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A Comparative Study on the Marketing Status of Library Services in Iran: A Case Study

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Abstract

Purpose: The purpose of this research was to conduct a comparative study on the marketing status of library services of libraries in Qom Payame Noor University (PNU) and Qom University (QU) based on the 7P model in 2018.

Methodology: This research is an applied, a cross-sectional and comparative study. The population of this research includes 77 senior students studying "library science" in QU and Qom PNU. The data collection instrument was a researcher-made questionnaire which was designed based on the capabilities of the studied libraries and its validity was confirmed by five professors and experts. Reliability of the questionnaire was obtained based on Cronbach's alpha coefficient (0.83). SPSS®-20 and descriptive statistics such as central and sparseness indexes and inferential statistics (Chi-square, independent t-test, and Mann-Whitney test) were used to analyze data.

Findings: Mean value obtained for the components of individuals, physical evidence, promotion, and the process in libraries of PNU was significantly higher than that of QU. Only in price component, libraries of QU were significantly higher than PNU. No significant difference was observed between the product and place components in the studied libraries of these two universities.

Conclusion: The results show that the product component at QU, the component of physical evidence, promotion at PNU is not in the desirable situation and require attention and promotion for a better marketing.

Keywords: Marketing of Library Services, 7P Marketing Model, 4P Marketing Model, Payame Noor University, Qom University.

Introduction

The development of information and communication technologies, the increasing extension and diversity of academic disciplines, and the tendency of universities to generate capital and, on the other hand, the impossibility of relying on the general budget of universities have changed the role and position of universities and naturally the libraries and academic information centers. The change in the performance of university libraries as centers being responsible for providing information services to a wide range of students and faculty members need to be in line with communication innovations and a meta-library insight to provide information services. University libraries should, in addition to serving and meeting the needs of their audiences, provide an appropriate environment for their research and education development and improvement of the quality of the university. Today, since knowledge and technology are considered to be the main elements and powerful tools in the national development and entrepreneurship in every society, the mission of university as the responsible institution for producing knowledge and technology requires enhancing these two elements of development in society through strengthening their libraries. Following the university, university libraries as the centers for the storage and re-distribution of knowledge should be able to provide the services demanded by users at the most ideal possible level, and the achievement of this goal depends on the availability of facilities such as providing a rich set of resources and services, expert human resources, adequate budget, appropriate hardware and software equipment, and having an organizational vision toward synchronization with variations(McClelland, 2014).

One of the marketing strategies for library services is 7P model. In this model, there are seven main marketing components that examine all librarian factors, including services and products component, price component, people component, place component, physical evidence component, promotion component, and, finally, the process component. Each of these components has its own specific concepts. Primary evaluations indicate that librarians have less knowledge about them. For this reason, in an inaccurate interpretation, some librarians believe that libraries are nonprofit organizations and the concept of marketing has no place there. These people consider marketing as a series of promotion activities beyond the main tasks and policies of libraries to obtain profit and income; that is why they oppose its application in libraries. However, libraries in the absence of applying and studying marketing situation, in addition to discussions on financial credits, will be confronted with the problem of losing audiences, inability to satisfy them and, eventually, the record and endanger their existence and survival. This research compares the situation of service marketing of these two categories of university libraries in 2018 in addition to studying the marketing situation of library services in PNU and QU based on the 7P model. In fact, the movement towards the marketing of service delivery is done by utilizing service marketing in the university libraries of the country and realizing it as an important factor along with formation of third-generation universities.

Methodology

This is an applied and cross-sectional study. The population of this research includes 72 senior students studying "library science" at the QU and Qom PNU. Due to the limited research population, sampling has not been done and all the people in the research population have been studied. Among 77 distributed questionnaires, 72 questionnaires were returned and the population under study was reduced to 72. The data collection instrument in this research is a questionnaire. Cronbach's alpha coefficient was calculated for reliability of the questionnaire (0.83). SPSS®-20 and descriptive statistics such as central and sparseness indexes and inferential statistics (Chi-square, independent t test and Mann-Whitney test) were used to analyze data.

Research Literature

The importance and position of libraries and information centers in knowledge production by universities and research centers have made many studies conducted over recent years in order to study the present situation and the upcoming expectations in this area. In the following, some researches are introduced to identify the marketing of library services.

