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Trends and Pattern on Library Marketing: A Systematic Review

Abdurrahman Rahim Thaha
Universitas Telkom, arr.thaha@gmail.com

Rita Purnamasari
Universitas Telkom, ritapurnamasari@telkomuniversity.ac.id

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Abdurrahman Rahim Thaha[1]*, Rita Purnamasari[1]

1. Universitas Telkom
*Corresponding Author Email: arr.thaha@gmail.com

Abstract

The purpose of this paper is to analyze trends and patterns of library marketing research results using statistical and co-word analysis with a systematic review. After going through the screening results in the Scopus database, the search results yielded 287 documents in library marketing from 1977 to mid-2021. The analysis results will produce publications, citations, sources, countries, keywords, and topic clusters. The library marketing research trend tends to increase every year, with the most citations related to social media marketing in the library. The primary source of publications in the last three years has been Library Philosophy and Practice. The United States is the most productive country with the highest citations. Four cluster topics are formed: social media aspects in public libraries, promotion of library services, marketing context as an academic library strategy, and information services in university libraries. Recent research topics discuss a lot about digital marketing channels in libraries. The result of this paper provides an additional overview of the library marketing research map.

Keywords: systematic review, marketing, library, Scopus

1. Introduction

Today's dynamic changes in the environment make various personal activities, government, business, and non-profit organizations continue to adjust. Libraries that continue to grow as non-profit are not the only choice for information seekers. The impact of technology and environmental changes is a challenge for libraries to survive in the current situation according to their roles and functions. Libraries need to try to find ways to provide various information that users need.

One way to maintain the existence of libraries during global competition is to provide creative marketing services to increase user activity visits (Munawaroh & Krismayani, 2020). Marketing in libraries is needed to address needs, reduce information barriers, persuade, and inform users. Marketing is a fundamental dimension in libraries, so it cannot be considered a separate function in library activities. (Gupta et al., 2010).

Various academic organizations and libraries have carried out the development and adaptation of library marketing. Research in the field of library marketing has long been carried out and continues to grow now. This study conducted a systematic review of the development and mapping of library marketing in the Scopus database from 1977 to mid-2021 with statistical and co-word analysis. The items presented in the analysis are related to the number of publications, citations, publication sources, country affiliations, keywords, and topic groups.

2. Literature Review

2.1. Library Marketing

In the company concept, marketing is used to increase sales to get more margin. Meanwhile, as a non-profit organization, the marketing library is used to educate users on using the library and its resources. Library marketing is also used to maintain user knowledge by providing additional information in various sources available in the library (Patil & Pradhan, 2014).

According to Ranganathan (1931), there are five laws related to library science, namely: 1) Books are for use; 2) Every reader his or her book; 3) Every book its reader; 4) Save the time of the reader; 5) A library is a growing organism. Various authors have widely discussed these five laws regarding the marketing function. These laws align with marketing theory, where the user is the library's focal point so that all resources are customer-focused (Olorunfemi & Ipadeola, 2018).

2.2. Scopus

Scopus is one of the most reputable international scientific publication databases. The database includes various subject areas, document types, source types, and languages. Scopus can display scientific publications in various fields such as technology, medical science, social sciences, arts, and humanities. Scopus can provide detailed data on publication search results by keywords, author, and affiliation. The search results on Scopus will provide an overview, trends, and mapping of the research topic (Thaha et al., 2021).

2.3. Systematic Review

A systematic review is a research method to identify, evaluate, and interpret all research results relevant to a particular topic (Kitchenham, 2004). In principle, a systematic review is a research method that summarizes preliminary research results to present more comprehensive and balanced facts.

The steps and strategies for implementing a systematic review are planned and structured so that this method is very different from the method of delivering literature studies. Systematic

review research begins with making a research protocol, and the next stage is carrying out research sequentially.

In the systematic review, there are quantitative methods and qualitative methods. The quantitative methods are used to synthesize research results with a quantitative approach. The statistical approach in synthesizing the results of this quantitative research is called a meta-analysis. The qualitative approach is used to synthesize research results that are descriptive qualitative. The method of synthesizing the results of this qualitative research is called meta-synthesis (Perry & Hammond, 2002).

