

DIGITAL MARKETING AND USER SATISFACTION IN LIBRARY 2.0

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ABSTRACT

Nowadays, digital marketing techniques are becoming more common in our advancing technology. There are fourteen digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games. The purpose of this study is to gain the performance of digital marketing regarding to the social media usage in the library environment such as Instagram, YouTube, Facebook and other platforms connectivity and communication. Besides that, this study also would like to know how the digital marketing approaches the user satisfaction in library environment. This study conducted a survey that carried out at academic library in Malaysia by distributing a set of questionnaire to the library users. This paper enables librarians and stakeholder of the library to have a better understanding on the social media phenomenon in libraries.

Keywords – *digital marketing, digital marketing in library, social media, library environment.*

1.0 INTRODUCTION

Nowadays, digital marketing is widely use in the world of business by many people around the globe. It is like a booming in marketing environment. To meet the objectives in mutual exchange and fulfillment of promises, relationship marketing need to identify, establish, maintain and enhance the relationship. Besides, if necessary, marketers can discontinue connection with customers and other stakeholders (Groñroos, 1994). In this new era, global digital revolution has led to the technological developments. Therefore, information sources have turn resulted in exuberance (Morgan, 1998; Kassel, 1999; Wolpert, 1999; Cullen, 2001).

There are some dilemmas facing by marketers: Marketers are not sure what is working. They are feeling underequipped to meet the challenging of digital. They are having a difficult time keeping up with the peace of change in the industry. It is a worse for marketers if no one hands you a playback on how to make it works. (Ann Lewnes, Chief Marketing Officer, Adobe)

Duckers define “Marketing is management”. He articulates the strategy as “identical customer needs, company capabilities and management vision. The objectives of strategy want through a sequence of option with long-run survival and profitability” (Webster, 2009). By using marketing principles and techniques, libraries can be better understand their user needs, justify funding, and communicate more effectively. They must identified the needs of their clients with a variety of extraneous audiences and attain greater efficiency and highest results cover delivering products and services (Spalding and Wang, 2006a, 2006b).

Every user is able to contribute content through Web 2.0 as a set of technologies that offers in academic libraries (Anderson, 2007). The variety of platforms such as Facebook, Instagram and others can spread the information and awareness that occur beyond various channels. The online users and social networks users can easily create content and publish their opinions, experiences and feelings about many topics and products (Damian Ryan, 2014).

2.0 LITERATURE REVIEW

Social media application had brought a lot of benefits to the library. This phenomenon can be seen in many aspects as such marketing and promoting library services to the users. Therefore, libraries are using latest trends to market their services in the developed countries. In addition, social media tools and Web 2.0 applications are widely use in USA libraries to connect with the users and to make services accessible in the library programs (ALA, 2001). This paper intended to create a conceptual framework to relate user satisfactions in social media and networking that include Facebook, Twitter, Whatsapp, WeChat and Instagram.

2.1 FACEBOOK

Facebook is using by adult but they does not have any necessary mean without library services. The high technology that integrated for library marketing effort is Facebook. Facebook is very popular among college students because it is interactive web site. The most famous web sites around the globe are roughly built by 80 million users as members according to the statistics (Facebook.com, 2008).

Conversation principles could be used to create the number of lover in the Facebook Pages. It is suggested by an examination of university health centre (Waters et al., 2011). The opportunity of using paid advertising is not mention. In academic library, they discussing about the Facebook involvement. Facebook pages are “hard to publicize without paying for Facebook advertisements”, said by (Graham et al., 2009).

The paid advertisement is not something that many libraries will consider even though they do not imply their statement. Advertising would be expensive if the result of a belief that such this attitude. Facebook fan raises brand awareness and builds customer relationships at a very low cost. This is writing from the perspective of the benefits small businesses (Harris and Rae, 2009). Facebook enables the precise targeting of consumers on advertising at an absolute minimum by advertisers (Anon., 2011).

In October 2006, the profile accounts for a library on Facebook began shutting down (e.g. Rutgers University Libraries). The way that librarians used web sites to market their libraries are influenced by the changing of Facebook operation. (Charnigo and Barnett-Ellis, 2007) claiming that profiles had to perform specific people. Librarians started creating individual profiles instead Group Accounts which are “it may be impractical to think that large numbers of undergraduate

students would want to count librarians among their Facebook Friends”. Therefore, students have been uncertain from receiving any encroachment in their social lives by librarians (Breeding, 2007). Majority of undergraduate students were hesitant about contacting librarians through Facebook. It is revealed by a conducted survey at the University of Michigan (Chapman et al., 2007).