Selvam and Subramanian (2018) studied the attitudes of staff working in Arts and Science University Libraries towards the web-based product marketing and information services. The results of this study indicate that respondents' attitudes toward web-based marketing are positive, and most of the respondents agree that the library website and appropriate social media channels should take actions for marketing digital products. In addition, currently, the focus of the studied libraries is on the set of digital resources, rather than the development of the print version. Marketing in libraries is necessary because of making a close relationship between users and employees to provide products and services available in the library and improve the skill of information literacy. Lack of human resources and financial support are regarded as major problems for implementing the marketing program in university libraries. Further, the application and adoption of modern and different techniques and communication channels facilitates communication with users in obtaining information(Selvam & Subramanian, 2018).

The results of the research by Chigwada and Chiparausha (2015) studying the librarians' views on the effect of marketing communication channels on the university library of Bindura Education Sciences show that librarians use different marketing methods and channels, such as direct and face-to-face communication, telephone communication, web-based communications, Electronic communications such as e-mail, websites and social networks, text communications such as letters and announcements; media broadcasting via television, radio, etc., in order to interact with their audiences and improve information services. All in all, the findings indicate that direct or verbal communication and the library's website are mainly used for the marketing of many products and services (Chigwada & Chiparausha, 2015).

The results of the research by Chegwe and Anaehobi (2015) on service marketing in Nigeria's libraries show that librarian's view to marketing in libraries is positive. In addition, if the university librarians

become more aware of marketing, they will be able to meet the present and potential needs of users and increase the use of library products and services(Chegwe & Anaehobi, 2015).

The results obtained from the study by Amarakoon and Seneviratne (2014), aimed at studying the attitudes and views of librarians at the Universities of Sri Lanka toward the use of Facebook for progressing and promoting library resources and services, show that only 16.7% of libraries have their own Facebook page; also the librarians' views on using social media, especially Facebook, is positive in progressing and promoting library services and resources(Amarakoon & Seneviratne, 2014).

The results of Mi & Nesta(2006) show that libraries can apply classic marketing principles to attract and better serve new generations of users. Although libraries no longer have a monopoly on information sources, libraries do offer value-added services.

Maphorisa and Jain (2013) studied the views of users and staff working in the Botswana National Archives Center toward the service marketing of this center. The findings of this study indicate that the majority of employees do not have correct knowledge on the concept of marketing and cannot distinguish the distinction between the concept of marketing and promotion (progress, development and advertising). The reason is that many people under study regard marketing the same as promotion and progression (advertising and development), and only 8% of marketing respondents consider it as an action to meet the users' needs. The findings indicate that the failure of Botswana National Archives personnel in distinguishing between marketing and promotion has led to their ineffective promotion and communication strategies(Maphorisa & Jain, 2013).

The results from a study by Haftadi Yams (2016) show that the components of product, distribution and promotion play a role in attracting users to the public libraries of Tabriz, but the price component has no effect on attracting users. Furthermore, there will be no use as far as there is no awareness about products and services. Therefore, after producing any product or service, libraries should inform their targeted customers and subsequently there may be an application(Haftadi Yam, 2016).

Esmaeily Givi et al. (2016), in addition to an analytical analysis on the current status of the National Library of Iran in the form of 'marketing price and place', have made some propositions including: promoting library earnings capacity, increasing business capabilities of library productions, adapting financial and budget planning, correct mapping of copyright rules, on line content enhancement, information system enhancement, promotion of services and interactive channels, enrichment of library environment with scientific centers, strengthening research face, providing on line information and service collaborations, strengthening spatial capabilities and adopting security policies around the library.

Masoumi et al.(2015) studied the status of marketing services of archival services in the National Archives of Iran within the framework of the 7P marketing mixed model. The results of their research show that in the national archive of Iran, public and welfare facilities are more addressed than all other aspects, and the

building and distribution channel in this research is the least important factor, and perhaps the most important reason for the staff of the national archives is irreversible of archive place and building over several years. In addition, there is no significant relationship between the factors of mixed marketing model and gender, age, education, and service record of Iranian National Archives staff (Masoumi, Esmaeili Givi, & Nakhoda, 2015).

Shabani et al. (2013) in a research aimed at studying the status of the marketing process of university libraries in Isfahan based on the 7P model. The results of this study indicate that the status of the components of the marketing process based on the 7P model in the libraries of the state universities of Isfahan is more than average level and is in a desirable situation. Furthermore, the observed difference between the mean values of marketing process components is significant. The price component of information services has the best situation compared to other components, and process components, physical evidence, product, staff, place and promotion are in the next places. The obtained results indicate considering the marketing of information and provided services based on the customer's needs or, in other words, the market orientation. Having this vision toward information marketing will expand the information activities and provide better services for customers and as a result will increase customer satisfaction(Shabani, Emadi, Mohammadi Ostani, & Soleymani, 2014).

