

Marketing of Information Products & Services by the Research Scholars & Scientists in Central Scientific Instruments Organization, Chandigarh: A Study

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Abstract: *The present study has been undertaken to assess the Marketing of Information Products & Services by Central Scientific Instruments Organization under the Council of Scientific & Industrial Research in all the disciplines of CSIO, Chandigarh. A well structured questionnaire was distributed among the research-scholars and Scientists of Seven departments viz, Agrionics, Biomedical Instrumentation, Optical devices & System, Advanced Materials & System, Precision Mechanical System, Ubiquitous Analytical Techniques, and Computational Instrumentation under the Central Scientific Instruments Organization, Chandigarh. The responses were gathered from 67 users (37 Scientists and 30 Research Scholars). The findings of the survey reveal useful facts about the Marketing of Information Products & Services gender wise use the CSIO library, in which male respondents were 73.13% than female respondents which were 26.86%. Only 11.94% respondents were using the offline library thrice in a week, 23.88% weekly, 4.47% daily and 25.37% occasionally. In fact 34.32% respondents were using the online library daily. In Central Scientific Instruments Organization respondents i.e. Scientists and Research Scholars were 95.52% who were using the library for the purpose of education work, 82.08% regarding writing/presenting paper, and updating knowledge were the third purpose for which users were using the library i.e. 80.59%. The fourth purpose for using the library i.e. 44.77% users were in research work and 22.38% in teaching regarding which they were using the library by the Scientists on CSIO, Chandigarh. In Scientific & Industrial Science i.e. CSIO only 5.97% respondents were positively using the library for entertainment purpose only. On the basis of the findings, it was suggested that the library services and products should be made more & more digital & even the past literature should be available in digital forms to masses with lesser cost and environmental hazards. Most of the respondents it was suggested that the CSIO library should be in a position to make provisions for online access at faster rates & should have wider access. It was also suggested that it should be made available develop appropriate collections and services to serve its potential users. It should endeavor to nurture culture of customer service to enhance its image in the eyes of the users.*

Keywords: *Information Products and Services, CSIO, Library Services, Marketing, Products, use.*

I. Introduction

In the knowledge based society & economy of the 21st century, users' expectations and engagement with knowledge & information have grown in sophistication. Recent decades have witnessed an explosion in the quantity of information being produced, which in turn has created vast opportunities for information-based businesses. The time has come for information to be treated as a unique product with goods & services.

Libraries and information centers are facing a time of unprecedented change and challenge. Recent technological developments are creating new forms of information, new sources of information and new ways of providing information by passing traditional institutional like libraries. There has been an increasing pressure on libraries to mobilize resources and become self-reliant. Library users are transforming into customers with rising expectations, diverse needs and wants, and choices. Now, the real challenge for library and information professionals is not to manage the collection, staff and technology but to turn these resources into services. The notion of services has also changed, from basic to value added, from staff assisted to self-service, from in-house to outreach, from free to priced, from reactive to pro-active, and from mass customization to individualized service.

As in such an environment librarians are finding new ways of serving users or customers effectively and efficiently. The principles of marketing have gradually been accepted both as relevant and beneficial to the library environment. Marketing provides an opportunity to see as to how they can offer effective and efficient

services to their users or customers. There have been many developments at international level, which have directly or indirectly contributed for the growth and development of marketing in library services & products in India.

The Research Libraries in India have been reflected as social and non-profit service oriented organizations providing information to their members from a long time past. Over a period of time, due to change in the nature of demands by the users, libraries have extended their functions to include documentation and document delivery systems (Munshi, 2004). The libraries have also been initiated to make them as profit making organizations providing better information products and services to users.

Concept of Marketing

Basis to all of the marketing is the idea of "responsive organization" just described. Given an organization that is open to personal suggestions from its clients and that is flexible and creative enough to adapt itself or its services to meet the changing needs and demands of these clients, certain questions face the organization. Five key marketing concepts relate to these questions (Zachert, 1986).

Marketing activities are a prominent part of life today. Many people work in marketing jobs or holding positions with marketing departments. Most people think of marketing solely as advertising or selling. In reality, marketing is much more than selling the product or services. It is one to one interaction and an exchange of value in which both parties 'gain something'. Information professionals may not realize that they themselves are already engaged in some marketing activities every day. Information professionals have to recognize that creating and following a marketing plan is an invaluable tool; they should learn how to harness its power to benefit the corporate library and the enterprise as a whole (Brown, 1997).

Concept of Marketing in Library

The history of marketing library began long before the concept was born. Samuel Swett Green in his often quoted speech at the ALA Conference in 1876 advocated "improved personal relations between librarians and readers". It could be said that today's marketing of library services has its roots in parts of the USA and Northern Europe, in countries with few illiterates and more money, libraries, and library schools than the rest of the world. This certainly does not mean that the idea of libraries reaching out to "the common man" has not occupied librarians in other parts of the world. For instance, there is the example of the "library movement" in India at the beginning of the 20th century (Renborg, 1997).

Definition of Marketing

The word marketing means different thing to different people.

- ❖ **Goldhor (1970)** "Marketing as the process of creating value through the creation of time, place, and from utilities."
- ❖ **Chartered Institute of Marketing U.K (1976)** "Marketing is the management process which identifies, anticipate and supplies customer requirements efficiently and profitable."
- ❖ **Stanton (1981)** "marketing is a total system of interacting business activities to plan, price, promote and distribute want satisfying products & services and present to potential customers".
- ❖ **American Marketing Association (2004)** " Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders."

Objectives of Marketing

Once users' needs, future trends and resources available have been established the librarian is in a position to plan the marketing objectives, the resources to be used, the place and the time scale of the operation and the strategies required achieving them. The process of setting aims and objectives will serve a number of purposes. It will provide a focused overview of the library service and give direction and guidance in achieving the objectives .If any of the objectives change over time then the market plan will need to be updated.

Need and Purpose on Marketing of Information

The major inputs which are essential for any business, industry, teaching, research and development are considered to be only four M"s: Men, Money, Material and Machines. In recent years one more input which has become essential is „Information“. This is considered to be a very important commodity and the present day power equation is:

$$\begin{aligned} \text{Information} &= \text{Knowledge} \\ \text{Knowledge} &= \text{Power} \end{aligned} \text{ Hence}$$

Information is Power and it is life saver for industry, business, etc. This value of information content of information services/products has made them commercial. It is a fact that the information provided helps the

users directly/indirectly in earning money, increasing knowledge or solving problems, etc. and thereby to earn money. In order to provide correct and timely information, Library information centre has to invest and regularly spend money for hardware, software, manpower and collection development etc., to keep the information input base up-to-date. Information Technology has resulted in virtual libraries. Users are no longer limited to their own library information centers. Library and information professionals have also now to cater beyond electronic libraries there is a need to go for marketing of information.

Need on Marketing of Information Products and Services in Libraries

- ❖ Information's is a powerful tool for developments and shall have due importance for all the societies.
- ❖ Information Technology has immense value for handling the knowledge of the world as a whole.
- ❖ Increasing resource constraints particularly financial resources are a big difficulty to obtain by government support only.
- ❖ Inadequate resources utilization resources in terms of knowledge available with libraries if opened to the public in general can be utilized fully.
- ❖ Increasing cost of Information and IT which can be managed only through the finance generated through marketing (Raina, 1998).

II. Review of Related Literature

Anil Kumar et. al. (2014) reviewed studies which has been undertaken to assess the Marketing of Information Products & Services by Central Soil Salinity Research Institute under the Indian Council of Agricultural Research in all the disciplines of CSSRI, Karnal. A well structured questionnaire was distributed among the research-scholars and Scientists of four departments viz Soil and Crop Management, Irrigation and Drainage Engineering, Crop Improvement & also Technology Evaluation and Transfer under the Central Soil Salinity Research Institute karnal. The responses were gathered from 35 users (30 Scientists and 05 Research Scholars).The findings of the survey reveal useful facts about the Marketing of Information Products & Services gender wise use the CSSRI library male respondents were 82.85% than female respondents which were 17.14%. Only 14.28% respondents were using the off line library that thrice in a Week, 5.71% daily and 28.57% occasionally. In fact 34.28% users were using the online library daily, 11.42% weekly and 5.71% Scientists thrice in a week use the online library. CSSRI Respondents were 100% using the library for the purpose of Research work & Writing/Presenting paper, and update knowledge which were the second purpose for which users were using the library i.e. 71.42%. The third purpose for using the library i.e. 34.28% users were teaching and 22.85% in education regarding which they were using the library by the Scientists on CSSRI, Karnal. Only 14.28% respondents were positively using the library for entertainment only. On the basis of the findings, it was suggested that the intensive effort was required from the part of the top management of the library, and authorities of the concerned ICAR to overcome the identified weakness. Most of the respondents gave proper feedback mechanism to monitor the effectiveness of the services and products. Regular surveys of the respondents should be conducted to know the continuity/discontinuity of the existing services/products and initiation of new services/products. It was also suggested that it should adopt some of the marketing and promotional strategies including publications, programmers of events, media and effective presentation of information products and services through the library website.