2.2 WECHAT

WeChat is the most popular social media in China. It is launched by Tencent™ in January 2011. It offers a free instant messaging application service for smartphones. It also enables voice, text, pictures, videos and location information exchange via mobile phones (Xu et al., 2015). The official WeChat accounts were enthusiastic about trying to use by Chinese Academic Libraries. The “211” key a national university in China is located in Guangzhou. It is one of the oldest universities in China (About JUN, 2016). Renren and Q-zone can be deemed as a Chinese equivalent of Facebook. Similarly, Tencent Weibo and Sina Weibo are the Chinese equivalent of Twitter (Wang, 2011; Saw et al., 2013; Tang et al., 2013; Deng et al., 2015). WeChat evolved from QQ. It is a dominant instant message tool in China that was launched by Tencent™ in 2011 and it is becoming popular among people and organizations. It has been used for libraries to promote their resources and services in China (Wang and Deng, 2013; Chen, 2013; Li and Li, 2014; Zhou and Chen, 2016; Zhou, 2016).

One of the mobile service platforms developed and personalized by a library is WeChat Library. It is based on the WeChat platform which uses mobile service functions by connecting with the library management system such as OPAC retrieval, digital resource retrieval, personal library and e-books. There have been several case studies across the library literature in China that covers the extensive and positive uses of WeChat for outreach or virtual services. From its general features such as sending text, videos and images by undergraduates (Mao, 2014) to special features such as “shaking the phone” to find other nearby users to connect with (Zhang, 2013). (Chen, 2014) said WeChat Library is a library service of new type with the library knowledge as the main content. WeChat embraced as the platform as a WeChat public service platform. It is opened up the API interface and offers the capabilities of interactivities between the WeChat public platform and patrons and all types of possibilities for developing various customized functions.

WeChat Library is receiving wide application among libraries in China. (Xu et al., 2015) stated that generally one-third of the top 39 academic libraries in China use WeChat as a marketing tool. It is because, they want to promote their services and collections to users. (Pun, 2015) introduced the use of WeChat as a new virtual reference service in New York University Shanghai. To comprehensively determine the current situation of WeChat Libraries applied in the libraries of Chinese colleges, the present study found that there are 39 “Project 985” (Wikipedia, 2015) university libraries as the basis for the investigation objectives.

2.3 WHATSAPP

The Pew Research Center’s report on Mobile Messaging and Social Media 2015 found that 36 per cent of smartphone owners in the USA report using messaging apps such as WhatsApp, Kik or iMessage (Duggan, 2015). Report of worldwide shows the use of messaging apps by mobile phone internet users at 60.1 per cent (eMarketer, 2015). An international digital measurement site, SimilarWeb, reports that WhatsApp is the world leader on Android as the top messaging app in 109 of the 187 examined countries, or 55.6 per cent of the world (Schwartz, 2016). While

WhatsApp is often referred to as the most popular messaging app, it is important to note that the reports generally address Android users. iMessage statistics are not readily made available by Apple and are not included in many reports on MM apps (Price, 2015). With one billion users as of February 2016, WhatsApp is a clear leader of the pack that includes Facebook Messenger and WeChat, two other very popular messaging applications with a large numbers of international users (Olson, 2016).

The ability to communicate internationally without cost is an extremely important part of MM and a major factor in the creation of what is becoming known as the most popular one, WhatsApp. WhatsApp was developed in 2009 by Jan Koum, a college dropout and self-taught engineer, who came to the USA from the Ukraine as a teenager. He developed the app while working on ways to communicate with international friends. While working at Yahoo, he met Brian Acton who became the cofounder of WhatsApp after assisting with procuring investment money (Olson, 2014).

Libraries can provide a wide array of services to interested users on Whatsapp. Current Awareness Services (CAS) services assist the library users in keeping up-to-date with latest document additions in the library. A library can use WhatsApp to deliver CAS on the mobile of the user in real time. Library staff can take pictures of the book or journal along with table of content and send it to the library user. A user will aware about his library collection development without going into the library. Selective Dissemination of Information, SDI is a type of CAS which keeps the users in touch with the latest developments in the field of users' interest. A library can create groups of users of different area of interest to provide them specialized information. A library can scan an article and upload it in the group so that, user can easily download them without losing time. A library can offer reference service through WhatsApp. Users can text to reference librarian before reaching library to ask the location of a document or an information source (Ansari, 2016).

2.4 TWITTER

The social networking platform that grants users to broadcast short messages of no more than 140 characters is a Twitter. This limitation must be informative and on point to the message and need for quick. Twitter allows their users update this platform by mobile phones, e-mail, web site and instant messages (Java et al. 2007). Even though, it is launched in 2006 as another tool for friends and family to keep in touch (Aharony, 2010). (Holland and Verploeg, 2009) explored the difficulties that library administrators deal with on a daily basis and named free advertising as the main reason behind why libraries turn to Twitter and SNS.

