

USE OF MARKETING MIX CONCEPT AMONG LIS PROFESSIONALS IN CENTRAL UNIVERSITIES IN INDIA: A STUDY

Siva, B¹ & Gopalakrishnan, S²

¹Research Scholar, DLISc, Bharathiar University, Coimbatore, Tamil Nadu, India

²Head-Resource Centre, NIFT, Chennai, Tamil Nadu, India

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ABSTRACT

The traditional marketing mix is the blend of four “Ps” namely, Product, Place, Price, and Promotion to reach the user community. The marketing mix refers to a set of variables that can be used by a library to promote its services and resources to users. 47 central universities in India are taken up for the study. Nearly 460 questionnaires were distributed among the library professionals situated in 6 regions of which 373 (81.09%) were responded. A total of 16 variables for four components such as Product, Place, Price, and Promotion were taken up for the study. The anti-image correlation matrix test has been administrated to identify the adequacy of the samples indicates the sufficiency of the sample. The Cronbach alpha value of the Reliability test indicates that the 16 variables taken up for the study were acceptable. The respondents were given preference for Evaluation, Participation and New Product in the case of Product. Similarly, in the case of Price, the preferences were Free Service, Fee Barrier, and Minimal Cost. In the case of Place, the order of preferences was Distribution Channel, Technological Advancement and Inconvenience. As in the case of Promotion, the orders of preferences were Utility, Orientation and Human Contact.

KEYWORDS: Marketing Mix; Central Universities; Sample Adequacy Test; Reliability Test; 4Ps