Users' Perception on Social Media in The Library Marketing: A Study of Indian Institute of Management, Indore

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This study appraises the profound impact of social media on the Marketing aspect and the involvement of the users through the utilization of data collated from a survey carried out at the library of Indian Institute of Management (IIM), located at Indore in Madhya Pradesh. Over the last few decades, social media has transmuted the technique of the manner in which way organisations communicate with each other in the present-day digital era, offering a leading edge to libraries to utilise its competences for improved commitment and promotion of the marketing of their services. The study illustrates substantial inferences about the preferences of various platform, content efficacy, and a variety of methods to augment strategies of involvement of users in library, through the use of the data collected from users' impressions and behaviours on social media. This study also exhibits on the extent of criticality on the use of social media to grasp libraries' names out there, develop factual relationships with users, and meet their diverse requirements. Through the use of these results as a groundwork, the researchers offer concrete and reliable recommendations to improve the social media strategies of the libraries which in turn uplifts their online presence and the satisfaction of the patrons. In addition to contributing to the current conversation about the library, and the strategies of social media, this study also emphasizes on the prominence of social media in current day operations of a modern library the essentialness of continuously improving library services to meet the emerging requirements of library users.

Keywords: *Library Marketing, Social Media, Perception Analysis, IIM Indore, Marketing Strategies.*

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0 INTRODUCTION

During the recent years, social media has completely transformed the manner in which organisations engage with their target audiences. Libraries, throughout the ancient ages have been viewed as places that store knowledge and information, have recognized themselves to utilise social media increasingly to develop their communication capabilities with the public, interact with users, and promote their services. With the swift expansion of the social media's there has been an exemplary improvement thus altered multiple areas significantly, including library and information science. Libraries, which have conventionally been perceived as silent repositories of knowledge, are increasingly leveraging social media to reach out to their user communities, promote their services, and engage with their audiences in a energetic manner. The library at the Indian Institute of Management Indore (IIM Indore) has employed social media platforms to increase its visibility and closely engage with its users. The comprehension of the users' perceptions of these efforts is crucial for optimizing social media strategies and ensuring they effectively meet the requirements of the library's diverse user base.

Libraries are progressively utilising social media platforms to achieve abundant marketing goals, including participating with their audience, managing digital rights, launching their brand, raising knowledge about library services, promoting their services, fostering community connections, and facilitating the distribution and sharing of library materials. Libraries are utilising quite a lot of social media channels, like Facebook, Twitter, LinkedIn, and others, to improve their brand presence and engage their consumers more effectively. Libraries employ social media marketing strategies to efficiently superintend the services and goods they offer. Consequently, they have acquired diverse compensations such as acknowledgement, engagement, and involvement from the community they are associated with[7].

1 IMPORTANCE OF SOCIAL MEDIA IN LIBRARY MARKETING

Social media propositions a panorama to enhance the visibility of libraries in the digital age. Libraries can get people interested through the use of social media to share up-to-date information about new purchases, upcoming events and state-of-the-art technological advances. As compared to the archetypal marketing channels, social media platforms make it easier for the library to bond with its users by letting it communicate more directly and quickly with those it serves.

Following this, the library's energies on social media also make it more visible in search engine results. There are a large number of benefits for libraries that utilise social media platforms for marketing and getting people thoroughly

involved:

- *Enhanced Exposure*: Social media generates an expansive scope of the library's offerings and materials beyond its physical location, permitting them to be readily available by a broad range of the general public.
- *User Engagement*: The inter-active elements of social media create a communication channel that endorses engagement from users, encouraging them to engage in library activities and debates.
- *Instantaneous Communication*: Social media enables libraries to quickly communicate information about recent acquisitions, events, and services.
- *Community Building*: Through the creation of a digital community, libraries can actively involve users in significant ways, fostering a feeling of inclusion and dedication.
- *Feedback Mechanism*: Social media functions as a powerful tool for assembling user feedback, which can be used to enhance services and drive innovation.

3   IIM INDORE LEARNING CENTRE

The Indian Institute of Management, Indore Learning Centre (IIMI LC) is an amalgam resource centre that practices cutting-edge technology to teach management and related subjects. In its 27,000 square feet of air-conditioned space, the Centre houses an extensive collection of books, journals (both print and electronic), e-books, databases, and CD-ROMs. These resources can be accessed through the Institute's network and Wi-Fi. The IIM I LC's principal objectives are to offer cutting-edge reference services, acquire resources to satisfy the academic community's information demands, and build a state-of-the-art knowledge resource centre. The IIMI LC has conspicuously increased its electronic collection in the past few years to accommodate the increasing demand for digital materials. The Centre coordinates inter-library loans with other prominent institutions, offers reference, photocopying, and scanning services, and handles acquisitions and circulation as well[3].