Findings:

Considering the use of the 7P model, research findings are presented in terms of seven components of product, prices, people, physical evidence, promotion, place, and process.

- **Service Marketing Situation in Terms of Product Component in the Studied Libraries.**

As shown in Table 1, the results of the Mann-Whitney test show that the P-value is higher than 0.05, so there is no significant difference between the libraries of the two universities in terms of product component. In the objective components in the libraries of PNU, the highest average related to the items design, compilation and publication of non-book resources and the lowest mean value was related to the design and compilation of lists, profiles, abstracts, bibliographies, headings, and other information dissemination tools; while in the libraries of QU, the highest and lowest mean values were, respectively, related to the items design and compilation of lists, profiles, abstracts, bibliographies, headings and other tools for the dissemination of information and design and compilation of books and publications. In non-objective components in the libraries of PNU, the highest and lowest mean values are respectively related to the items searching for information resources and the interlibrary loan service, while in the libraries of QU, the highest mean value belongs to the search item for information resources, and the lowest mean value belongs to the service delivery item in non-official hours and holidays.

Table1. Product component in studied libraries.

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
To what extent collaborations work in designing and editing books and publication is done?	PNU	8 %21.6	15 %40.5	9 %24.3	4 %10.8	1 %2.7	2.23 1.02	0.144
	QU	16 %47.1	6 %17.6	9 %26.5	3 %8.8	0 %0	1.97 1.05	
How much does collaboration work exist with the design, compilation and publication of non-book resources such as maps, photographs, brochures and pamphlets, posters, leaflets, designs and reports, dissertations, standards, and audio visual sources such as CDs, DVDs?	PNU	8 %21.6	8 %21.6	12 %32.4	9 %24.3	0 %0	2.59 1.09	0.105
	QU	16 %47.1	4 %11.8	7 %20.6	7 %20.6	0 %0	2.14 1.23	
How much does collaboration work exist in providing the tools and hardware necessary for the use of non-book materials and the use of these equipment to work in the relevant processes?	PNU	10 %27	9 %24.3	11 %29.7	6 %16.3	1 %2.7	2.43 1.14	0.503
	QU	12 %35.3	6 %17.6	12 %35.3	4 %11.8	0 %0	2.23 1.07	
To what extent do collaborations work exist in the design and development of manual and computer storage and retrieval systems and the creation of databases for different non-book sources?	PNU	9 %24.3	9 %24.3	10 %27	7 %18.9	2 %5.4	2.56 1.22	0.626
	QU	8 %23.5	12 %35.3	6 %17.6	8 %23.5	0 %0	2.41 1.1	
To what extent are collaborations in the design and development of catalogs, profiles, abstracts, bibliographies, titles and other tools for publication of information?	PNU	11 %29.7	13 %35.1	10 %27	3 %8.1	0 %0	2.13 0.94	0.105
	QU	6 %17.6	10	10 %29.4	4 %11.8	1 %2.9	2.52 1.02	
To what extent are interlibrary loan services provided?	PNU	19 %50	6 %16.2	7 %18.9	2 %5.4	3 %8.1	2.02 1.3	0.001
	QU	1 %2.9	6 %17.6	12 %35.3	10 %29.4	5 %14.7	3.35 1.4	
To what extent is the document reservation service provided?	PNU	17 %44.7	9 %23.7	3 %7.9	4 %10.5	5 %13.2	2.23 1.45	0.030
	QU	5 %14.7	9 %26.5	9 %26.5	9 %26.5	2 %5.9	2.82 1.16	
To what extent is the document delivery service provided?	PNU	7 %18.9	5 %13.5	8 %21.6	5 %13.5	12 %32.4	3.27 1.52	0.231
	QU	6 %18.2	6 %18.2	10 %30.3	8 %24.2	3 %9.1	2.78 1.24	
To what extent does the extension or reservation service is provided by phone, email or internet?	PNU	5 %13.5	4 %10.5	12 %32.4	8 %21.6	8 %21.6	3.27 1.3	0/574
	QU	3 %8.8	5 %14.7	8 %23.5	10 %29.4	8 %23.5	3.44 1.25	
To what extent is the search services for information resources provided?	PNU	1 %2.6	1 %2.6	9 %23.7	12 %31.6	15 %39.5	4.02 0.99	0.862
	QU	1 %2.9	0 %0	6 %17.6	15 %44.1	12 %35.3	4.08 0.9	
To what extent are Internet services and databases provided?	PNU	1 %2.7	3 %8.1	5 %13.5	13 %48.6	10 %27	3.89 0.99	0.559
	QU	2 %5.9	1 %2.9	8 %23.5	15 %44.1	8 %23.5	3/76 1.04	
To what extent are copying and printing services provided?	PNU	7 %19.4	8 %22.2	11 %30.6	8 %22.2	2 %5.6	2.72 1.18	0.214
	QU	6 %17.6	6 %17.6	6 %17.6	11 532.4	5 514.7	3.08 1.35	
To what extent services are provided during non-office hours or on holidays?	PNU	13 %35.1	6 %16.2	13 %35.1	4 %10.8	1 %2.07	2.29 1.15	0.450
	QU	11 %32.4	7 %20.6	5 %14.7	8 %23.5	3 %8.8	2.55 1.39	

