order to know the information which the consumer needs and to work on providing it.

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