4   REVIEW OF LITERATURE

According to research carried out by Al-Awadhi and Al-Daihani[1], there are numerous library patrons, who do not make use of social media resources. However, one of the most popular social media platforms for library marketing were found to be Twitter, Facebook, YouTube, and Research Gate. The implication of utilising various social media platforms to develop library outreach and engagement that is highlighted by this observation, which portrays a positive relationship between the adoption of the social media and the effectiveness of library marketing strategies.

The major obstacle in promoting library resources and services through social media, according to a study by Amina and Nwanne[2] in universities in South-South Nigeria, is privacy concerns. Additionally, hindrances to efficient social media promotion of libraries include an absence of resources, knowledge, and awareness of the importance of the medium, as well as technical obstacles, inadequate funding, and poor network connectivity. The research highlighted the potential of social media to enhance engagement in library settings and its significance in enabling two-way communication between library service providers and its users.

The extensive use of social media in libraries in Bangladesh was considered by Islam and Habiba[4]. They found that libraries promote library resources and services, hold video conferences, and disseminate news and events through social media platforms. Their studies lay an extensive focus on the expanding function of social media as a digital marketing and communication tool.

Joo, Choi, and Baek[5] highlighted the predominant use by public libraries of Facebook to share current and past events. Their research found that libraries frequently use Facebook to share information, such as, opening hours, rules and regulations, as well as holiday schedules. This brings to the fore the importance of Facebook as a primary communication channel for public libraries, allowing them to effectively engage with their communities and keep patrons informed of important updates and activities.

Kumar and Singh[6] emphasised the transformative role of technology in service-oriented organisations, particularly in the pursuit of encountering the needs of information seekers. They challenged that libraries must use social media tools to effectively market the products and services in the field of library and information science. This also consents libraries to broaden their reach and engage with both potential and casual information seekers, who may not be using library resources for a variety of reasons. This accentuates the substance of adapting to the latest technological advancements in order to improve access and utilisation of library services.

Panda[7] highlights on the ever-changing role of marketing in libraries and information centres, accentuating the significance of increasing reader satisfaction and promoting information products and services. The study explores the various processes and strategies used to market library offerings, as well as the use of Web 2.0 for this purpose. Given the rapid technological advancements and the growing importance of information technology, marketing has emerged as an essential tool for promoting library products and associated services. The academic libraries also play an important role in advancing education; hence librarians and information professionals must actively participate in marketing efforts to promote library offerings and improve overall educational quality.

Rachman and Putri[8] emphasized the manner in which libraries in Indonesia

use social media, primarily to promote their resources, facilities, and services. According to their results, Facebook is the most effective platform for promoting and marketing libraries. However, they also identified limitations, such as, manpower shortages and time constraints in the effective use of social media tools in libraries. This lay emphasis on the consequence of addressing resource constraints to fully realise the capability of social media for the promotion of library services and engaging with patrons effectively.

Ternenge[9] discovered that social media delivers libraries with a treasured opportunity to engage with their user community, facilitating targeted interactions and information dissemination. The libraries could possibly utilize the potential of the social media marketing in order to effectively to promote their brand and their offerings thereby increasing the involvement with their users and utilisation of marketing of library services. There are a large number of platforms, such as Facebook, Twitter, and YouTube, that permit libraries to connect with users and provide easy access to resources.

5   OBJECTIVES

- To assess the existing use of social media by the IIM, Indore library for marketing and engagement purposes.
- To comprehend and fully understand the perceptions and attitudes of the library's users towards the use of social media for library marketing.
- To evaluate the effectiveness of a variety of social media strategies employed by the IIM, Indore library; and
- To offer recommendations for improving the library's social media presence based on user feedback.

6   METHODOLOGY

This study employs a quantitative research methodology to evaluate the perspective of the users perspectives on the applications of social media for library marketing at IIM, Indore. A meticulously designed survey conducted through Google Forms collects data from 102 students at IIM, Indore. IIM, Indore was selected based on its impressive NIRF 2023 ranking and its active engagement on social media platforms. The survey encompasses demographic data, social media utilisation, content preferences, perceptible advantages and recommendations for enhancement. The data is analysed completely using descriptive and inferential statistics to provide a concise summary of the responses. This approach ensures a focused and efficient examination of users' perceptions.

7   DATA ANALYSIS AND INTERPRETATION

The survey was conducted using google form with 102 valid responses

among the students of IIM, Indore. Hence, each analysis has been done based on the 102 responses.

TABLE-1

71 Regularly Used Social Media Platforms

Social Media Platform	No. of Respondents (n=102)
Facebook	82 (80.39%)
Twitter	54 (52.94%)
WhatsApp	78 (76.47%)
LinkedIn	57 (55.88%)
YouTube	36 (35.29%)
Instagram	56 (54.90%)
Other	29 (28.43%)

Note: Multiple responses were allowed.