Anil Kumar (2014) conducted a study has been undertaken to assess the marketing of information products & services in Kurukshetra University library in the disciplines of social science. A well structured questionnaire was distributed among the research-scholars and teachers of seven departments viz History, Public administration, Social Work, Economics, psychology, Sociology, Political Science under the Social Science in K.U.K. The responses were gathered from 120 users (40 Teachers and 80 Research Scholars).The findings of the survey reveal useful facts about the marketing of information products & services in kurukshetra university library.43.33% of the respondents were always using the library daily, 14.16% sometimes and14.16% respondents were using the library once in a week, 6.66% twice in a week. Only 20.83% respondents were using the library by occasionally. 94.16% respondents were using the library for research needs, 70.83% in education purpose only. On the basis of the findings, it was suggested that in order to improve the library personnel should be made aware of the concepts and principles of modern marketing. So provide better provision for the library staff to attend in-service and career advancement courses and also most of the respondents were willing to pay for information products & services imply that they rely on the quality of information products than the existing products, which were freely available. So kurukshetra university library have to restructure or develop some of the existing products and services and to start new services based on market analysis. Most of respondents were suggested that Kurukshetra University library should take necessary steps to install plasma or LCD screen in the library entrance hall to display notices and information (photographs, videos etc.) of their information services and products.

Abdul salami (2013) conducted a study of investigate marketing of library and information services prevalent in six geographical zones in Nigeria Polytechnic. The survey method was used for conducting the study, the instruments used for gathering data were questionnaire, observations and documentary sources. The librarians and students were the sample using purposive sample techniques. The data collected was analyzed using frequency and percentages. The study reveals the information resources that were available in most polytechnics libraries as books, journals, pamphlets as well as information communication technology in most Polytechnics libraries, also library orientation and current awareness services were mostly used in marketing their resources and services. Recommendations, annual displays and exhibitions of resources were among resources recommended to library resources so as to attract users to library services.

Vij (2012) reviewed the studies which has been undertaken to discuss the development of information society, the libraries have also gone through a transformation. Libraries were much like a service industry where user satisfaction is supreme. The author dealt with the marketing of library products and services in India. Due to the pressure of growing technologies, expectations of users, high maintenance costs and reducing budget, the need of marketing of library products & services has increased considerably. The marketing process of library products and services needed strategic planning. The major finding of the survey revealed to cover all those activities based on techniques, obstacles & requirement of effective professional skills in marketing of library products and services in India.

Khan (2012) reviewed studies has been undertaken to explore different applications of social media for marketing of library and information resources and services. It investigated the respondent's attitude towards the usefulness of social media in marketing of library. A survey research method was administered by using a peer-reviewed and pilot-tested questionnaire. Data was collected from librarians and LIS school academicians working at Bahaudd in Zakariya University of Multan and the Islamia University of Bahawalpur. The major Findings showed that respondent's attitude was positive; majority agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Face book, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services. They indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of internet and electricity failure were the problems for applying social media in libraries of Pakistan for marketing library resources and services. They demanded for trainings for social media usage and suggested that libraries should develop social media page for maximum exploitation of library services. The Study recommended that libraries should develop their marketing plan for utilizing social media for news and service alerts and quick updates to online users and fund raising.

Ansari (2010) reviewed studies have been undertaken to discuss faculty awareness & find out new ways and means for the marketing of library & information services and products in the digital era i.e. Marketing concepts, components of marketing in initial stage of marketing and basic skills necessary for it. Marketing oriented thought was necessity in today's competitive world in digital era. There was a competition not only among companies but also among nonprofit organizations. The study emphasized that the need of marketing, its trinity concept, usefulness in libraries, & method of providing "LIBRARY AND INFORMATION PRODUCTS AND SERVICES", guidelines and implementation of marketing and the feedback mechanism for improvement in digital era has been discussed.

Shariful (2009) conducted a study on an article considered the concept of marketing in the light of library and information services and mention the necessity of marketing techniques in library and information centres. It gave an outline of the principles of information products/ services marketing and discussed the key steps of marketing for library and information centres. The article indicated the methods of applying marketing techniques to library and information centres and marketing difficulties to library and information services in developing countries were also discussed, with particular reference to those in Bangladesh.

Popoola (2008) Reviewed studies has been undertaken to discuss faculty awareness & use of library information products and services in South West Nigeria Universities. Systematic random sampling method was used to select 446 faculty members from a population of 4,459 in the universities. A questionnaire was formed & the major instrument for data gathering. The response rate achieved was 89.7% and the reliability coefficient of the questionnaire used was 0.72%. The study emphasized the idea that there was a significant difference in faculty awareness of available library products & services.

Nerisa (2008) reviewed studies has been undertaken to discuss electronic information resources and services offered by the J.D Rockefeller Research Library at Egerton University and the marketing of those resources. The author examined the various reasons for marketing information resources with emphasis on the various marketing strategies used by the J.D Rockefeller Research Library towards effective utilization of the available resources in supporting research, teaching and learning. The strategies include use of posters, notices, brochures, telephone calls, Current Awareness Services (CAS), workshops and seminars and decentralization of services among others. The study concluded with a discussion of cost effective use of those strategies in research and teaching.

Amritpal Kaur (2007) Reviewed studies has been undertaken to assess the attitude of users towards the marketing of information services and products of university research libraries. A structured questionnaire was distributed among the library users of four universities of Punjab and Chandigarh. The responses were gathered from 1237 users (241 teachers, 271 research scholars and 725 postgraduate students). The major findings of the survey revealed useful facts about marketing of information products and services. More than 61% were willing to pay for developed information services and 57% for developed information products.

Kaur and Rani (2007) conducted a study on the Marketing of Information Products & Services in University libraries of Punjab & Chandigarh. The finding of the survey revealed useful facts about marketing of Information Products & Services. In fact 61% of the respondents were willing to pay for the developed Information Services & 57% for developed Information Products and suggested that the library should adopt on appropriate marketing approach. Information centres enable the users to keep up with innovations by providing them various Information Services. Proper feedback mechanism was required to monitor the effectiveness of the services and products. Price charged for developed library services and products should be reasonable.

Spalding and Wang (2006) tried to explore how the Marketing concept was applied in practice to marketing academic library services through the experiences of academic libraries across USA. They focused on using marketing as a managerial tool to accomplish strategic organizational goals and objectives. In 2002-03 the Association of College & Research Libraries (ACRL), in partnership with ALA, customized the ALA campaign for academic libraries of America. Many of the resources developed by ACRL were available over the WWW. The authors have tried to highlight the concepts incorporated in this campaign and have provided examples of how some academic libraries had customized for their use the concepts and resources to successfully meet local goals. The authors conclude that ACRL's Academic Research Library campaign provided tools to assist librarian in better understanding of their library users and the services they needed, incorporating this information into service improvement & communicating more effectively what the library can deliver.

Sharma and Choudhary (2005) conducted a case study of All India Management Association (AIMA) Library. The authors found that experience of marketing of information services and products was very encouraging at the AIMA Library. The users' satisfaction assessment was overall good, which was evident from the fact that users were constantly asking for information through all possible means say e-mail, telephone, fax, mail and personal visits. Revenues generation of AIMA Library through products and services was also good and it was moving towards self sufficiency. The author's opinion that at present when library budgets were shrinking, marketing of its products was earnestly required.

