

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:

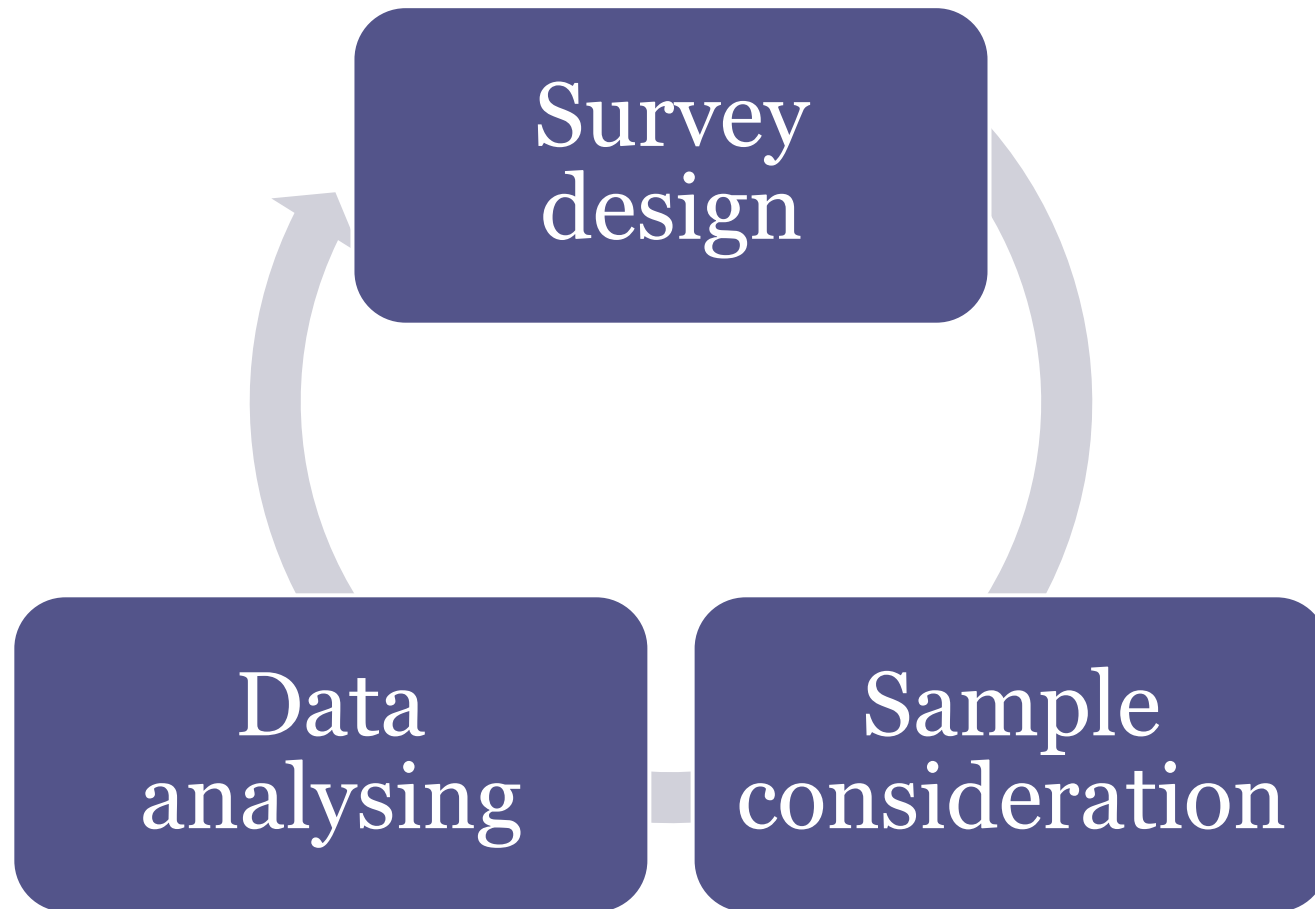
**The role of self-efficacy in search for
information and use of library's
electronic resources**

SURVEY

The questionnaire:

<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

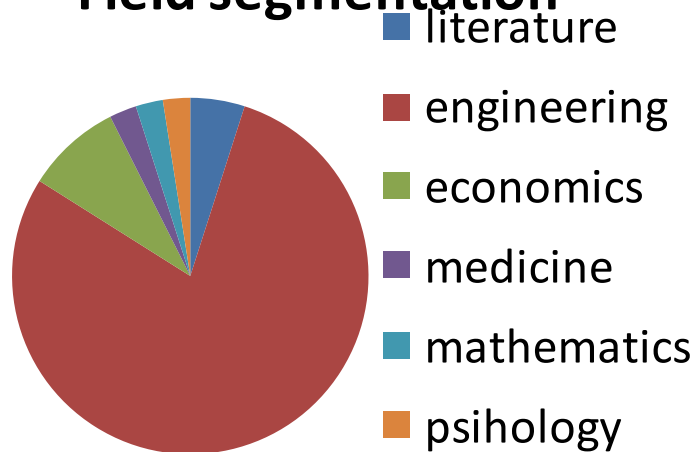
- **Likert scale:**
 - 1-strongly disagree
 - 5-strongly agree
- **Data analyses:**
 - SPSS statistical package
 - analysis of variance
 - (ANANOVA)
- **DATA:** 340 usable freshmans

MARKETING RESEARCH

Background characteristics

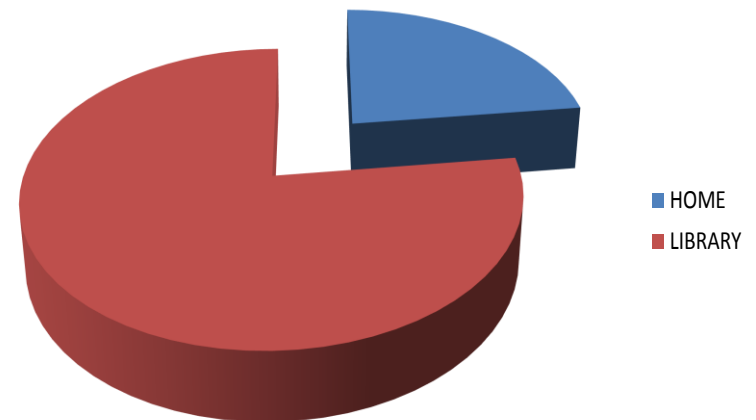
- 340 students
- Masculin 49%,Feminin 51%

Field segmentation



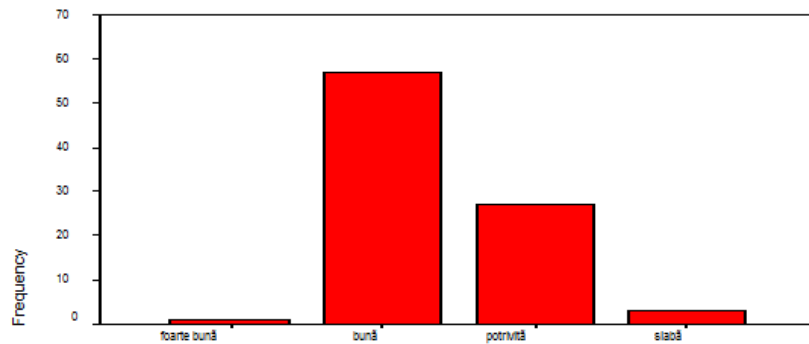
Library use

Documentation research place



SURVEY DATA ANALYSING

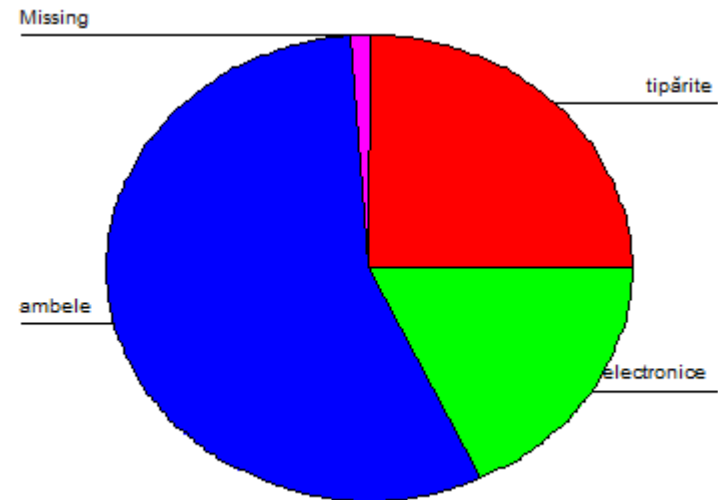
How do you appreciate
the quality of the
databases the library
subscribes to?