3. Method

This study conducted a systematic review with the procedure in Figure 1. Spreadsheet software and VOSviewer were used in this study to assist analysis and synthesis. A search in the Scopus database for marketing libraries with the string "marketing" AND ("library" OR "libraries") generates 2,951 documents. The search results are filtered by document type, English, and manual screening (title, abstract, and keywords). The number of relevant documents produced was 287 documents from 1977 to mid-2021. These documents were then carried out by statistical and co-word analysis. The statistical and co-word analysis results are divided into four categories: 1) Publication and citation; 2) Source publications; 3) State; 4) Keywords and topic groups. The results of these four categories are then synthesized to obtain knowledge, insight, trends, and patterns.
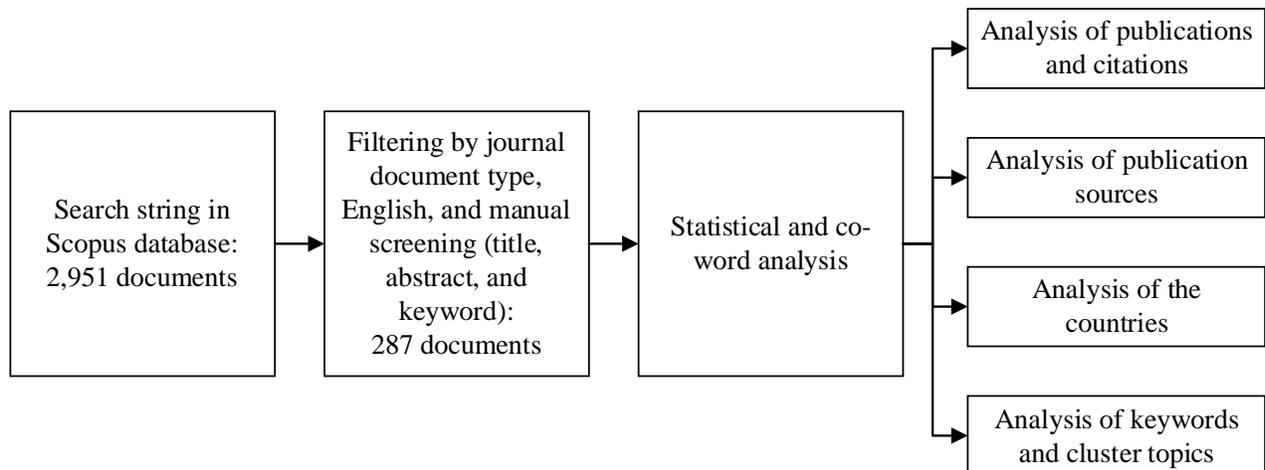

Figure 1. The Procedure of Document Collection and Analysis

4. Result and Discussion

4.1. Analysis of the Publications and Citations

Figure 2 shows the distribution and number of publications each year. The number of publications has an axis on the left, and the number of citations is on the right. The number of publications related to library marketing, in general, continues to grow every year, starting in 1977. Publications began to be consistent with over nine publications in 2003, which in that year many research related to marketing applications in libraries. The highest number of publications occurred in 2019, which is many studies discussed digital content marketing in libraries. On the other hand, the total citations continued to increase from 1997 to 2012, and the total citation began to decline after 2012. The year 2012 had the most significant citations due to the contributions of two widely cited publications related to social media marketing and social network advertising in libraries (Chan, 2012; Khan & Bhatti, 2012).
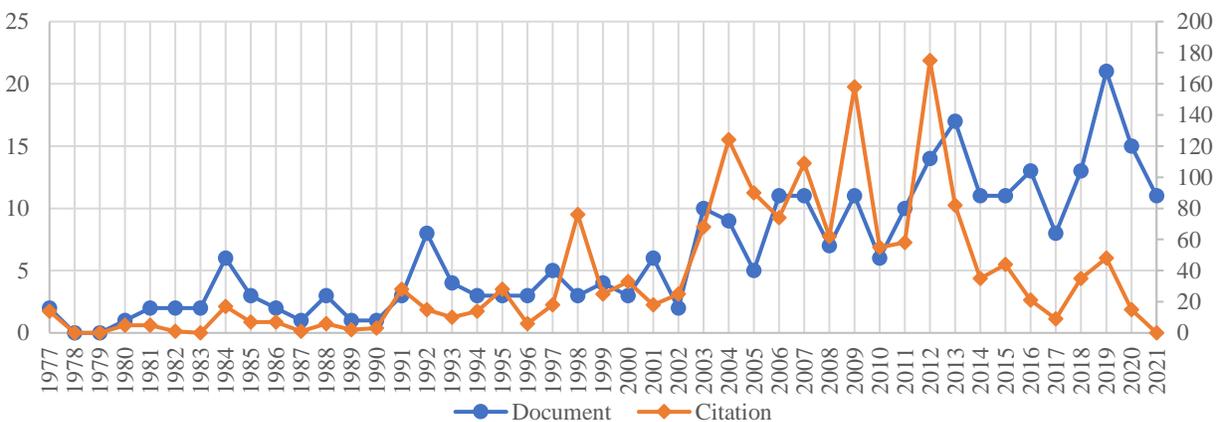