Rajyalakshmi and Waghmare (2004) conducted a study on the concept of marketing, need for marketing of knowledge products and services in libraries in the present context, the activities which could be undertaken for marketing; different products which become financial resource generators for libraries. The ways and means of promotion; different methods of generation of finances in libraries, and some examples of charges collected for knowledge products and services were given and methods for price estimations for different services and products were discussed. It concluded by suggesting electronic information infrastructure that has a great potential which the librarians and managers of information centers could utilize and become the potential finance resource generators for their sustainability, which would affect on growth and image of libraries and information professionals in India.

III. Research Methodology

For the purpose of the study, a questionnaire was designed (Appendix-1). The questionnaire was pre-tested before using it with the survey population. All the respondents were given the same questionnaire irrespective of their status. The questionnaire was distributed to any of the respondents who willingly agreed to participate in the study. The respondents were also interviewed to fill the gaps. A five point Likert scale has been used to know the users attitude towards marketing, level of satisfaction, and marketing statements.

Data Collection

The users' questionnaires were distributed personally to all the 79 respondents under various categories, viz. Scientists & Research Scholars in all the disciplines of CSIO, Chandigarh. The respondents had to visit many times, particularly to the Scientists & in all the seven departments for collecting the filled questionnaires. However, in spite of regular visits & given reminders for filling the questionnaires, but it could be not received back. The following table shows questionnaires distributed & filled up received from both the category of users of all the disciplines of CSIO, Chandigarh under the CSRI (Council of Scientific & Industrial Research).

Population

Sr. No	CSIO Respondents	Total Users	Questionnaires Distributed	Questionnaire Received
01	Scientists	55 (100)	45 (81.81)	37 (82.22)
02	Research Scholars	37 (100)	34 (91.89)	30 (88.23)
Cumulative Total		92 (100)	79 (85.86)	67 (84.81)

Objectives of the Study

The present study intends to investigate the following objectives:

- ❖ To examine and access the Information Products & Services provided by the CSIO, Chandigarh in the disciplines of Scientific & Industrial Science.
- ❖ To identify the Information needs of Scientists and Research Scholars and willingness to pay for the Information Products & Services by Central Scientific Instruments Organization, Chandigarh.
- ❖ To investigate the knowledge of awareness of Marketing of Information Product & Services among the library users.
- ❖ To examine and understand the common problem faced by the users to access the Information Product & Services in CSIO library.

Scope of the Study

The study is being undertaken in order to identify the usability of Marketing of Information Products & Services available in CSIO, Chandigarh (under the CSRI) in the disciplines of Scientific & Industrial Science. The study will include Research Scholars & Scientists of all the seven departments viz, Agrionics, Biomedical Instrumentation, Optical devices & System, Advanced Materials & System, Precision Mechanical System, Ubiquitous Analytical Techniques, and Computational Instrumentation following under the Scientific & Industrial Science.

Statement of the Problems

Documentation activities of a country are very much interred linked with the research & developmental efforts of the country. Research libraries spend huge amounts every year in building up their collections and offering library services. But these are of no use if these are not used to satisfy information needs of the library users. Effective utilization of resources and services can be achieved through marketing approach. It can assist them in the task of designing, developing and delivering appropriate services and products. Therefore, it is inevitable to know the attitudes towards marketing of information products & services among the librarian and users. Thus, the topic of my research is “*Marketing of Information Products & Services by the Research Scholars & Scientists in Central Scientific Instruments Organization, Chandigarh: A Study*”.

IV. Analysis & Interpretation

Part- A Personal Profile

Table 1. Gender wise Use the Library Products & Services

Sr. No	Gender Wise	Response No %
01	Male	49 (73.13)
02	Female	18 (26.86)
Cumulative Total		67 (100)

Table 1.shows that among Marketing of Information Products and Services in the CSIO library male respondents were 73.13% and even greater than female users which were 26.86%.

Table 2. Status wise Use the library products & services

Sr. No	Status Wise	Response No %
01	Scientists	37 (55.22)
02	Research Scholars	30 (44.77)

Results in table 2. Shows that marketing of Information Products and Services use the CSIO library more popular by Scientists than the Research Scholars. Out of total respondents 55.22% Scientists and 44.77% Research Scholars who were using the library products and services.

Part- B Library Use Pattern

Table 3. Frequency of Use the Library

Respondents	Off- Line					On-Line				
	Daily	Weekly	Thrice In a Week	Occasionally	Never	Daily	Weekly	Thrice In a Week	Occasionally	Never
Scientists	-	12 (17.91)	04 (5.97)	13 (19.40)	-	08 (11.94)	-	-	-	-
Research Scholars	03 (4.47)	04 (5.97)	04 (5.97)	04 (5.97)	-	15 (22.38)	-	-	-	-

Table 3. Shows the respondents various availability available use the CSIO library. 11.94% respondents were used the offline library thrice in a week, 23.88% weekly, 4.47% daily and 25.37% occasionally. In fact 34.32% respondents were using the online library daily.

Table 4. Average time spent in the Library

Respondents	Off- Line					On-Line				
	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours	Less than 30 Min. to 1 Hour	1 to 2 Hours	2 to 3 Hours	3 to 4 Hours	More than 4 Hours
Scientists	13 (19.40)	12 (17.91)	-	-	-	-	02 (2.98)	07 (10.44)	02 (2.98)	-
Research Scholars	06 (8.95)	16 (23.88)	-	-	-	04 (5.97)	04 (5.97)	-	02 (2.98)	01 (1.49)

Table 4.shows that Scientific & Industrial Science users i.e. Scientists and Research Scholars were mostly spending time on the offline and online CSIO library. 28.35% respondents spend less than 30 minutes to 1 hour and 41.79% from 1 to 2 hours regarding offline time in the library on a visit. In fact 1.49% users were using the on-line library by more than 4 hours, 5.97% Scientists and Research Scholars both were 3 to 4 hours and also 10.44% respondents 2 to 3 hours time spend in the online library. Central Scientific Instruments Organization respondents were using only 8.95% 1 to 2 hours and 5.97% Research Scholars less than 30 time minutes to 1 hour spend by online library.

Table 5. Purpose do you use the Library

S. N	Respondents	Teaching	Research Work	Entertainment	Updating Knowledge	Education	Writing Paper & Presenting paper	Translation
01	Scientists	15 (22.38)	-	-	24 (35.82)	34 (50.74)	36 (53.73)	-
02	Research Scholars	-	30 (44.77)	04 (5.97)	30 (44.77)	30 (44.77)	19 (28.35)	-
Cumulative Total		15 (22.38)	30 (44.77)	04 (5.97)	54 (80.59)	64 (95.52)	55 (82.08)	-

Most of the respondents were using the library for more than one purpose. The analysis shows that main purpose of using the library was education, updating knowledge & writing/presenting paper. In Central Scientific Instruments Organization respondents i.e. Scientists and Research Scholars were 95.52% who were using the library for the purpose of education work, 82.08% in writing/presenting paper, and updating knowledge were the third purpose for which users use the library i.e. 80.59%. The fourth purpose for using the library i.e. 44.77% users were doing for research work and 22.38% for teaching regarding which they were using the library by Scientists on CSIO, Chandigarh. In Scientific & Industrial Science i.e. CSIO only 5.97% respondents were positively using the library for entertainment purpose only.

Table 6. Regarding Reason for not using the library regularly

S. N	Respondents	Lack of time	Get Information elsewhere or Online	Inconvenient working hours	Inconvenient location	Insufficient Material	Lack of trained staff	Library staff is not helpful
01	Scientists	15 (22.38)	29 (43.28)	06 (8.95)	-	-	-	-
02	Research Scholars	07 (10.44)	13 (19.40)	02 (2.98)	-	-	-	-
Cumulative Total		22 (32.83)	42 (62.68)	08 (11.94)	-	-	-	-

Data given in table 6 indicates that 32.83% of respondents identified the main reason for not using the library regularly is that they get lack of time 32.83% followed by get information elsewhere or online 62.68% and also 11.94% for inconvenient working hours.

