
A Study on the Status of Marketing Process in University Libraries of Birjand City

Maryam Salami¹

Maryam Khodabakhshi²

Abstract

The purpose of this study was to investigate the status of marketing process based on the 4P model in university libraries of Birjand city. This research is a descriptive-survey. The statistical population of this study was 50 people by the end of January, 2017. The data gathering tool was a questionnaire whose reliability coefficient was calculated using Cronbach's alpha formula 0.916. Data analysis was done using SPSS software version 24 on two levels of descriptive and inferential statistics. At the level of descriptive statistics, abundance, frequency, mean, and standard deviation were used in the form of tables. At the level of inferential statistics, one-sample t-test, independent t-test, one way analysis of variance and T2 hoteling were used. Data analysis has been performed at 95% confidence level. The results showed that the average of marketing components based on Four P model in university libraries of Birjand is more than average and is in the optimal level, so that the location component with an average of 4.10, ad component with 3.79 mean, component prices with a mean of 3.77 and a component of the product with an average of 3.76, respectively, have priority from first to fourth. According to the findings, demographic variables (sex, education, place of service) have no significant difference with any of the components of the marketing process, but the age variable shows only

1. Ph.D in Information Science, Assistant Professor of Payame Noor University of Mashhad. salaimlib@yahoo.com

2. M.A in Information Science of Payame Noor University of Mashhad. mkhodabakhshi49@gmail.com

a significant difference in the price component and the ad. The results of this research can greatly enhance the improvement of the marketing process in academic libraries and help managers make better decisions about libraries in the electronic age.

Keywords: Marketing, University (Academic) libraries, Birjand.