Figure 2. Library Marketing Publication From 1977 to Mid-2021 in the Scopus Database

4.2. Analysis of Publication Sources

Publication sources that produce more than ten journals consist of 4 sources, namely: 1) Library Philosophy and Practice with 40 documents, 2) Library Management with 20 documents, 3) Journal of Library Administration with 13 documents, and 4) Desidoc Journal of Library and Information Technology as many as 12 documents. Figure 3 and Figure 4 show the trend of changing publication sources since 2018, where the Library Philosophy and Practice began to overtake the number of publications and citations of other sources. This trend is supported by previous research related to the analysis of library marketing research in 2017, where Library

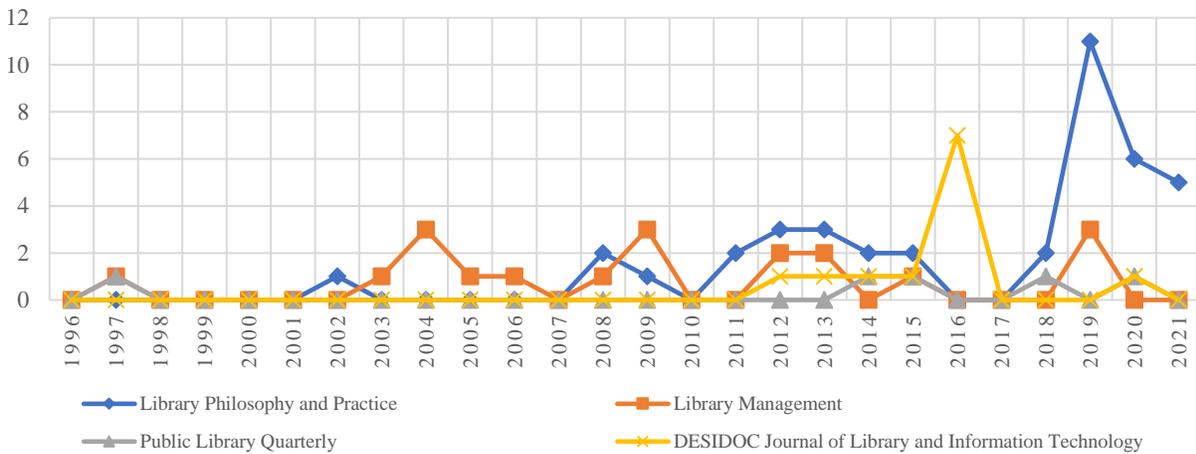Management publications and citations are still above Library Philosophy and Practice (Gupta et al., 2019).

