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### *Library marketing in selected private academic libraries in Manila : its impact on the academic community\**

Libraries as part of a highly competitive service industry are faced with the need to market due to the competition posed by mega-bookstores and the Internet community. They must re-establish themselves as valuable and essential information sources thru the use of effective marketing strategies. It is in this light that this study focused on library marketing in selected academic libraries in Manila (Far Eastern University Library, University of the East Main Library, and University of Santo Tomas Central Library) and its impact to the academic community. Two types of respondents were included in the study namely: Librarian-Respondents (academic librarians in-charge of marketing library services) and Patron-Respondents (library users like undergraduate students, graduate students, faculty members, and non-teaching personnel). Total number of Patron-Respondents per academic library was determined using Slovin's formula. Aside from the three (3) Librarian-Respondents, a total of 300 Patron-Respondents were surveyed (100 library users in each academic library). Various literatures on library marketing were used for the formulation of the survey questionnaires. The data gathered from the survey questionnaires and interviews revealed that: a) the head librarians of the three academic libraries who participated in the study are tasked to market their library services and their work experience and educational background qualifies them for such responsibility; b. The three academic libraries (Far Eastern University Library, University of the East Main Library, and University of Santo Tomas Central Library) employ almost all the library marketing strategies

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mentioned in this study; c. lack of adequate funds and lack of staff to market library services are problems encountered by the Far Eastern University Library and University of the East Main Library while lack of institutional and organizational support, lack of marketing knowledge and skills among library staff, poor coordination and communication, low priority among projects listed for the library, and negative attitudes towards library marketing were experienced by Far Eastern University Library and University of Santo Tomas Central Library; d. Based on the perception of library users on the availability, suitability, and timeliness or up to dateness of library marketing strategies, use of web sites and on-line databases, automation of customer-related services, and conduct of library tour were ranked the highest while the announcement of newly acquired materials and other library programs through web-sites and e-mails, conduct of survey and market research, feedback mechanisms through the use of suggestion boxes, distribution of pamphlets, brochures, flyers, and other promotional tools were ranked the lowest; e. Automation of customer-related library services, use of web-sites and on-line databases for remote access to library materials, and conduct of library tour were perceived by library users as the most effective marketing strategies in promoting library use while feedback mechanisms through the use of suggestion boxes, price adjustment based on the demand of specific library services, and the use of discounts on library fees and amnesty for unreturned library materials were the least effective. Recommendations included active participation of library users in the development of the library through the conduct of surveys and use of feedback mechanisms, pricing of fee-based library services based on the demands and needs of library users, and conduct of book fairs, exhibits, lectures and reception on a regular basis.