Part- C Marketing of Information Products & Services

Table 7. Information Services that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Current Awareness Services	Scientists	17 (25.37)	25 (37.31)
		Research Scholars	08 (11.94)	
02	Newspaper clippings	Scientists	-	-
		Research Scholars	-	
03	Indexing/Abstracting Services	Scientists	-	-
		Research Scholars	-	
04	Translation Services	Scientists	-	-
		Research Scholars	-	
05	Literature Search	Scientists	05 (7.46)	35 (52.23)
		Research Scholars	30 (44.77)	
06	Photocopying of Periodical Articles	Scientists	16 (23.88)	25 (37.31)
		Research Scholars	09 (13.43)	
07	Selective Dissemination of Information	Scientists	21 (31.34)	29 (43.28)
		Research Scholars	08 (11.94)	
08	Circulation of Periodical Content	Scientists	-	-
		Research Scholars	-	
09	Reference Services	Scientists	21 (31.34)	25 (37.31)
		Research Scholars	04 (5.97)	
10	Inter Library Loan	Scientists	09 (13.43)	14 (20.89)
		Research Scholars	05 (7.46)	
11	Repacking & Condensation Service	Scientists	-	-
		Research Scholars	-	
12	Any Others	Scientists	-	-
		Research Scholars	-	

Users may use the Information Services for a variety of reasons. The need of using Information Services differs from one user to another. It can be seen from Table No 7. that 37.31% respondents were using the services i.e. Current Awareness Service, Photocopying of Periodical Articles and 20.89% Inter library loan service about the subject of interest they need. The study shows that CSIO respondents were mostly who used the information services which 52.23% literature search while 43.28% Selective Dissemination of Information. It has been found that 37.31% respondents make always use of reference service for the information need required & the subject of interest positively.

Table 8. Information Products that you need to find

S. N	Information Services	Respondents	%	Cumulative total
01	Subject books	Scientists	19 (28.35)	47 (70.14)
		Research Scholars	28 (41.79)	
02	Information Bulletin	Scientists	10 (14.92)	13 (19.40)
		Research Scholars	03 (4.47)	
03	Reprints	Scientists	01 (1.49)	01 (1.49)
		Research Scholars	-	
04	Online Products	Scientists	25 (37.31)	47 (70.14)
		Research Scholars	22 (32.83)	
05	Review	Scientists	-	-
		Research Scholars	-	
06	Index	Scientists	-	01 (1.49)
		Research Scholars	01 (1.49)	
07	Abstracts Lists	Scientists	14 (20.89)	19 (28.35)
		Research Scholars	05 (7.46)	
08	Reference Books	Scientists	13 (19.40)	28 (41.79)
		Research Scholars	15 (22.38)	
09	Standards/Patents	Scientists	-	-
		Research Scholars	-	
10	Thesis/Dissertation	Scientists	-	28 (41.79)
		Research Scholars	28 (41.79)	
11	Current Awareness Bulletins	Scientists	10 (14.92)	12 (17.91)
		Research Scholars	02 (2.98)	
12	Monographs	Scientists	-	-
		Research Scholars	-	
13	Bibliographic Lists	Scientists	09 (13.43)	09 (13.43)
		Research Scholars	-	
14	Any Other	Scientists	-	-
		Research Scholars	-	

To survey the users' needs regarding information products, fourteen types of information products were identified and formulated. The responses analyzed in table 8 reveal that more than 70.14% of the respondents want subject books and online products. In fact 41.79% respondents want need of information products i.e. reference books and Thesis/Dissertation. All the other products required by the respondents have been given in table 9 in order of their preference.

Table 9. Awareness of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Aware of & Used		Aware of but Not Used		Not Aware of	
			Total	Total	Total	Total		
01	Indexing Service	Scientists	-	06 (8.95)	37 (55.22)	55(82.08)	-	06 (8.95)
		Research Scholars	06 (8.95)		18 (26.86)			
02	Abstracting Service	Scientists	-	-	37 (55.22)	58(86.56)	-	09 (13.43)
		Research Scholars	-		21 (31.34)			
03	Bibliographic Service	Scientists	-	-	37 (55.22)	54(80.59)	-	13 (19.40)
		Research Scholars	-		17 (25.37)			
04	SDI (Selective Dissemination of Information)	Scientists	09 (13.43)	17 (25.37)	21 (31.34)	35(52.23)	07 (10.44)	15 (22.38)
		Research Scholars	08 (11.94)		14 (20.89)			
05	Current Awareness Service	Scientists	26 (38.80)	51 (76.11)	11 (16.41)	16(23.88)	-	-
		Research Scholars	25 (37.31)		05 (7.46)			
06	Newspaper Clippings	Scientists	-	-	37 (55.22)	67(100)	-	-
		Research Scholars	-		30 (44.77)			
07	Consultancy Services	Scientists	-	-	15 (22.38)	26(38.80)	22 (32.83)	41 (61.19)
		Research Scholars	-		11 (16.41)			
08	Reprographic Service	Scientists	37 (55.22)	67 (100)	-	-	-	-
		Research Scholars	30 (44.77)					
09	Reprints/Pre-Print Services	Scientists	09 (13.43)	18 (26.86)	28 (41.79)	49(73.13)	-	-
		Research Scholars	09 (13.43)		21 (31.34)			
10	Document Delivery Service	Scientists	16 (23.88)	27 (40.29)	21 (31.34)	40(59.70)	-	-
		Research Scholars	11 (16.41)		19 (28.35)			
11	Translation Service	Scientists	03 (4.47)	08 (11.94)	34 (50.74)	59(88.05)	-	-
		Research Scholars	05 (7.46)		25 (37.31)			
12	Inter Library Loan Service	Scientists	-	-	37 (55.22)	52(77.61)	-	15 (22.38)
		Research Scholars	-		15 (22.38)			
13	Internet Service	Scientists	37 (55.22)	67 (100)	-	-	-	-
		Research Scholars	30 (44.77)					
14	Document Scanning/Printing	Scientists	13 (19.40)	24 (35.82)	24 (35.82)	43 (67.17)	-	-
		Research Scholars	11 (16.41)		19 (28.35)			
15	Literature Searching	Scientists	37 (55.22)	67 (100)	-	-	-	-
		Research Scholars	30 (44.77)					
16	Enquiry Services	Scientists	01 (1.49)	03 (4.47)	36 (53.73)	64 (95.52)	-	-
		Research Scholars	02 (2.98)		28 (41.79)			
17	Repackaging & Condensation	Scientists	-	-	20 (29.85)	36 (53.73)	17 (25.37)	31 (46.26)
		Research Scholars	-		16 (23.88)			
18	Monographs	Scientists	09 (13.43)	17 (25.37)	28 (41.79)	50 (74.62)	-	-
		Research Scholars	08 (11.94)		22 (32.83)			
19	Review	Scientists	09 (13.43)	17 (25.37)	28 (41.79)	50 (74.62)	-	-
		Research Scholars	08 (11.94)		22 (32.83)			
20	Circulation of Periodical Contents	Scientists	12 (17.91)	22 (32.83)	25 (37.31)	45 (67.16)	-	-
		Research Scholars	10 (14.92)		20 (29.85)			
21	Govt./Institute Publications	Scientists	10 (14.92)	18 (26.86)	27 (40.29)	49 (73.13)	-	-
		Research Scholars	08 (11.94)		22 (32.83)			
22	Patents	Scientists	11 (16.41)	20 (29.85)	26 (38.80)	47 (70.14)	-	-
		Research Scholars	09 (13.43)		21 (31.34)			
23	Standards	Scientists	10 (14.92)	10 (14.92)	27 (40.29)	43 (64.17)	-	14 (20.89)
		Research Scholars	-		16 (23.88)			
24	CD ROM Database	Scientists	10 (14.92)	10 (14.92)	27 (40.29)	44 (65.67)	-	13 (19.40)
		Research Scholars	-		17 (25.37)			
25	Online E-Resources	Scientists	11 (16.41)	31 (46.26)	26 (38.80)	36 (53.73)	-	-
		Research Scholars	20 (29.85)		10 (14.92)			

Twenty five categories were identified to know the ways through which respondents keep themselves up to date with the information in their field of interest. It is revealed from Table 9. that 100% of the respondents keep themselves aware of & used through reprographic, Internet, literature search, and 76.11% by current awareness service and also 70% respondents aware of, but not used by indexing, abstracting, bibliographic, reprints/pre-print, translation, inter library loan, enquiry, Govt./Institute Publication, Patents. In fact CSIO 100%

respondents were aware of but not used by newspaper clipping. The other ways in order of preference have been given in table 9.