Very good good medium bad

Which are your favorite documents?

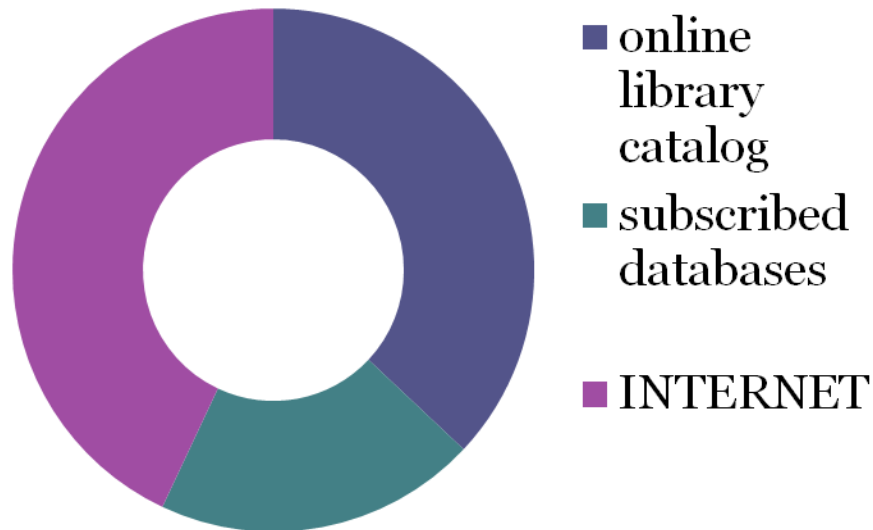
print



both

electronic

Documentation sources data analysing



Library OPAC	37 %
Library databases	20 %
Internet	43 %

USE OF ELECTRONIC RESOURCES

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>

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TRANSILVANIA University learning platform

http://elearning.unibv.ro/moodle/index.php?id=4116&choos... Windows Internet Explorer

http://elearning.unibv.ro/moodle/index.php?id=417&choos... Google

File Edit View Favorites Tools Help

Links g Customise Links My Yahoo! Yahoo! Yahoo! Answers Yahoo! Downloads Yahoo! Mail

Web Search Bookmarks Settings Messenger Mail MySpace News

Go i Bookmarks 12 blocked Check AutoLink AutoMail Send to Settings

http://elearning.unibv.ro/moodle/index.php?id=...

TDCb/IM.MF.1.01.07 » Fişiere

Nume	Dimensiune	Modificat	Acţiune
DOCUMENTATION_TECHNIQUES	0 bytes	15 iul 2008, 10:25	Redenumeste
Evaluating_resources.pptx	117.3KB	8 iul 2008, 08:15	Optiunea Redenumeste
Evaluating_resources_MODUL_5.pptx	331.3KB	15 iul 2008, 10:19	Optiunea Redenumeste
Finding_Articles_modul_2.pptx	538.9KB	13 iul 2008, 10:15	Optiunea Redenumeste
How_to_Find_a_Standard_modul_3.ppt	1.5MB	13 iul 2008, 10:16	Optiunea Redenumeste
How_to_find_a_patent_Modul_4.ppt	1.6MB	15 iul 2008, 10:19	Optiunea Redenumeste
Research_basics_modul_1.pptx	584.7KB	13 iul 2008, 10:14	Optiunea Redenumeste
Researching_Ethically_MODUL_6.pptx	609.9KB	15 iul 2008, 10:33	Optiunea Redenumeste

Fişierele alese

Crează un director Select all Deselect all Încarcă un fişier

Moodle Docs for this page

Ți-ai deschis contul ca REPANOVICI Angela (închide contul)

TDCb/IM.MF.1.01.07

Curc IM.MF.1.01.07 Tehnici de documentare si comunicare - Windows Internet Explorer

http://elearning.unibv.ro/moodle/course/view.php?id=417 Google

File Edit View Favorites Tools Help

Links g Customise Links My Yahoo! Yahoo! Answers Yahoo! Downloads Yahoo! Mail

Web Search Bookmarks Settings Messenger Mail MySpace News

Go i Bookmarks 12 blocked Check AutoLink AutoMail Send to Settings

Curc IM.MF.1.01.07 Tehnici de documentare si co...