- **Service Marketing Situation in Terms of Price Component in the Studied Libraries**.

The results from Table 2 show that the highest mean value in PNU is related to non-receiving of costs against service provision and the lowest mean value is related to library membership cost item and article download costs from indexed bases. In the libraries of QU, also, the highest mean value is related to non-receiving of services costs versus service provision and the lowest mean value is related to membership costs in the library.

Table2. Price component in studied libraries.

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
To what extent will the membership fee be received by the library?	PNU	32 %97.4	0 %0	0 %0	0 %0	1 %2.6	1.07 0.48	0.005
	QU	25 %73.5	2 %5.9	5 %14.7	1 %2.9	1 %2.9	1.55 1.05	
To what extent is a fine to be paid for delayed lending books?	PNU	23 %63.5	2 %5.3	9 %23.7	4 %10.5	0 %0	1.84 1.12	0.312
	QU	15 %44.1	6 %17.6	9 %26.5	3 %8.8	1 %2.9	2.08 1.16	
To what extent is the cost of inter-library services received?	PNU	32 %84.2	3 %7.9	2 %5.3	1 %2.6	0 %0	1.26 0.68	0.113
	QU	23 %67.6	6 %17.6	4 %11.8	1 %2.9	0 %0	1.5 0.84	
To what extent will the cost of printing and copying a card or CD be received in the library?	PNU	20 %52.6	12 %31.6	4 %10.5	2 %5.3	0 %0	1.68 0.87	0.238
	QU	13 %38.2	13 %38.2	7 %20.6	1 %2.9	0 %0	1.88 0.84	
To what extent is the appropriateness of cost of using features such as email and phone and fax to be used to provide non-personal services paid attention?	PNU	15 %40.5	8 %21.6	9 %24.3	5 %13.5	0 %0	2.11 1.1	0.875
	QU	15 %44.1	5 %14.7	8 %23.5	3 %8.8	3 %8.8	2.23 1.4	
How much cost of downloading an article is received from profile sites?	PNU	35 %92.1	3 %7.9	0 %0	0 %0	0 %0	.107 0.27	0.001
	QU	20 %58.8	7 %20.6	4 %11.8	3 %8.8	0 %0	1.71 1	
How much does it cost to download information?	PNU	33 %86.8	3 57.9	1 %2.6	0 %0	0 %0	1.13 0.41	0.094
	QU	26 %76.5	2 %5.9	4 %11.8	3 %8.8	0 %0	1.71 1.33	
To what extent is it important to deny the cost of providing services?	PNU	4 %10.5	3 %7.9	3 %7.9	7 %18.4	21 %55.3	4 1.39	0.034
To what extent will the membership fee be received by the library?	QU	3 %8.8	2 %5.9	8 %23.5	14 %41.2	7 %20.6	3.58 1.15	

- **Service Marketing Situation in Terms of People Component in the Studied Libraries.**

According to the data given in Table 3, the results of the Mann-Whitney test show that the calculated P-value is less than 0.05. As a result, in this section, there is a significant difference between the libraries of the two universities in terms of the people component, which is significantly higher in the PNU than in the QU. Additionally, in the libraries of PNU, the highest mean value obtained in the people component is related to the good treatment and relationship between the staff and the users, and the lowest mean value is related to the training and measurement period of the staff and updating their information. In the libraries

of PNU, the obtained mean value in the people component is related to the good treatment and relationship between the staff and the users, and the lowest mean value is related to the training and measurement period of the staff and updating their information.

Table3. People in the studied libraries.