Table-2 reveals that Facebook (80.39%) and WhatsApp (76.47%) are the most commonly used social media platforms among the users of the library of IIM, Indore, followed by LinkedIn (55.88%), Instagram (54.90%) and Twitter (52.94%). YouTube is regularly used by 35.29% of respondents, while 28.43% engage with other platforms.

TABLE-2

72 Frequency of Accessing Library's Social Media Pages

Frequency of Access	No. of Respondents (n=102)
Daily	32 (31.37%)
Weekly	27 (26.47%)
Monthly	11 (10.78%)
Rarely	23 (22.55%)
Never	09 (08.82%)

The data shows that 31.37% access the IIM, Indore library's social media pages daily, 26.47% weekly, 10.78% monthly, 22.55% rarely, and 8.82% never. This indicates a emerging requirement for involving content to increase interaction, given the varied frequency of access.

TABLE-3

73 Initial Awareness of Library's Social Media Presence

| Source of Awareness	No. of Respondents (n=102)
Email notifications	04 (3.92%)
Library website	51 (50%)
Social media platforms	43 (42.16%)
Word of mouth	65 (63.73%)
Other	10 (9.8%)

Note: Multiple responses were allowed.

The data from Table-3 depicts that among the respondents only 3.92% became aware of the IIM Indore library's social media presence through email notifications, 50% via the library website, 42.16% through the social media platforms, 63.73% by word of mouth, and 9.80% via other means. This highlights the importance of word of mouth and the library website in raising awareness of the library's social media presence.

TABLE-4

74 Most Useful Types of Social Media Content

| Type of Content	No. of Respondents (n=102)
Announcements of new resources	64 (62.75%)
Event updates	75 (73.53%)
Research tips	12 (11.76%)
Library services information	23 (22.55%)
Educational videos and tutorials	27 (26.47%)
Other	08 (07.84%)

Note: Multiple responses were allowed.

Among the 102 respondents, 62.75% came across announcements of new resources useful, 73.53% value event updates, 11.76% appreciate research tips, 22.55% find library services information helpful, 26.47% prefer educational videos and tutorials, and 7.84% find other types of content useful. This indicated that event updates and announcements of new resources are the most valued content types on the library's social media.
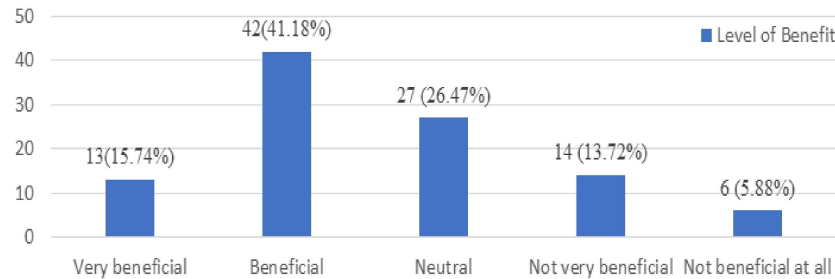
**Fig.1 Perceived Benefits of Library's Social Media Presence**

The data on the perceived benefit of the IIM, Indore library's social media presence in Figure-1 displays that 12.75% find it very beneficial, 41.18% find it beneficial, 26.47% are neutral, 13.73% find it not very beneficial, and 5.88% find it not beneficial at all. This indicates that a majority of the respondents view the library's social media presence positively, though there is a significant portion that remains neutral or less convinced of its benefits.
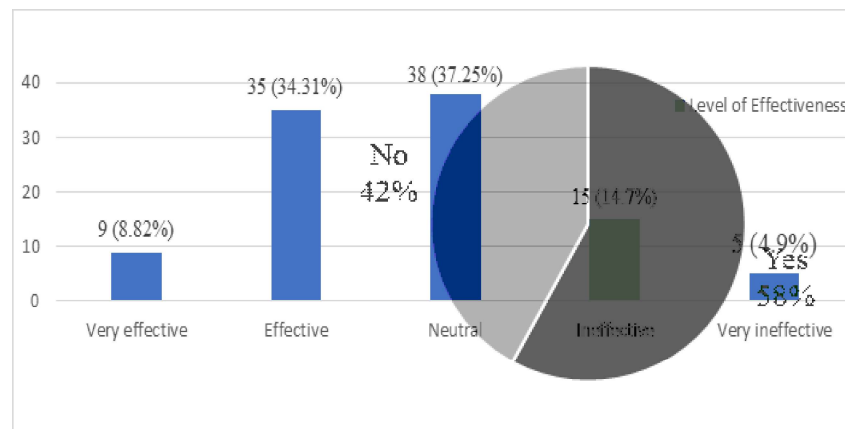
Fig. 2 Effectiveness of Library's Social Media Engagement