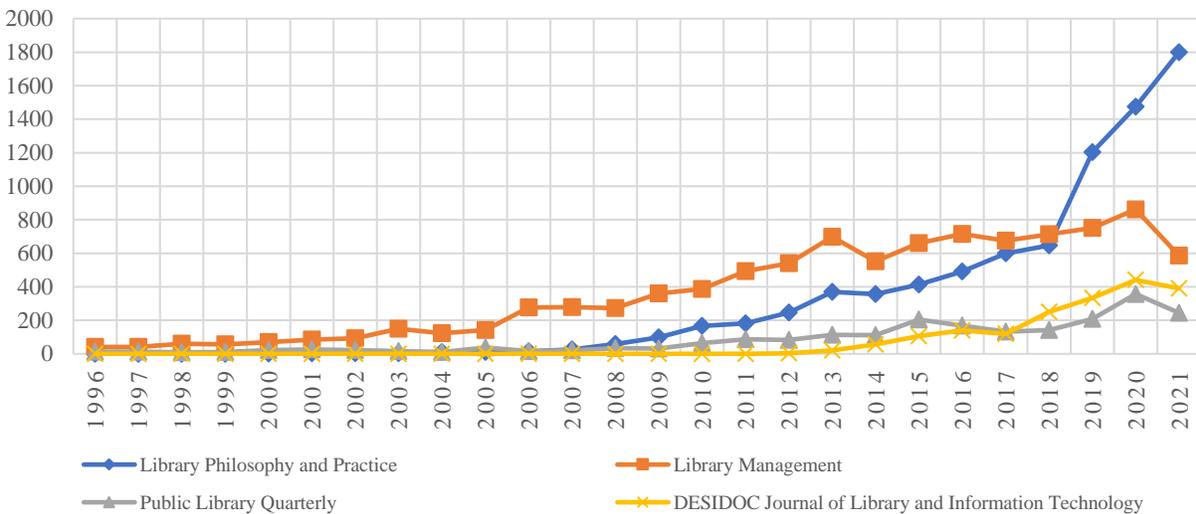Figure 3. Publication of Each Source in the Last 25 years

Figure 4. Citation of Each Source in the Last 25 Years

4.3. Analysis of the Countries

The total number of countries that contribute to library marketing research is 38 countries. Table 1 illustrates the country's contribution with publications of at least four documents and their citations. Research in library marketing is filled by various countries, both from developed and developing countries. The United States has the highest number of publications and citations in the field of library marketing. The United States is far from other countries in the number of documents and citations in library marketing. The United States can be said to be the most influential country in research in library marketing.

Table 1. Number of Documents and Citations for Each Country with a Minimum of Four Documents

Num.	Country	Doc.	Citation	Num.	Country	Doc.	Citation
1	United States	122	757	8	Malaysia	5	49
2	India	32	154	9	Australia	4	5
3	United Kingdom	24	147	10	China	4	32
4	Nigeria	15	45	11	Ghana	4	26
5	Iran	11	10	12	New Zealand	4	36
6	Canada	6	54	13	Pakistan	4	66
7	Bangladesh	5	35				

4.4. Analysis of Keywords and Cluster Topics

Document data processing with VOSviewer produces 152 keywords. Before the document data is processed, a thesaurus term is carried out to match synonym keywords. The order of most keywords is marketing, academic library, library marketing, and library. In addition to the main keywords of marketing and library, the most popular keywords are academic libraries which indicate much research is doing in academic libraries. Furthermore, a co-word analysis of keywords with a minimum of five occurrences is carried out by looking at their occurrence, link strength, and the relationship between keywords shown in Table 2. Main keywords such as marketing, library, and library marketing are not included in the co-word analysis and network visualization. The analysis results resulted in four topic clusters of 19 keywords with an average of four to five keywords in each cluster.

Table 2. Keyword Cluster

Num.	Keyword	Occurrences	Total Link Strength
Cluster 1			
1	Social Media	18	39
2	Public Library	13	24
3	Digital Marketing	9	14
4	Marketing Mix	8	17
5	Web 2.0	5	14
Cluster 2			
1	Library Services	18	41
2	Promotion	15	36
3	Outreach	11	24
4	Public Relations	9	23
5	Distance Education	6	12
Cluster 3			
1	Academic Library	38	71
2	Marketing Strategy	16	31
3	Strategic Planning	7	15

Num.	Keyword	Occurrences	Total Link Strength
4	World Wide Web	6	15
5	United States of America	5	14
Cluster 4			
1	University Library	16	25
2	Information Services	12	27
3	Library Management	6	17
4	India	5	5

