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**ABSTRACT**

Title : *Level of Awareness and Utilization of Library Resources and Services of De La Salle University - Dasmariñas Aklatang Emilio Aguinaldo: Basis for a Proposed Library Marketing Plan.*

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**The Problem**

The main objective of the study was to assess the level of awareness and utilization of resources and services of De La Salle University – Dasmariñas’ Aklatang Emilio Aguinaldo (AEA) as basis for a proposed library marketing plan. The study aimed to find out how respondents perceived the existence and utilization of the various resources and services of AEA. Focal points of the study were: 1) level of awareness of respondents on library resources; 2) level of awareness of respondents on library services; 3) ways on how respondents became aware of the resources and services; 4) purposes of visiting AEA; 5) resources commonly used by respondents; 6) respondents’ assessment on library resources; 7) respondents’ assessment on library services; 8) respondents’ assessment



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on existing marketing tools and activities of AEA; and 9) marketing plan that may be proposed by the researcher for the extensive utilization of its resources and services.

### **Research Method**

The study used the descriptive method of research with 413 researchers as respondents who visited the library and availed its resources and services. Respondents were members of the academic community which consists of undergraduate and graduate students, faculty, and staff. A researcher-made questionnaire was used as research instrument. Data were gathered through the distribution of questionnaires to purposively sampled respondents. Weighted mean was computed to determine the extent of level of awareness and extent of assessment on various resources and services of AEA by the respondents. Percentage was utilized so as to describe the profile of the respondents.

### **Findings**

The following were the salient findings of the study: level of awareness of respondents on *library resources* and *library services* were found to be “aware to a high extent” with a mean of 3.68 and 3.84, respectively. The following are ways on how respondents became aware of



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the resources and services: 208 or 50.4% - self-discovery; 155 or 37.5% - friends; 78 or 18.89% - library orientation. Furthermore, the following are respondents' top purposes for visiting the library: 302 or 73.12% - research work; 299 or 72.40% - study; and 320 or 77.48% - referral services.

On the other hand, the following are the top resources commonly used by respondents: 229 or 55.45% - general collection; 134 or 32.44% - general reference; and 250 or 60.53% - reserve collection.

However, respondents' assessment on the availability and adequacy of library resources were found to be "very good" with a mean of 3.85: Respondents' assessment on library services were also found to be "very good" with a mean of 3.82 and on the existing marketing tools and activities were also found to be "very good" with a mean of 3.85. Finally, a proposed library marketing plan by the researcher for the extensive utilization of resources and services was offered based on the results of the survey.

**Conclusions**

The following conclusions were derived from the results and findings of the study: respondents revealed to have "high level of awareness" on both library resources and services. Findings revealed that through self-discovery, orientation and professor were the common reasons why respondents became aware on the library resources and services. Based on the findings,



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referral services, research work and study were the general purposes of respondents visiting the library. Findings also disclosed that reserve circulation and reference collections are the resources commonly used by the respondents. Assessment on the availability and adequacy of library resources showed that respondents assessed resources to be “very good”. The mean of respondents’ assessment on library services showed to be “very good”.

The mean of respondents’ assessment on AEA’s marketing tools and activities showed to be “very good”. Lastly, the proposed library marketing plan of the researcher would increase the level of awareness of library users and researchers, hence, the utilization of resources and services to the fullest.

### **Recommendation**

Based on the conclusions, the following recommendations were offered: level of awareness on *print, non-print, and special collection* could be increased through marketing and promotion; *electronic resources, online journals and magazines and in-house databases* could be enhanced through programmed-instructions on how to locate, use and process information from these resources; level of awareness on the services offered by the library could be improved through intense campaign and advertisements.



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Ways on how researchers became aware of the resources and services could be improved by encouraging students through faculty members in participating activities specifically library orientation. Purpose of visit to the library could be improved by recommending available resources in the library. While the resources commonly used by researchers could be improved by recommending resources available in the library such as electronic resources and online databases. Availability and adequacy of *print and non-print collection* could be improved by making it as an alternative to other collections; *electronic resources* could be improved through continuous subscription and increase the number of computer terminals for this purpose; *special collection* could be improved through promotion to users and researchers as additional references; a “*library personnel cycle*” could be maintained on training and attendance on seminar-workshops focusing on professional knowledge and skills for marketing library resources and services; and *library’s physical facilities* could be improved through acquisition of additional library equipments. Library services could be improved by looking into the information needs of the users and providing services according to those needs. Marketing tools, programs and activities of AEA could be improved by making it more visible, conspicuous and striking. And finally, researcher highly recommends that the proposed library marketing plan be adapted and implemented.