The data on the effectiveness of the IIM, Indore library's social media engagement among 102 respondents shows that 8.82% find it very effective, 34.31% find it effective, 37.25% are neutral, 14.71% find it ineffective, and 4.90% find it very ineffective.
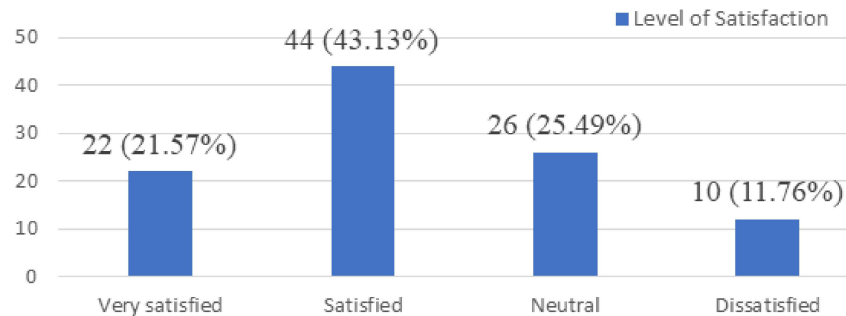
Fig.3 Satisfaction with Frequency of Social Media Posts

The data from the Figure-3 indicates that 21.57% respondents are very satisfied, 43.14% are satisfied, 25.49% are neutral and 11.76% are dissatisfied. This shows that while a majority of the respondents are satisfied with the posting frequency, there is a noteworthy portion that is neutral or dissatisfied, highlighting an opportunity to review and potentially increase the posting frequency to enhance user satisfaction.
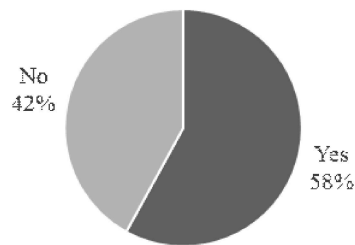
Table-5

75 Suggested Improvements for Library's Social Media

Suggested Improvement	No. of Respondents (n=102)
More frequent updates	72 (%)
More diverse content	56 (%)
Improved interaction with users	43 (%)
7Better quality of posts	37 (%)
More visuals and multimedia content	21 (%)
Other	12 (%)

Note: Multiple responses were allowed

The data on suggested improvements for the IIM, Indore library's social media presence in Table-5 reveals the following preferences: 70.59% desire more frequent updates, 54.90% want more diverse content, 42.16% seek improved interaction with users, 36.27% suggest better quality of posts,

20.59% prefer more visuals and multimedia content, and 11.76% have other suggestions. This indicates a strong demand for increased updates and content diversity, alongside enhancing user interaction and post quality.

Fig.4 Likelihood of Recommending Library's Social Media Pages

The data in Figure-4 displays that 59(58%) of the respondents are likely to recommend the library's social media pages, while 43 (42%) are not.

TABLE-6
76 Overall Rating of Library's Social Media Presence

Overall Rating	No. of Respondents (n=102)
Excellent	16 (15.69%)
Good	32 (31.37%)
Average	28 (27.45%)
Poor	15 (14.71%)
Very poor	11 (10.78%)

The overall rating of the library's social media presence from the above data depicts a varied perception. Among the 102 respondents, 15.69% rated it as "Excellent," 31.37% as "Good," 27.45% as "Average," 14.71% as "Poor," and 10.78% as "Very poor."

8   FINDINGS, RECOMMENDATIONS AND CONCLUSION

At first, Facebook and WhatsApp were the most popular social media platforms. Followed by LinkedIn, Instagram, and Twitter which came in close behind. The data also showed altered levels of engagement. For example, a lot

of the people who answered the survey checked the library's social media pages every day or every week. It was found that word of mouth and the library website facilitated the word out about its social media presence. The most-valued types of content were found to be updates on events and news about new resources. This shows how important it is for users to attain information when they need it. Most of the people who responded, enjoyed the library's social media presence, but user engagement strategies and the variety of content could be better.

Based on these results, suggestions include stepping up efforts to get people involved, making good use of word of mouth and the library website, and changing the content to suit user tastes. The library can improve its social media presence, make users happier, and meet the requests of its audience in a better manner by following these suggestions.

In the end, the study illustrates how valuable social media is for getting people involved with libraries and spreading useful information. People generally have respectable things to say about the library's social media presence, but there are clear ways to make it better in terms of user engagement and content variety. The library can improve its online presence, meet user requirements effectively, and build stronger relationships with its audience by working on these areas.

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