Figure 5 visualizes the occurrence of keywords, the relationship between keywords and keyword clusters of the same color. The first cluster is red, the second cluster is green, the third cluster is blue, and the fourth cluster is yellow.
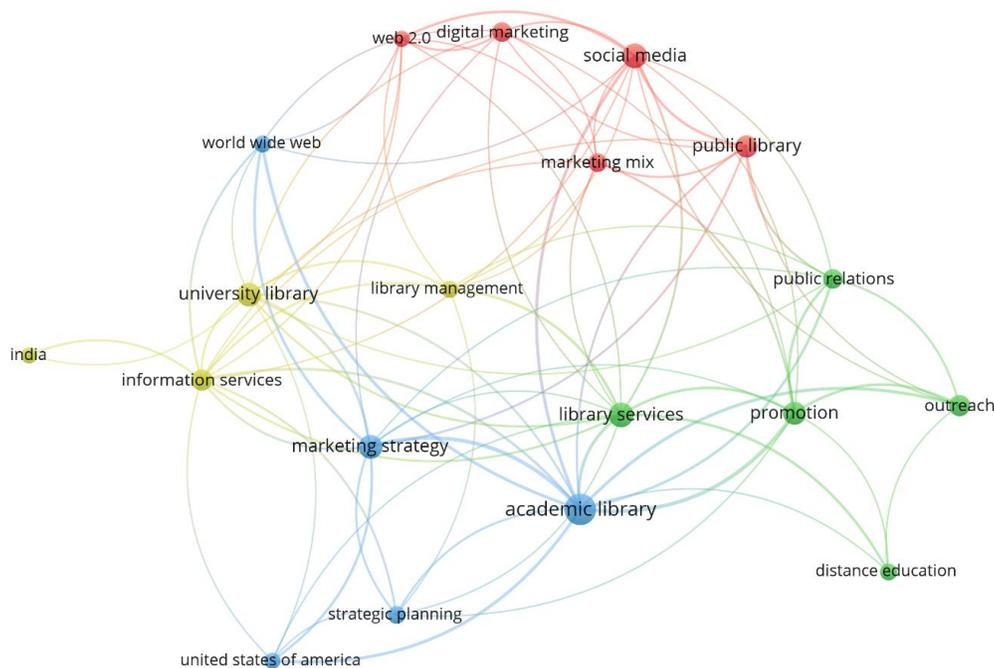

Figure 5. Overlay Visualization of Author Keyword Articles

The first cluster contains the keywords social media, public library, digital marketing, marketing mix, and web 2.0. This cluster topic highlights essential aspects of digital marketing, especially social media marketing in public libraries, and the concept of library marketing mix on social media. In developing countries, most library users agree that social media use is important to attract the attention of online users and assist in learning and sharing knowledge in libraries. The obstacles encountered by users include lack of knowledge, privacy, internet access, and electricity in applying social media in the library (Khan & Bhatti, 2012). Libraries should develop a good marketing plan on social media regularly for service notifications and the latest info. Libraries need to make efforts in this area by using social media effectively to facilitate better user

engagement (Joo et al., 2018). The next factor is that library staff accustomed to using internet-based digital technology will provide great benefits for libraries in digital customer communication through social media, websites, and web 2.0-based email (Bishop & Rowley, 2013).

The second cluster contains the keywords library services, promotion, outreach, public relations, and distance education. This cluster topic discusses public relations and the promotion of library services for the outreach of library users as well as digital library service resources as a learning management system for distance learning. According to Smith (2011), marketing library services supported by good public relations will increase user and brand awareness. Promotion of new service resources with an interactive promotional approach can provide valuable feedback (Martin, 2012). Remote library users are a special target population for marketing library services and resources because these customers do not frequently visit libraries offline. Promoting library-related service resources integrated with LMS will increase library user activity (Harlow & Hill, 2020).

The third cluster contains keywords academic library, marketing strategy, strategic planning, world wide web, and united states of America. This cluster topic highlights the marketing context as part of a library's strategic plan, the importance of library user research, and the lack of library websites for marketing. This topic is widely discussed in academic libraries with several cases from the United States. According to Duke & Tucker (2007), marketing should be an integral part of the library's strategic planning process. As a strategic planning process, marketing can increase users' awareness, use of resources, and library services. Libraries that adopt a marketing orientation can understand the value and needs of their users to develop services and provide appropriate resources (Adeyoyin, 2005). Academic libraries in the United States find that library services will be more optimal for academic and research purposes if user research is carried out first (Spalding & Wang, 2006). On the other hand, in developing countries, academic library websites are not fully used for marketing library resources and services (Islam & Hossain, 2014).