IM.MF.1.01.07 Tehnici de documentare si comunicare

Ți-ai deschis contul ca REPANOVICI Angela (închide contul)

IM - TDCb/IM.MF.1.01.07

Switch role to: Inactivează editarea

Persoană

Participanți

Activități

Forumuri

Resurse

Search Forums

Advanced search

Administrare

Inactivează editarea

Configurări

Assign roles

Note

Cuprins lecție

Forum știri

1

2

3

DOCUMENTATION TECHNIQUES

Ultimele știri

Add a new topic... (No news has been posted yet)

Upcoming Events

There are no upcoming events

Go to calendar... New Event...

Activitate recentă

Activity since duminică, 13 iulie 2008, 10:16

Full report of recent activity...

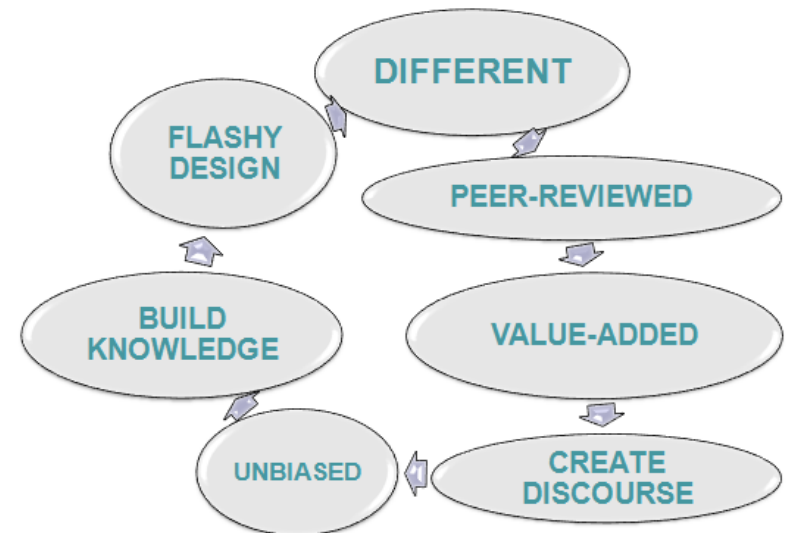
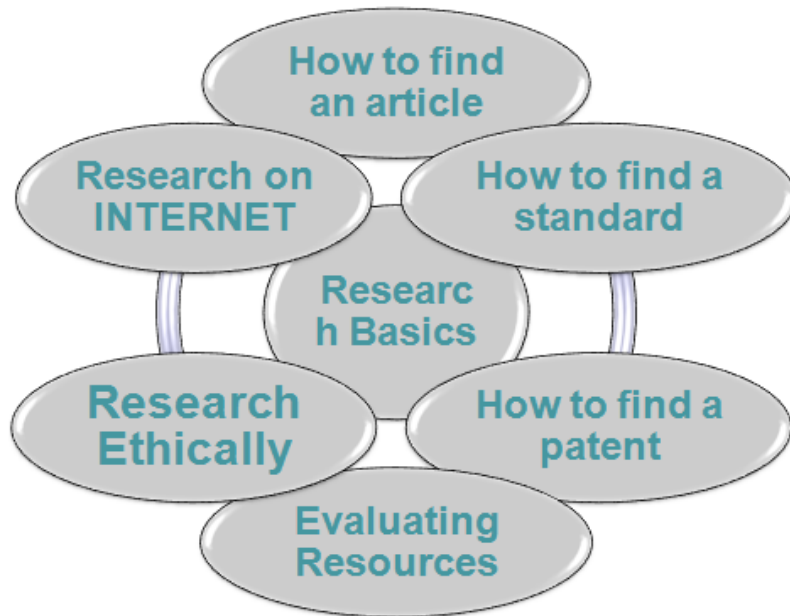
Internet | Protected Mode On