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
				confidence level				
To what extent are employees of high specialized knowledge used?	PNU	1 %2.6	2 %5.3	10 %26.3	15 %39.5	10 %26.3	3.81 0.98	0.069
	QU	2 %5.9	2 %5.9	11 %32.4	18 %52.9	1 %2.9	3.41 0.89	
To what extent is the good behavior and relationship of employees to users important?	PNU	2 %5.3	0 %0	7 %18.4	13 %34.2	16 %42.1	4.07 1.04	0.078
	QU	3 %8.8	2 %5.9	6 %17.6	16 %47.1	7 %20.6	3.64 1.15	
To what extent is it important to educate and periodical assess of staff and update their information?	PNU	2 %5.3	2 %5.3	11 %28.9	12 %31.6	11 %28.9	3.73 1.11	0.008
To what extent are employees of high specialized knowledge used?	QU	2 %5.9	11 %32.4	9 %26.5	8 %23.5	4 %11.8	3.02 1.14	

- **Service Marketing Situation in Terms of Physical Evidence Component in the Studied Libraries**.

The data given in Table 4 show that the P-value obtained from the results of Mann-Whitney test in the physical evidence component is less than 0.05, and there is a significant difference between the libraries of two universities in terms of the component of physical evidence. In this section, the libraries of PNU had a higher mean value than the libraries of QU. Also, in the libraries of PNU, the highest mean value obtained in the physical evidence component is related to the modern and appropriate hardware and software facilities. In the libraries of QU, the highest mean value obtained in physical evidence is related to the use of guidance signs in the library building.

Table4. Physical evidences component in studied libraries.

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
				confidence level				
To what extent is the physical and outdoor appearance of the library building important?	PNU	3 %7/9	7 %18.4	9 %23.7	13 %34.2	6 %15.8	3.31 1.18	0.027
	QU	8 %23.5	5 %14.7	13 %38.2	6 %17.6	2 %5.9	2.67 1.19	
To what extent are the special facilities and amenities available outside the library's building, such as parking, etc. used?	PNU	7 %18.9	6 %16.2	11 %29.7	10 %27	3 %8.1	2.89 1.24	0.085
	QU	7 %20.6	14 %41.2	8 %23.5	1 %2.9	4 %11.8	2.44 1.21	
To what extent are the public equipment and welfare facilities including heating, lighting and drinking water and ... in the library building, are important?	PNU	3 %7.9	5 %13.2	12 %31.6	14 %36.8	4 %10.5	3.28 1.08	0.185
	QU	4 %11.8	9 %26.5	9 %26.5	9 %26.5	3 %8.8	2.94 1.17	
To what extent are the signs and symbols used in library building?	PNU	3 %7.9	3 %7.9	10 %26.3	15 %39.5	7 %18.4	3.52 1.13	0.287
	QU	1 %2.9	8 %23.51	10 %29.4	10 %29.4	5 %14.7	3.29 1.08	
	PNU	0	6	11	13	8	3.6	0.009

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
To what extent are the modern and proper hardware and software tools used?		%0	%15.8	%28.9	%34.2	%21.1	1	
	QU	4 %11.8	6 %17.6	15 %44.1	7 %20.6	2 %5.9	2.91 1.05	
How much importance is given to the formal format of the library website?	PNU	1 %2.07	2 %5.4	16 %43.2	11 %29.7	7 %18.9	3.56 0.98	0.175
	QU	3 %8.8	3 %8.8	15 %44.1	10 %29.4	3 %8.8	3.2 1.03	
To what extent are the appearance and uniform clothes of the staff associated with the clients important?	PNU	14 %37.8	6 %16.2	11 %29.7	4 %10.8	2 %5.4	2.29 1.24	0.294
	QU	15 %44.1	10 %29.4	4 %11.8	5 %14.7	0 %0	1.97 1.08	

- **Service Marketing Situation in Terms of Promotion Component in the Studied Libraries**

The results of the Mann-Whitney test in Table 5 show that the P-value obtained in the promotion component is less than 0.05. In this section, there is a significant difference between the libraries of the two universities in terms of the promotion component and the libraries of PNU have a higher mean value than the libraries of the QU. Moreover, the results of this section show that in the libraries of PNU, the highest mean value obtained in the promotion component is related to the use of document search software. In the libraries of QU, the highest mean value obtained in the promotion component is related to this item.