The fourth cluster contains the keywords university library, information services, library management, and India. This cluster topic discusses library management related to information services that often occur in university libraries, with an example of a case in India. University library staff have a favorable view of marketing information services. However, many libraries still do not have strategic planning and implementation related to marketing (Kaur & Rani, 2008).

The role and awareness of library management towards marketing is essential so that library marketing can run well.
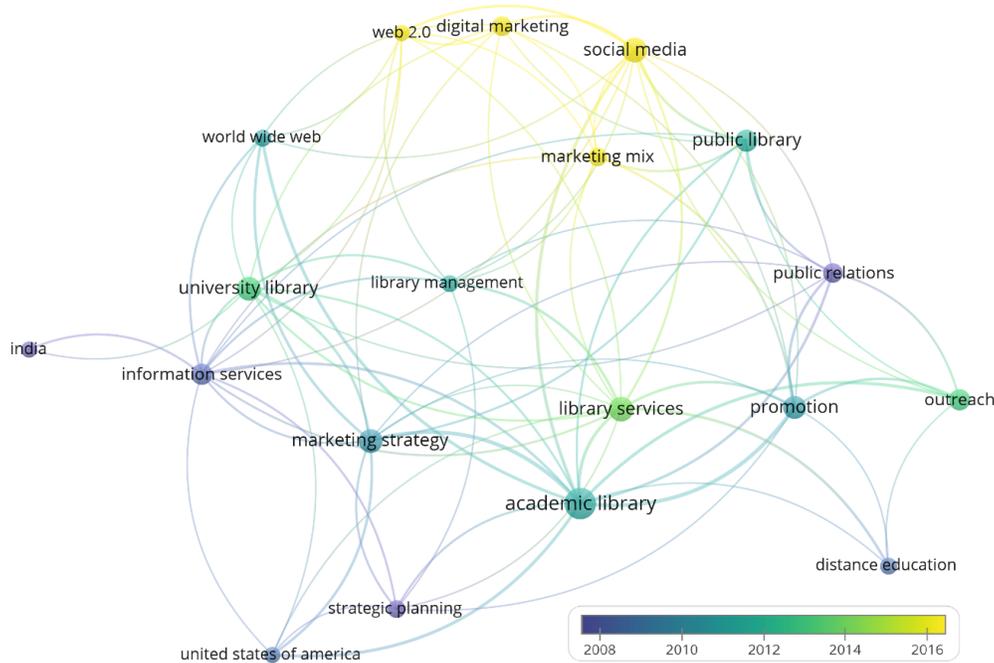

Figure 6. Overlay Visualization of Author Keyword Articles

Figure 6 visualizes topics that have been researched a lot from time to time. The keyword node color indicates the period when many research with that keyword. The keywords information services, public relations, and strategic planning have been widely researched in 2010 and below. Meanwhile, the keywords in current research are social media, marketing mix, web 2.0, and digital marketing. From this analysis, library marketing research has evolved from strategic organizational topics to digital marketing channels.

5. Conclusion

A systematic review in library marketing shows trends and publication patterns in the Scopus database from 1977 to mid-2021. The analysis results show that research trends increase every year, with the most citations related to social media marketing in libraries. The primary source of publication in the last three years has been in the Library of Philosophy and Practice, where previously there were other primary sources. The United States has a significant influence in this study, where the United States is the most productive country with the most significant citations.

Four cluster topics are formed due to the co-word analysis, namely social media aspects in public libraries, promotion of library services, marketing context as an academic library strategy,

and information services in university libraries. The latest current research topic on library marketing is related to digital marketing channels in the library.

This research implies that it describes trends and patterns of library marketing only in the Scopus database. The limitation of the research is not discussing details related to the constructs related to library marketing. Future research is expected to complement other publication databases, discuss constructs, and establish a marketing library framework.

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