Table 10. Frequency to Access of Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Always	Often	Usually	Sometimes	Never
01	Indexing Service	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	06 (8.95)	24 (35.82)
02	Abstracting Service	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
03	Bibliographic Service	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
04	SDI (Selective Dissemination of Information)	Scientists	-	-	04 (5.97)	06 (8.95)	27 (40.29)
		Research Scholars	-	-	03 (4.47)	05 (7.46)	22 (32.83)
05	Current Awareness Service	Scientists	-	-	18 (26.86)	08 (11.94)	11 (16.41)
		Research Scholars	-	-	19 (28.35)	06 (8.95)	05 (7.46)
06	Newspaper Clippings	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
07	Consultancy Services	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
08	Reprographic Service	Scientists	-	10 (14.92)	15 (22.38)	12 (17.91)	-
		Research Scholars	-	08 (11.94)	13 (19.40)	09 (13.43)	-
09	Reprints/Pre-Print Services	Scientists	-	-	02 (2.98)	07 (10.44)	28 (41.79)
		Research Scholars	-	-	02 (2.98)	07 (10.44)	21 (31.34)
10	Document Delivery Service	Scientists	-	-	06 (8.95)	10 (14.92)	21 (31.34)
		Research Scholars	-	-	04 (5.97)	07 (10.44)	19 (28.35)
11	Translation Service	Scientists	-	-	-	02 (2.98)	35 (52.23)
		Research Scholars	-	-	-	05 (7.46)	25 (37.31)
12	Inter Library Loan Service	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
13	Internet Service	Scientists	37 (55.22)	-	-	-	-
		Research Scholars	30 (44.77)	-	-	-	-
14	Document Scanning/Printing	Scientists	-	-	04 (5.97)	09 (13.43)	24 (35.82)
		Research Scholars	-	-	03 (4.47)	08 (11.94)	19 (28.35)
15	Literature Searching	Scientists	-	18 (26.86)	08 (11.94)	11 (16.41)	-
		Research Scholars	-	14 (20.89)	06 (8.95)	10 (14.92)	-
16	Enquiry Services	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
17	Repackaging & Condensation	Scientists	-	-	-	-	37 (55.22)
		Research Scholars	-	-	-	-	30 (44.77)
18	Monographs	Scientists	-	-	-	09 (13.43)	28 (41.79)
		Research Scholars	-	-	-	08 (11.94)	22 (32.83)
19	Review	Scientists	-	-	-	09 (13.43)	28 (41.79)
		Research Scholars	-	-	-	08 (11.94)	22 (32.83)
20	Circulation of Periodical Content	Scientists	-	-	-	10 (14.92)	27 (40.29)
		Research Scholars	-	-	-	10 (14.92)	20 (29.85)
21	Govt./Institute Publications	Scientists	-	-	-	06 (8.95)	31 (46.26)
		Research Scholars	-	-	06 (8.95)	04 (5.97)	27 (40.29)
22	Patents	Scientists	-	-	04 (5.97)	04 (5.97)	22 (32.83)
		Research Scholars	-	-	-	06 (8.95)	31 (46.26)
23	Standards	Scientists	-	-	-	10 (14.92)	27 (40.29)
		Research Scholars	-	-	-	04 (5.97)	26 (38.80)
24	CD ROM Database	Scientists	-	-	-	10 (14.92)	27 (40.29)
		Research Scholars	-	-	-	-	30 (44.77)
25	Online E-Resources	Scientists	-	-	-	10 (14.92)	27 (40.29)
		Research Scholars	-	-	-	10 (14.92)	20 (29.85)

Table 10. shows that 100% of the respondents have never access the library products & services among which it includes abstracting, bibliographic, newspaper clippings, consultancy, Inter library loan, enquiry, repacking & condensation, and 100% have always access the library services i.e. Internet. More than 74.62% respondents were using the never access to monographs, review the products and 25.37% sometimes accessed. CSIO 55.22% respondents were usually accessing the current awareness service then 20.89% sometimes and 23.88% never access. In fact 29.85% CSIO respondents were sometimes accessing the online E-Resources, circulation of periodical contents and 70.14% were never accessing. Even though digital services such as CD ROM database only 14.92% respondents were sometimes accessing the Information and 85.07% never accessing. The other ways in order of preference have been given in table 10.

Table 11. Willingness to Pay for Information Products & Services in the Library

S. N	Information Products & Services	Respondents	Willingness to Pay	
			Free Base	Fee Base
01	Indexing Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
02	Abstracting Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
03	Bibliographic Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
04	SDI (Selective Dissemination of Information)	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
05	Current Awareness Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
06	Newspaper Clippings	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
07	Consultancy Services	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
08	Reprographic Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
09	Reprints/Pre-Print Services	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
10	Document Delivery Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
11	Translation Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
12	Inter Library Loan Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
13	Internet Service	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
14	Document Scanning/Printing	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
15	Literature Searching	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
16	Enquiry Services	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
17	Repackaging & Condensation	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
18	Monographs	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
19	Review	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
20	Circulation of Periodical Contents	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
21	Govt./Institute Publications	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
22	Patents	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
23	Standards	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
24	CD ROM Database	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-
25	Online E-Resources	Scientists	37 (55.22)	-
		Research Scholars	30 (44.77)	-

It is revealed from Table 11. that majority of the 100% respondents were using free of cost all the CSIO library products and services.

Table 12. Online Database

Sr. No	Respondents	Yes	No
01	Scientists	26 (38.80)	11 (16.41)
02	Research Scholars	20 (29.85)	10 (14.92)
Cumulative Total		46 (68.65)	21 (31.34)

The use of online database is the need of the hour of the present days. Table No 12. Shows the access about online database were among the Scientists & Research Scholars. The respondents were asked about access of online database. It was found that 68.65% users have access the online database related in their subject field and then only 31.34 % never used it.

Table 13. Online Database relating in your subject field

Sr. No	Respondents	NARD- National Agricultural Research Database	CERA- Consortium for E-Resources in Agriculture	NKRC- National Knowledge Resources Consortium	AGRIS- Agricultural Information System	Krishi Kosh
01	Scientists	-	-	26 (38.80)	-	-
02	Research Scholars	-	-	20 (29.85)	-	04 (5.97)
Cumulative Total		-	-	46 (68.65)	-	-

Table 13. shows that majority of 68.65% respondents reported that the NKRC (National Knowledge Resources Consortium) was used & 5.97% of the users were using the Krishi Kosh database relating in their subject field of interest.

Table 14. You are able to keep up yourself with Innovations in your field

Sr. No	Respondents	To a very great extent	To a great extent	To a considerable extent	To a moderate extent	To some extent
01	Scientists	07 (10.44)	15 (22.38)	15 (22.38)	-	-
02	Research Scholars	01 (1.49)	11 (16.41)	13 (19.40)	-	05 (7.46)
Cumulative Total		08 (11.94)	26 (38.80)	28 (41.79)	-	-

For this purpose five degrees of keeping up their selves with innovations in their field of interest were identified and formulated. Table No. 14 shows that a majority of the respondents i.e. 41.79% were able to keep up their selves with innovations in their field to a considerable extent, 38.80% respondents were to a great extent and 11.94% to a very great extent. In fact CSIO 7.46% research scholars were able to keep up their selves with innovations in their field to some extent.

Table 15. If, To Some Extent in your field

Sr. No	Respondents	No current awareness service available	No specify inf. available in field of interest	No time to use library	Limited knowledge of library collection	Undeveloped inf. Products/service offered by library
01	Scientists	-	-	-	-	-
02	Research Scholars	-	-	03 (4.47)	01 (1.49)	01 (1.49)
Cumulative Total		-	-	03 (4.47)	01 (1.49)	01 (1.49)

Five categories of reasons were identified & formulated to clarify respondents "To some extent" in keeping up their selves with innovations as a part of question two of part one. The data collected from 67 respondents whose degrees of keeping up you with innovations were limited or moderate has been analyzed in Table 15. The main reason as stated (To some extent) by 4.47% of the research scholars is that they do not find 'No Time to use the library' in the field of their interest. In fact only 1.49% of the CSIO research scholars state that they have "Limited knowledge of library collections" and same 1.49% find the Undeveloped Information Products/Services offered by library to keep up you with innovations.