100%

BRASOV ONLINE TUTORIAL

INFORMATION LITERACY MODULES

Modul VII: SCHOLARLY INFORMATION





SCHOLAR INVISIBLE WEB



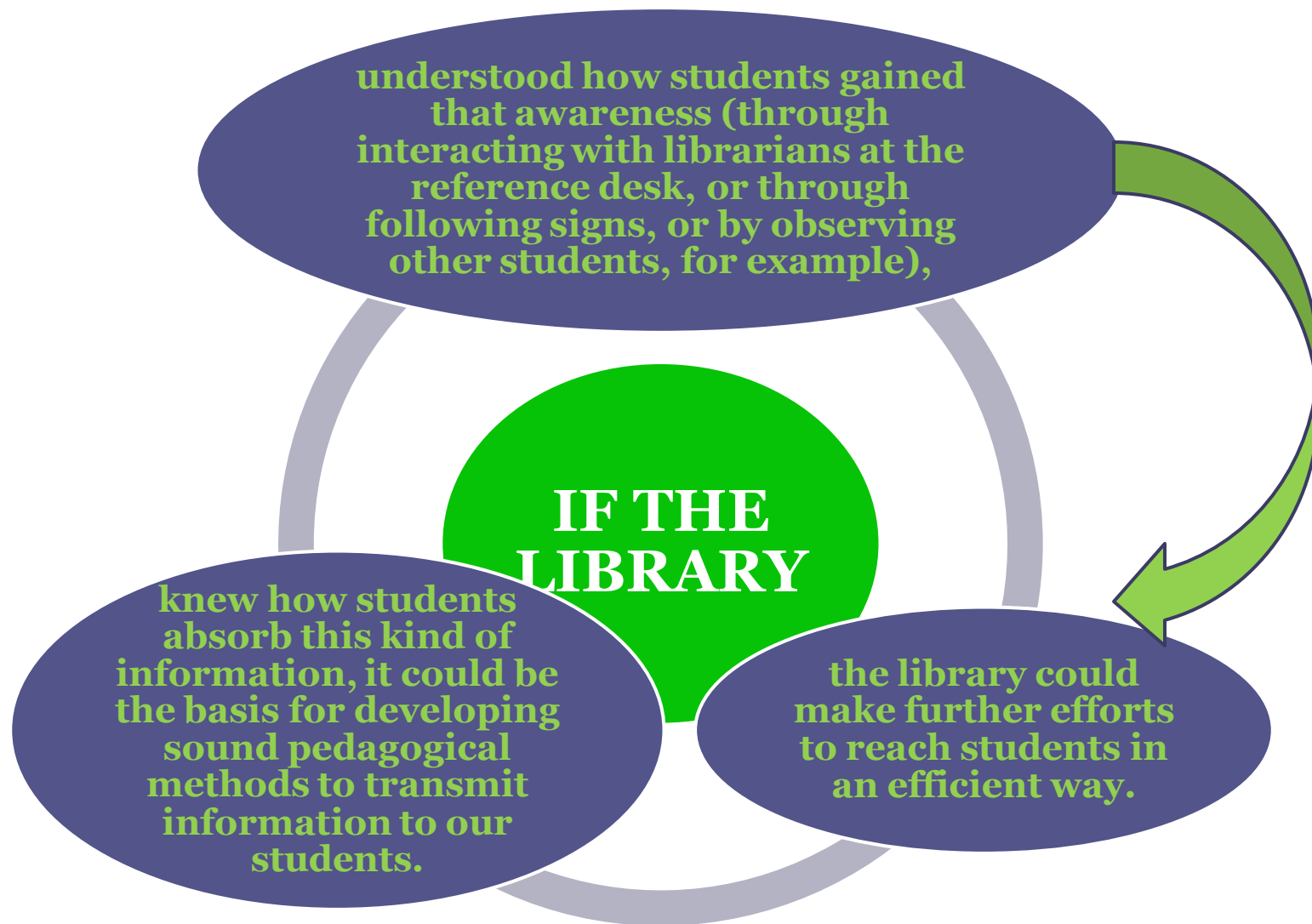
19th Great Academic
Libraries Conference, 24
September
2008, 10-11-12

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**



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THANK YOU FOR YOUR ATTENTION!



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