Table5. Promotion and advertising components in the studied libraries.

product component Items		confidence level					Std	(MWW)
		Very low 1	Low 2	Medium 3	Much 4	Too much 5		
To what extent announcements about reporting to the library community are published?	PNU	4 %10.5	1 %2.26	10 %26.3	16 %42/1	7 %18.4	3.55 1.15	0.008
	QU	4 %11.8	7 %20.6	14 %41.2	6 %17.6	3 %8.8	2.91 1.11	
How much information and services are provided by email, mobile phone, Internet and local wallpapers, and so on?	PNU	3 %8.1	8 521.6	10 %27	10 %27	6 %16.2	3.31 1.2	0.072
	QU	5 %14.7	8 %23.5	14 %41.2	6 %17.6	1 %2.9	2.71 1.03	
To what extent publications and related newsletters are published?	PNU	10 %27	11 %29.7	9 %24.3	6 %16.2	1 %2.7	2.37 1.13	0.382
	QU	12 %35.3	8 %23.5	12 %35.3	2 %5.9	0 %0	2.11 0.97	
To what extent is the content catalog of the library resources published?	PNU	2 %5.4	11 %29.7	12 %32.4	6 %16.2	6 %16.2	3.08 1.16	0.10
	QU	8 %23.5	7 %20.6	12 %35.3	6 %17.6	1 %2.9	2.55 1.13	
To what extent are the brochures and advertising posters important for the library?	PNU	5 %13.2	6 %15.8	16 %42.1	6 %15.8	5 %13.2	3 1.8	0.015
	QU	10 %29.4	10 %29.4	8 %23.5	6 %17.6	0 %0	2.29 1.08	
To what extent are meetings, workshops and specialized meetings important?	PNU	4 %10.8	6 %16.2	17 %45.9	5 %13.5	5 %13.5	3.02 1.14	0.003
	QU	10 %29.4	12 %35.3	7 %20.6	5 %14.7	0 %0	2.2 1.03	
To what extent are social networks and specialized exhibitions used to introduce the library?	PNU	8 %22/2	8 %22.2	10 %27.8	6 %16.7	4 %11.1	2.72 1.3	0.027
	QU	12 %35.3	12 %35.3	7 %20.6	2 %5.9	1 %2.9	2.05 1.04	
To what extent are the document search software used?	PNU	0 %0	5 %13.5	4 %10.8	16 %43.3	12 %32.4	3.94 0.99	0.098
	QU	1 %2.9	6 %17.2	5 %14.7	17 %50	5 %14.7	3.55 1.05	
To what extent is the blog or library website important?	PNU	5 %13.9	6 %16.7	3 %8.3	14 %38.9	8 %22.2	3.38 1.37	0.151
	QU	3 %8.8	10 %29.4	8 %23.5	10 %29.4	3 %8.8	3 1.15	

| To what extent is the link to the related sites used on the library website? | PNU | 3 %7.9 | 6 %15.8 | 6 %15.8 | 15 %39.5 | 8 %21.1 | 3.5 1.22 | 0.211 |
| | QU | 4 %11.8 | 9 %26.5 | 6 %17.6 | 9 %26.5 | 6 %17.6 | 3.11 1.31 | |

- **Service Marketing Situation in Terms of Place Component in the Studied Libraries.**

The data from Table 6 show that based on the results from Mann-Whitney test, the P-value obtained was higher than 0.05, and there is no statistical significant difference in any of the place components between the two university libraries. The results of this section, also, show that in the libraries of PNU, the highest mean value obtained in the place component is related to the accessibility of library address. In the libraries of QU, also, the highest mean value obtained in the place component is related to this item.

Table6. Place component in studied libraries.