Table 16. Common Problem faced by you to access the Information Resources

Sr. No	Common Problem faced by you to access the Information Resources	Respondents	Percentage	Cumulative Total
01	Lack of Information Technology	Scientists	10 (14.92)	19 (28.35)
		Research Scholars	09 (13.43)	
02	Information access is very expensive	Scientists	-	-
		Research Scholars	-	
03	Information is scattered in too many sources	Scientists	16 (23.88)	28 (41.79)
		Research Scholars	12 (17.91)	
04	Non Availability of E- Resource	Scientists	-	-
		Research Scholars	-	
05	Marketing of Inf. Is not cost effective	Scientists	-	-
		Research Scholars	-	
06	Language Barrier	Scientists	-	-
		Research Scholars	-	
07	Some other reasons i.e. location/hours/Environment/time	Scientists	11 (16.41)	20 (29.85)
		Research Scholars	09 (13.43)	

Seven categories of reasons were identified and formulated to clarify common problem faced by respondents to access the information resources. The main problem as stated by 29.85% of the CSIO respondents is that they do not access the information resources like some other reasons i.e. location, hours, environment, time. In fact

41.79% CSIO respondents state that they have faced problem to access the information & is scattered in too many sources and then 28.35% lack of Information Technology.

Table 17. Marketing Statement

Sr. No	Marketing Statement	Users	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
01	Potential users are denied access to Information Products/Services when fees are charged in the library	S	-	-	09 (13.43)	08 (11.94)	20 (29.85)
		R.S	-	-	08 (11.94)	06 (8.95)	16 (23.88)
02	Users should pay fees for Information Products/ Services	S	-	-	24 (35.82)	04 (5.97)	09 (13.43)
		R.S	-	-	19 (2.83)	03 (08.57)	08 (11.94)
03	Fees are a major deterrent to library use	S	-	-	22 (32.83)	08 (11.94)	17 (25.37)
		R.S	-	-	09 (13.43)	06 (8.95)	15 (22.38)
04	Developed Information Products/ Services are very necessary so it is not a problem for the users to pay for the developed Information Products/Services	S	27 (40.29)	10 (14.92)	-	-	-
		R.S	22 (32.83)	08 (11.94)	-	-	-
05	Computerized literature search should be part of the free normal library services	S	19 (28.35)	18 (26.86)	-	-	-
		R.S	16 (23.88)	14 (20.89)	-	-	-
06	Cost of the computerized literature search should be paid by both the library and users.	S	15 (22.38)	22 (32.83)	-	-	-
		R.S	13 (19.40)	17 (25.37)	-	-	-
07	Cost of the computerized literature search should be paid by the users only.	S	08 (11.94)	12 (17.91)	17 (25.37)	-	-
		R.S	03 (4.47)	12 (17.91)	12 (17.91)	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 17 Indicate that 67.16% of the respondents were strongly disagreed by potential users were denied access to information products and services when fees were charged in the library, 20.89% were disagree and 25.37% were not sure. 25.37% of the CSIO, Chandigarh respondents were strongly disagree reported to ability of the users should pay fees for information products and services, 10.44% disagree and 64.17% not sure with the statement. In fact 46.26% of the users were not sure to get the information from fees & were a major deterrent to library use, 20.89% disagree and 46.26% were strongly disagree in the field of subject. More than 73.13% Scientists and Research Scholars were strongly agreed, 26.86% agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement. CSIO 52.23% respondents were strongly agreed with the statement of computerized literature search & should be part of the free library services, 47.76% agree with it. In fact 58.20% respondents were agreed with the statement by cost of the computerized literature search should be paid by the users only and then 41.79% strongly agree. More than 35.82% scientists and research scholars were agreed by the cost of the computerized literature search should be paid by both the library and users, 16.41% strongly agree and 43.28% not sure with the statement.

Table 18. Attitude towards Marketing

Sr. No	Attitude Towards Marketing	Users	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
01	As a user I always look forward to new Information Products & Services	S	11 (16.41)	26 (38.80)	-	-	-
		R.S	06 (8.95)	24 (35.82)	-	-	-
02	As a user I am ready to pay for developed Information Product & Service which is Introduced.	S	11 (16.41)	26 (38.80)	-	-	-
		R.S	06 (8.95)	24 (35.82)	-	-	-
03	Potential users are denied access to Information Products & Services when fee charged in the library	S	-	15 (22.38)	14 (20.89)	08(11.94)	-
		R.S	-	10 (14.92)	13 (19.40)	07 (10.44)	-
04	Information Products & Services of the library should be made available to outside users.	S	-	-	19 (28.35)	10 (14.92)	08 (11.94)
		R.S	-	-	15 (22.38)	07 (10.44)	08 (11.94)
05	Outside users should be charged heavily.	S	-	-	30 (44.77)	-	07 (10.44)
		R.S	-	-	20 (29.85)	-	10 (14.92)
06	Present pricing policy of Information Products & Services of your library is adequate.	S	15 (22.38)	17 (25.37)	05 (7.46)	-	-
		R.S	10 (14.92)	13 (19.40)	07 (10.44)	-	-
07	Users feedback is essential to assess the quality and pricing of Information Products & Services.	S	20 (29.85)	10 (14.92)	07 (10.44)	-	-
		R.S	22 (32.83)	05 (7.46)	03 (4.47)	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' attitude towards marketing statements, seven categories of marketing statements were identified and formulated. In each category five variables were identified and formulated concerning strongly agree, agree, not sure, disagree, strongly disagree with the statement. Table No. 18 Indicate that 74.62% of the respondents were agreed, 25.37% strongly agreed with both the statement 'As a user I always look forward to new information products & services' and 'As a user I am ready to pay for developed information product & service which is introduced' in the library. 37.31% of the CSIO respondents were agree reported the ability 'potential users were denied access to information products and services when fee being charged in the library' and then 40.29% were not sure, 22.38 disagree with the statement. Majority of them 50.74% respondents were not sure to 'Information Products & Services of the library & should be made available to outside users' and 25.37% were disagree, 23.88% were strongly disagree with the statement of attitude towards marketing. In fact 74.62% scientists and research scholars were not sure to 'outside users should be charged heavily' and 25.37% strongly disagree. More than 37.31% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate' and 44.77% agree, 17.91% were not sure. The other ways in order of preference have been given in table 18.

Table 19. Level of Satisfaction

Sr. No	Level of Satisfaction	Users	Completely Satisfied	Very Satisfied	Moderately Satisfied	Very little Satisfied	Not at all Satisfied
01	Collection of library materials (Books, Journals etc)	S	25 (37.31)	12 (17.91)	-	-	-
		R.S	-	13 (19.40)	12 (17.91)	-	05 (7.46)
02	Cleanliness of the library.	S	25 (37.31)	12 (17.91)	-	-	-
		R.S	17 (25.37)	13 (19.40)	-	-	-
03	Lighting and ventilation.	S	13 (19.40)	24 (35.82)	-	-	-
		R.S	10 (14.92)	20 (29.85)	-	-	-
04	Computer & Networking facilities of the library	S	-	25 (37.31)	12 (17.91)	-	-
		R.S	-	17 (25.37)	13 (19.40)	-	-
05	Seating arrangement of the library.	S	13 (19.40)	24 (35.82)	-	-	-
		R.S	10 (14.92)	20 (29.85)	-	-	-
06	Functional organization of the library.	S	-	-	25 (37.31)	12 (17.91)	-
		R.S	-	-	17 (25.37)	13 (19.40)	-
07	Electronic resources.	S	25 (37.31)	12 (17.91)	-	-	-
		R.S	17 (25.37)	13 (19.40)	-	-	-
08	Marketing activities of the library.	S	-	13 (19.40)	24 (35.82)	-	-
		R.S	-	10 (14.92)	20 (29.85)	-	-

S= Scientists, R.S= Research Scholars

To clarify the users' level of satisfaction with the statements, eight categories of following were identified and formulated. In each category five variables were identified and formulated concerning completely satisfied, very satisfied, moderately satisfied, very little satisfied, and last not at all satisfied with the statement. Table No. 18 Indicate that 34.32% of the respondents were completely satisfied with the following statements i.e. lighting & ventilation, sitting arrangement of the library and 65.67% were satisfied. In fact CSIO 62.68% respondents were completely satisfied, 37.31% were satisfied with the following statements i.e. cleaning of the library and E-Resources. 65.67% of the scientists and research scholars were moderately satisfied and 34.32% was very satisfied with the statement i.e. marketing activities of the library. 37.31% of the respondents were very satisfied with collection of the library materials (Books, Journals etc), 17.91% were moderately satisfied and 7.46% not at all satisfied with the statement of satisfaction. The other ways in order of preference have been given in table 19.

