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

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Theme of Qualitative Marketing Research:

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

The questionnaire:
http://www.unitbv.ro/
Qualitative marketing research

Survey design

Data analysing

Sample consideration
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

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MARKETING RESEARCH

Background characteristics

- 340 students
- Masculin 49%, Feminin 51%

Library use

Field segmentation
- literature
- engineering
- economics
- medicine
- mathematics
- psihology

Documentation research place

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SURVEY DATA ANALYSING

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

Which are your favorite documents?

- Very good
- good
- medium
- bad

- print
- both
- electronic
- Missing
- tipärite
- ambele
- electronice
Documentation sources data analysing

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library OPAC</td>
<td>37 %</td>
</tr>
<tr>
<td>Library databases</td>
<td>20 %</td>
</tr>
<tr>
<td>Internet</td>
<td>43 %</td>
</tr>
</tbody>
</table>
**USE OF ELECTRONIC RESOURCES**

<table>
<thead>
<tr>
<th>Library Electronic Resources</th>
<th>% of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIBRARY OPAC</td>
<td>51%</td>
</tr>
<tr>
<td>SPRINGERLINK</td>
<td>36%</td>
</tr>
<tr>
<td>Academic Search Premier</td>
<td>31%</td>
</tr>
<tr>
<td>SCOPUS</td>
<td>26%</td>
</tr>
<tr>
<td>ENGINEERING VILLAGE</td>
<td>9%</td>
</tr>
<tr>
<td>OXFORD JOURNALS</td>
<td>18%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>6.3%</td>
</tr>
</tbody>
</table>
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

TRANSILVANIA University learning platform
BRASOV ONLINE TUTORIAL

INFORMATION LITERACY MODULES

- Research on INTERNET
- Research Basics
- Research Ethically
- Evaluating Resources
- How to find an article
- How to find a standard
- How to find a patent

Modul VII: SCHOLARLY INFORMATION

- DIFFERENT
  - FLASHY DESIGN
  - PEER-REVIEWED
  - VALUE-ADDED
  - CREATE DISCOURSE
  - UNBIASED
- BUILD KNOWLEDGE
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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
IF THE LIBRARY 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), 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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References

• Repanovici, Angela; Landoy, Ane. Information Literacy Applied on Electronic Resources; Practices from Brasov, Romania and Bergen, Norway. In: Proceedings of the World Library and Information Congress: 73rd IFLA General Conference 2007, Durban, South Africa,
• Waldman, Micaela (2003) "Freshmen's use of library electronic resources and self-efficacy" Information Research, 8(2), paper no. 150 [Available at: http://informationr.net/ir/8-2/paper150.html]
THANK YOU FOR YOUR ATTENTION!

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