| product component Items | | confidence level | | | | | Std | (MWW) |
		Very low 1	Low 2	Medium 3	Much 4	Too much 5		
To what extent is the library address available?	PNU	1 %2.6	2 %5.3	5 %13.2	16 %42.1	14 %36.8	4.05 0.98	0.135
	QU	1 %2.9	2 %5.9	11 %32.4	11 %32.4	9 %26.5	3.73 1.02	
To what extent is the library built in appropriate place and is distinguishable among other buildings?	PNU	2 %5.3	9 %23.7	10 %26.3	13 %34.2	4 %10.5	3.21 1.09	0.557
	QU	5 %14.7	6 %17.6	10 %29.4	9 %26.5	4 %11.8	3.02 1.24	
To what extent is the safety of the building important in terms of windows, stairs and fire?	PNU	6 %15.8	8 %21.1	15 %39.5	6 %15.8	3 %7.9	2.78 1.14	0.659
	QU	4 %11.8	11 %32.4	12 %35.3	6 %17.6	1 %2.9	2.67 %1.01	
To what extent are the audio insulator used in output windows and what extent keeping silence is important in library?	PNU	5 %13.2	8 %21.1	16 %42.1	6 %15.8	3 %7.9	2.84 1.1	0.252
	QU	5 %14.7	11 %32.4	13 %38.2	4 %11.8	1 %2.9	2.55 0.99	
To what extent are the study hall large and the internal sections of the library are separated?	PNU	2 %5.3	10 %26.3	9 %23.7	6 %15.8	11 %28.9	3.36 1.3	0.114
	QU	4 %11.8	6 %17.6	16 %47.1	7 %20.6	1 %2.9	2.85 0.98	
To what extent is the personal channels such as lending and reference desk available?	PNU	0 %0	3 %7.9	9 %23.7	12 %31.6	14 %36.8	3.97 0.97	0.158
	QU	1 %2.9	5 %14.7	6 %17.6	16 %47.1	6 %17.6	3.61 1.04	
To what extent are the personal search stations such as a sheet container or computer station provided?	PNU	0 %0	4 %10.5	12 %31.6	10 %26.3	12 %31.6	3.78 1.01	0.428
	QU	2 %5.9	2 %5.9	9 %26.5	17 %50	4 %11.8	3.55 0.99	
To what extent is an Internet search station provided?	PNU	0 %0	3 %7.9	13 %34.2	10 %26.3	12 %31.6	3.81 0.98	0.253
	QU	2 %5.9	5 %14.7	8 %23.5	13 %38.2	6 %17.6	3.47 1.13	
To what extent are there non-personal communication channels like email and website?	PNU	4 %10.5	6 %15.8	15 %39.5	7 %18.4	6 %15.8	3.13 1.18	0.991
	QU	3 %8.8	4 %11.8	15 %44.1	11 %32.4	1 %2.9	3.08 0.96	

- **Service Marketing Situation in Terms of Process Component in the Studied Libraries**

The data given in Table7 show that based on the results of the Mann-Whitney test, the P-value obtained is less than 0.05, and there was no significant difference in any of the process components in this section between the libraries of the two universities in terms of the process component and the libraries of the PNU

have a higher mean value than the libraries of the QU. In the libraries of PNU, the highest mean value achieved in the place component relates to the process component of using advanced facilities to provide faster service to users. In the libraries of QU, the highest mean value obtained in the place component relates to monitoring item in handling the complaints and suggestions of the clients.

Table7. Process component in studied libraries.

product component Items		Very low 1	Low 2	Medium 3	Much 4	Too much 5	Std	(MWW)
				confidence level				
To what extent is it important to provide a complete list of services to library users?	PNU	2 %5.3	5 %13.2	17 %44.7	8 %21.1	6 %15.8	3.28 1.26	0.833
	QU	2 %6.1	5 %15.2	12 %36.4	8 %24.2	6 %18.2	3.33 1.13	
To what extent is the process of using advanced facilities to provide faster services for users is important?	PNU	1 %2.7	4 %10.8	11 %29.7	10 %27	11 %29.7	3.7 1.1	0.001
	QU	3 %8.8	13 %38.2	8 %23.5	8 %23.5	2 %5.9	2.79 1.09	
To what extent the process of enforcing uniform and fixed laws to all branches of the hinted university library is important?	PNU	2 %5.4	8 %21.6	7 %18.9	14 %37.8	6 %16.2	3.37 1.16	0.025
	QU	5 %14.7	8 %23.5	12 %35.3	8 %23.5	1 %2.9	2.76 1.07	
To what extent is the monitoring and review process (marketing-related) important?	PNU	4 %11.4	6 %17.1	10 %28.6	5 %14.3	10 %28.6	3.31 1.36	0.013
	QU	5 %14.7	11 %32.4	13 %38.2	5 %14.7	0 %0	2.52 0.92	
To what extent is supervision over the process of handling complaints and offers of clients?	PNU	1 %2.7	6 %15.8	11 %28.9	9 %23.7	11 %28.9	3.6 1.15	0.251
	QU	3 %9.1	3 %9.1	12 %36.4	12 %36.4	3 %9.1	2.27 1.06	

- **Answering the Research Hypothesis**

There is a significant difference between service marketing in terms of components of 7P marketing model in the selected libraries of the QU and PNU.

As Table8 shows, the mean value obtained in people component, physical evidence, promotion, and process in the studied libraries of PNU is significantly higher than that of the QU. However, in the price component, the studied libraries of the QU were significantly higher than PNU. There is no significant difference between the studied libraries of two universities in product and place components.