V. Finding of the Survey

- ❖ Marketing of Information Products & Services use gender wise the CSIO library, Chandigarh under the CSIR, in which male respondents were 73.13% & female respondents were 26.86% in the field.
- ❖ Marketing of Information Products and Services status wise using the CSIO library more popularly by the Scientists than the Research Scholars. Out of total respondents 55.22% were Scientists and 44.77% Research Scholars were using the library products and services.
- ❖ 11.94% respondents were using the off line library thrice in a Week, 23.88% weekly, 4.47% daily and 25.37% occasionally. In fact 34.32% users were using the online library daily.
- ❖ Scientific & Industrial Science users i.e. Scientists and Research Scholars were mostly spending time on the offline and online CSIO library. 28.35% respondents were spending less than 30 minutes to 1 hour and 41.79% 1 to 2 hours regarding offline time in the library on a visit.
- ❖ In fact 1.49% users were using the on-line library by more than 4 hours, 5.97% Scientists and Research Scholars both were 3 to 4 hours and 10.44% respondents 2 to 3 hours time spend in the library.

- ❖ Central Scientific Instruments Organization respondents were using only 8.95% from 1 to 2 hours and 5.97% Research Scholars spend from less than 30 time minutes to 1 hour time in online library.
- ❖ Central Scientific Instruments Organization respondents i.e. Scientists and Research Scholars were 95.52% using the library for the purpose of education work, 82.08% were writing/presenting paper, and updating knowledge were the third purpose for which users use the library i.e. 80.59%.
- ❖ The fourth purpose for using the library i.e. 44.77% users were doing research work and 22.38% doing teaching regarding which it is used by Scientists in CSIO, Chandigarh. In Scientific & Industrial Science i.e. CSIO only 5.97% respondents were positively using the library for entertainment purpose only.
- ❖ 32.83% of respondents identified the main reason for not using the library regularly is that they get lack of time, 32.83% followed by to get information elsewhere or online 62.68% and also 11.94% for inconvenient working hours.
- ❖ 37.31% respondents were using the services i.e. Current Awareness Service, Photocopying of Periodical Articles and 20.89% Inter library loan service about the subject of interest they need.
- ❖ The study shows that CSIO respondents were mostly who were using the information services in which 52.23% were of literature search while 43.28% for Selective Dissemination of Information. It has been found that 37.31% respondents make always use of reference service for the information need & required the subject of interest positively.
- ❖ More than 70.14% of the respondents want subject books & online products. In fact 41.79% respondents want need of information products i.e. reference books & Thesis/Dissertation.
- ❖ CSIO 100% of the respondents keep themselves aware of & use through reprographic, Internet, literature search, and 76.11% by current awareness service and also 70% respondents were aware of but not used by indexing, abstracting, bibliographic, reprints/pre-print, translation, inter library loan, enquiry, Govt./Institute Publication, Patents.
- ❖ In fact CSIO 100% respondents were aware of but not used by newspaper clipping.
- ❖ 100% of the respondents have never accessed the library products & services among which it includes abstracting, bibliographic, newspaper clippings, consultancy, Inter library loan, enquiry, repacking & condensation, and 100% have always accessed the library services i.e. Internet.
- ❖ More than 74.62% respondents never used the access of monographs, review products and 25.37% sometimes. In CSIO 55.22% respondents were usually accessing the current awareness service then 20.89% sometimes and 23.88% never access.
- ❖ In fact 29.85% CSIO respondents were sometimes accessing the online E-Resources, circulation of periodical contents and 70.14% were never accessing it. Even though digital services such as CD ROM database only 14.92% respondents were sometimes accessing the Information and 85.07% never.
- ❖ Majority of the 100% respondents were using free of cost all the CSIO library products and services.
- ❖ The use of online database is the need of the hour of the present days. 68.65% users have access the online database relating in your subject field and then only 31.34 % never used it.
- ❖ 68.65% respondents reported that the NKRC was used and 5.97% of the users were using the Krishi Kosh database relating in their subject field of interest.
- ❖ Majority of the respondents i.e. 41.79% were able to keep up their self with innovations in their field to a considerable extent, 38.80% respondents were to a great extent and 11.94% to a very great extent.
- ❖ In fact CSIO 7.46% research scholars were able to keep up their self with innovations in their field to some extent.
- ❖ The main reason as stated (To some extent) by 4.47% of the research scholars is that they did not find “No Time to use library” in the field of their interest.
- ❖ In fact only 1.49% of the CSIO research scholars state that they have “Limited knowledge of library collections” and same 1.49% find the Undeveloped Information Products/Services offered by library to keep up there with innovations.
- ❖ The main problem as stated by 29.85% of the CSIO respondents is that they do not access the information resources like for some other reasons i.e. location, hours, environment, and time.
- ❖ In fact 41.79% CSIO respondent’s state that they have faced problem to access the information & is scattered in too many sources and then 28.35% in lack of Information Technology.
- ❖ Indicate that 67.16% of the respondents were strongly disagreed with the statement that potential users were denied access to information products and services when fees were charged in the library, 20.89% disagree & 25.37% were not sure.
- ❖ 25.37% of the CSIO, Chandigarh respondents were strongly disagree reported that the ability of the users should pay fees for information products and services, 10.44% disagree and 64.17% were not sure with the statement.
- ❖ In fact 46.26% of the users were not sure to get the information from fees & were a major determinant for library use, 20.89% disagree and 46.26% were strongly disagree in the field of subject.

- ❖ More than 73.13% Scientists and Research Scholars were strongly agree, 26.86% agreed by developed information products and services were very necessary so it is not a problem for the users to pay for the developed information products and services with the statement.
- ❖ CSIO 52.23% respondents were strongly agreed with the statement of computerized literature search & should be part of the free library services, 47.76% agree with it.
- ❖ In fact 58.20% respondents were agreed with the statement by cost of the computerized literature search should be paid by the users only and then 41.79% strongly agree.
- ❖ More than 35.82% scientists and research scholars were agree with the statement by the cost of the computerized literature search should be paid by both the library and users, 16.41% strongly agree and 43.28% were not.
- ❖ Indicate that 74.62% of the respondents were agreed, 25.37% strongly agreed with both the statement 'As a user I always look forward to new information products & services' and 'As a user I am ready to pay for developed information product & service which is introduced' in the library.
- ❖ 37.31% of the CSIO respondents were agree reporting the ability 'potential users were denied access to information products and services when fee charged in the library' and then 40.29% not sure, 22.38 disagree with the statement.
- ❖ Majority of them i.e. 50.74% respondents were not sure to 'Information Products & Services of the library & should be made available to outside users' and 25.37% were disagree, 23.88% strongly disagree with the statement of attitude towards marketing.
- ❖ In fact 74.62% scientists and research scholars were not sure to 'outside users should be charged heavily' and 25.37% strongly disagree.
- ❖ More than 37.31% respondents were strongly agreed regarding the statement such as 'present pricing policy of Information Products & Services of your library is adequate' and 44.77% agree, 17.91% were not sure.
- ❖ Indicate that 34.32% of the respondents were completely satisfied with the following statements i.e. lighting & ventilation, sitting arrangement of the library and 65.67% were satisfied.
- ❖ In fact CSIO 62.68% respondents were completely satisfied, 37.31% satisfied with the following statements i.e. cleaning of the library and E-Resources.
- ❖ 65.67% of the scientists and research scholars were moderately satisfied and 34.32% very satisfied with the statement i.e. marketing activities of the library.
- ❖ 37.31% of the respondents were very satisfied with collection of the library materials (Books, Journals etc), 17.91% were moderately satisfied and 7.46% not at all satisfied with the statement of satisfaction.

Based on the findings, the following **Suggestions** are put forward to improve the Marketing of Information Products and Services in CSIO Chandigarh Library.

- ❖ The user requirements if beneficial for mass book, journals should be made available as soon as possible. The library should remain open after working or official times.
- ❖ More strength should be given on e-books & e-journals.
- ❖ Library services should be made more & more digital even the past literature should be available in digital forms to masses with lesser cost and environmental hazards.
- ❖ The libraries should be in a position to make provisions for online access at faster rates & should have wider access.
- ❖ CSIO library have to restructure or develop some of the existing products and services and to start new services based on market analysis.
- ❖ The library should be made available by developing appropriate collections and services to serve its potential users and should use modern techniques. It should endeavor to nurture culture of customer service to enhance its image in the eyes of the users.

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About Author



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Appendix – 1
Questionnaire for Users

Part-A: Personal Profile (Please (✓) Mark in the appropriate boxes)

1. Name : Dr/Mr./Ms/Mrs _____
2. Name of Your Institute : _____
3. Gender : Male Female
4. Age Group (in years) : 18-25 26-35 36-45 46 & above
5. Status : Research Scholars Scientists

Part-B: Library Use Pattern

1. How often do you use the library? (Please ✓ only one option either **offline otherwise **online**)**

Off Line		Online
Daily	<input type="checkbox"/>	Daily <input type="checkbox"/>
Weekly	<input type="checkbox"/>	Weekly <input type="checkbox"/>
Thrice in a week	<input type="checkbox"/>	Thrice in a week <input type="checkbox"/>
Occasionally	<input type="checkbox"/>	Occasionally <input type="checkbox"/>
Never	<input type="checkbox"/>	Never <input type="checkbox"/>

2. Average time spent in the library on a visit? (Please \surd only one option either **offline** otherwise **online**)

Off Line

- Less than 30 Minutes to 1 Hour
- 1 to 2 hours
- 2 to 3 hours
- 3 to 4 hours
- More than 4 hours

Online

- Less than 30 Minutes to 1 Hour
- 1 to 2 hours
- 2 to 3 hours
- 3 to 4 hours
- More than 4 hours

3. For what Purpose do you use the library? (You may \surd more than one option)

- | | |
|---|---|
| Teaching <input type="checkbox"/> | Education <input type="checkbox"/> |
| Research Work <input type="checkbox"/> | writing Paper & Presenting Paper <input type="checkbox"/> |
| Entertainment <input type="checkbox"/> | Translation <input type="checkbox"/> |
| Updating Knowledge <input type="checkbox"/> | Any Other (Pl. Specify _____) <input type="checkbox"/> |

4. If you do not use the library regularly, what is the reason for not using the library regularly? (You may \surd more than one option)

- | | |
|--|--|
| Lack of time <input type="checkbox"/> | Insufficient Material <input type="checkbox"/> |
| Get information elsewhere or online <input type="checkbox"/> | Lack of trained staff <input type="checkbox"/> |
| Inconvenient working hours <input type="checkbox"/> | Library staff is not helpful <input type="checkbox"/> |
| Inconvenient location <input type="checkbox"/> | Any Other (Pl. Specify _____) <input type="checkbox"/> |

Part-C: Marketing of Information Products & Services

1. Which are the Information Services that you need to find? (You may \surd more than one option)

- | | |
|--|---|
| Current Awareness Services <input type="checkbox"/> | SDI <input type="checkbox"/> |
| Newspaper clippings <input type="checkbox"/> | Circulation of Periodical Content <input type="checkbox"/> |
| Indexing/Abstracting Services <input type="checkbox"/> | Reference Services <input type="checkbox"/> |
| Translation Services <input type="checkbox"/> | Inter Library Loan <input type="checkbox"/> |
| Literature Search <input type="checkbox"/> | Repackaging & Condensation Service <input type="checkbox"/> |
| Photocopying of Periodical Articles <input type="checkbox"/> | Any other (Pl. Specify) _____ <input type="checkbox"/> |

2. Which are the Information Products that you need to find? (You may \surd more than one option)

- | | |
|---|--|
| Subject Books <input type="checkbox"/> | Reference Books <input type="checkbox"/> |
| Information Bulletin <input type="checkbox"/> | Standards/Patents <input type="checkbox"/> |
| Reprints <input type="checkbox"/> | Thesis/Dissertation <input type="checkbox"/> |
| Online Products <input type="checkbox"/> | Current Awareness Bulletins <input type="checkbox"/> |
| Review <input type="checkbox"/> | Monographs <input type="checkbox"/> |
| Index <input type="checkbox"/> | Bibliographic lists <input type="checkbox"/> |
| Abstracts Lists <input type="checkbox"/> | Any other (Pl. Specify) _____ <input type="checkbox"/> |

3. The following is the list of Marketing of Information Products & Services in the library. Are you aware of it? If yes, how frequently do you access and how much are you willing to pay for it?

Information Products & Services	Awareness			Frequency to Access					Willingness to Pay	
	Aware of & used	Aware of but not used	Not aware of	Always	often	Usually	Some times	Never	Free	Fee
Indexing Service										
Abstracting Service										
Bibliographic Service										
SDI										
Current Awareness Service										
Newspaper Clippings										
Consultancy Services										
Reprographic Service										
Reprints/Pre-Print Services										
Document Delivery Service										

Translation Service										
Inter Library Loan Service										
Internet Service										
Document Scanning/Printing										
Literature Searching										
Enquiry Services										
Repackaging & Condensation										
Monographs										
Review										
Circulation of Periodical Contents										
Govt./Institute Publications										
Patents										
Standards										
CD ROM Database										
Online E-Resources										

4. Are you familiar with online database relating in your subject field? Yes/ No
 If yes, Please (Tick as many as applicable)
 NARD-National Agricultural Research Database
 CERA-Consortium for E-Resources in Agriculture
 NKRC- National Knowledge resources Consortium
 AGRIS- Agricultural Information System
 Krishi Kosh

5. How much you are able to keep up yourself with innovations in your field? (Please ✓ only one option)
 To a very great extent To a great extent To a considerable extent
 To a Moderate extent To some extent

6. What are the common problems faced by you to access the Information Resources? (You may ✓ more than one option)
 Lack of Information Technology
 Information access is very expensive
 Information is scattered in too many sources
 Non availability of electronic resources
 Marketing of Information is not cost effective
 Language Barrier
 Some other reasons i.e. location/hours/Environment/Time

7. Following are some statements regarding the operations of your library. Please read each and record your view by putting tick mark in the appropriate columns in the response scale.

Marketing Statements		Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1.	Potential users are denied access to Information Products/Services when fees are charged in the library					
2.	Users should pay fees for Information Products/ Services					
3.	Fees are a major deterrent to library use					
4.	Developed Information Products/Services are very necessary so it is not a problem for the users to pay for the developed Information Products & Services					
5.	Computerized literature search should be part of the free normal library services					
6.	Cost of the computerized literature search should be paid by both the library and users.					
7.	Cost of the computerized literature search should be paid by the users only.					

8. Please indicate (Tick mark) your Attitude towards Marketing with the library provisions to which you agreed with the following statement?

Attitude towards Marketing	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree

1.	As a user I always look forward to new Information Products & Services					
2.	As a user I am ready to pay for developed Information Product & Service which is introduced.					
3.	Potential users are denied access to Information Products & Services when fee charged in the library.					
4.	Information Products & Services of the library should be made available to outside users.					
5.	Outside users should be charged heavily.					
6.	Present pricing policy of Information Products & Services of your library is adequate.					
7.	Users feedback is essential to assess the quality and pricing of Information Products & Services.					

9. Please indicate (Tick mark) your level of satisfaction with the library provisions to which you satisfied with the following statement?

Level of Satisfaction		Completely Satisfied	Very Satisfied	Moderately Satisfied	Very little Satisfied	Not at all Satisfied
1.	Collection of library materials (Books, Journals etc)					
2.	Cleanliness of the library.					
3.	Lighting and ventilation.					
4.	Computer & Networking facilities of the library					
5.	Seating arrangement of the library.					
6.	Functional organization of the library.					
7.	Electronic resources.					
8.	Marketing activities of the library.					

10. Any other suggestion to improve library Products/Services.

Thanks for your cooperation