Table8. Numerical Indicators of Components of the 7P Marketing Model in QU and PNU.

Proponents of marketing model	Universities								Independent T-test result
	QU				PNU				
	Min	Max	Ave	Std	Min	Max	Ave	Std	
Product	1.64	4	2.82	0/61	1.5	4.21	2.95	0.63	t=0.895 df=70 P=0/374
price	1.25	2.63	1.77	0.35	1	3.5	2.03	0.58	t=2.224 df=53 P=0.030
individuals	1	5	3.78	0.92	1	4.67	3.36	0.91	t=2.372 df=70 P=0.020
Physical evidences	1.29	4.86	3.22	0.81	1	4.29	2.77	0.84	t=2.262 df=70

								P=0.27
Promotion and advertising	1.6	5	3.18	0.8	1.2	4.6	2.65	0.71	t=2.294 df=70 P=0.004
place	2.11	5	3.44	0.7	1.11	4.89	3.17	0.73	t=1.565 df=70 P=0.122
process	1.4	5	3.47	1.03	1	4.4	2.93	0.81	t=2.466 df=70 P=0.016

Discussion and Conclusion:

According to the findings of the research, in the libraries of QU, among the components of the 7P marketing model, the components of people, place, product, process, physical evidence, promotion are in the first to the seventh rank, respectively. In the studied libraries of PNU also the people, process, place, physical evidence, promotion, product, and price components ranked the first to seventh position, respectively.

The product component ranked third in the studied libraries of QU and ranked sixth in the studied libraries of the PNU. These results indicate less attention to the librarians of the studied libraries of PNU than QU in terms of product component. The results of this section of the study are in consistent with the results of Selvam and Subramanian (2016) based on the focus of libraries on digital set of resources rather than developing a printed edition. The results of the study by Haftadi Yam (2016) showed that the product component was effective in attracting users, which contradicted the results of this research. Additionally, in contrast to the results from study by Saeed and Soheili (2015), which is of a lower mean access to theses and databases than other items, in the present study the use of databases is of great importance.

The price component in the studied libraries in both university groups ranked in the seventh priority. The users of these libraries believe that university libraries should only rely on providing free services, and practically cost payment in university libraries is meaningless, and this free service is the main factor of attracting audiences to the library. While others believe that the extension and diversity of services and the provision of side services to audiences who only have access to these services and information through the library, even if it is less in receiving the costs, but it can be effective in attracting potential and actual audiences to libraries; this can be seen clearly in relation to the relationship between product and price in the studied libraries of these two universities. In this regard, in a research by Masoumi et al. (2015), the cost ranked in the second place compared to other mixed marketing factors and in a research by Shabani et al. (2013) this component ranked the first place which is in contradiction with the present research.

The component of people ranked first in the studied libraries. Given that librarians are the main interface between services and library products and audiences, so using employees with high specialized knowledge, the importance of training and measuring periods of the staff and updating their information, and the importance of good treatment and relationship between staff and users can have a significant impact on the

marketing process, because the way of providing service for people and staff is an important factor in the satisfaction of the audiences and their attraction to the library. The results of this part of research contradict the research of Masoumi et al. (2015), because in their research despite the emphasis on the importance of the people component for the success of the organization, this component ranked in the fifth position.

The physical evidence component ranked fifth in the studied libraries of QU and ranked fourth in the studied libraries of the PNU. The results of the research in physical evidence contradict with the results of the research by Shabani et al (2013) and Masoumi et al. (2015).

The promotion component ranked sixth in the studied libraries of QU and ranked fifth in the studied libraries of the PNU. This component ranked seventh in Shabani et al. (2013). The results of Masoomsi et al. (2015), also, showed that the promotion component ranked in the sixth place compared to other components, which is in consistent with the present research. These results indicate the libraries' less attention to introducing services and products provided for their audience, especially those who are not familiar with many services.

The place component in the studied libraries ranked the second place. The results of this part of the research contradict the research by Masoumi et al. (2015) and Shabani et al. (2013), because in these two studies the place component ranked seventh and sixth, respectively. Perhaps the main reason for this is the interpretation of the place only as a library building, which cannot easily be changed and equipped. While, in this research, all aspects of the place have been studied including the physical building of the library and non-present communication channels and even the internet search stations.

The process component ranked fourth in the studied libraries of QU and ranked second in the studied libraries of the PNU. The existence of a central library in an integrated form in PNU compared to QU has improved the process of reviewing, controlling and monitoring the affairs of other libraries and paying more attention to the process component.

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