The Library Twitter Feed widget was created by one of my colleagues who have a Twitter account. She generated the widget code by using Twitter's widget creation tool. In order to use this tool, she logged into her Twitter account and then selected Settings from the menu and then going to "Widgets" followed by "Create New" and then "Create Widget". She then proceeded to copy the html coding and pasted it into an email which she sent to me. With the code in hand, I could setup a widget in EBSCO Admin for EDS. The process was similar for all the other widgets incorporated into the discovery interface. Our Twitter feed includes postings of trendy information and news as well as important library announcements. It is primarily geared toward students and library users comfortable with social media. Often, library events, activities or

services (e.g. free books, hot chocolate during finals, etc.) that might interest our student patrons will be highlighted in the Twitter Feed (Steve Shapiro, 2014).

In particular, (Murray, 2010) argued that Twitter could assist library administration and leadership by promoting a sense of community. This sense of community was also identified by (Verheul, 2011) who argued that Web 2.0 tools help in developing a community around the digital library. Similarly, the importance of libraries reaching out to users through Twitter was also promoted in several studies. (Stephens, 2007) argued that libraries could use Twitter to change the way they exchange messages. (Wilson, 2008), (Milstein, 2009) and (Click and Petit, 2010) argued that Twitter could be used to deliver technology news and engage in interaction with library users. (Wells and Mason, 2010) and (Tagtmeier, 2010) recognized the use of SNSs, such as Twitter and Facebook, as one more way to reach users.

In particular, (Ovadia, 2009) suggested that, as well as accomplishing user outreach and collecting valuable feedback, Twitter's functionality could assist librarians in behavioral and social sciences. Finally, (Fields, 2010) explored librarian's adoption of Twitter professionally and personally, specifically suggesting that there are differences between the two types of use and questioning the personal adoption of Twitter for promoting reference services or for enhancing his/her professional status. Specifically, (Donahue and Gamtso, 2010) investigated the potential use of Twitter for retrieving information when conducting academic research. Sharing the same views, (Mathews, 2010) explored whether students were using their library Twitter account during their daily interaction with Twitter and found that their library's account was regularly used for homework and assignments.

(Loudon and Hall, 2011) tried to evaluate microblogging services, especially the use of Twitter, as a professional tool and for information services provision. Extending this research, (Suraweera et al., 2011) stressed the importance of SNSs and Twitter for libraries. In this context, (Stuart, 2013) emphasized the impact of SNSs, especially Twitter and Facebook, on British university libraries and the need for them to market their presence on these social sites.

2.5 INSTAGRAM

(Bergstrom & Backman, 2013) have founded the Instagram platform in 2010. Users can share their photos and videos to their followers through this mobile application (Dubovik, 2013). (Dennis, 2014) cited the Instagram started off providing functions on editing and sharing photos and then added in the functions of sharing videos and photo messaging directly to another user. Besides, Instagram let users to snap photo or video anywhere they are at anytime. They can share with their followers either in their country or international (Jadhav & Kamble & Patil, n.d.). Users are able to take 15 seconds video and 13 artistic filters that are available for user to edit their photos according to Otto (n.d.) (Bevins, 2014).

Instagram started to develop when Kevin Systrom and Mike Krieger want to focus on the HTML5 check-in application named Burbn, which let the function of location, earn point upon meeting friends and post photos according to (Systrom, 2010). However, they decided to focus on the application of photo function after some confusion and soon they renamed Burbn to Instagram. The word comes from the combination of "instant" and "telegram" (Maravic, 2013). Instagram get offered \$300m cash and 23 million of its shares the deal was finalized very soon after the offer (BBC News, 2012).

There are staffs and students Roesch Library serves faculty who decided to sign up for Instagram by a student worker's suggestion at the University of Dayton, located in Dayton, Ohio. Instagram has provided a function known as "hash tags" (#) for the convenience of indicating the relevant photos and video to the products of a business. This allowed the librarian to see how users interacted with one another like (hashtags, etc.) before introducing the library as a user according to (Barnes, 2014) as cited in (Dennis, 2014).

Filter effect of the photos are identify as a commodity of Instagram. The photo of the student wearing ear plugs with a filtered effect was used in other marketing materials related to the construction and availability of the ear plugs include a bulletin board poster, quarter sheet fliers and website or social media posts. Users will know about the library's use of Instagram by using photos from Instagram in print and other online outlets. Therefore, users gain more feedback from the customers via leaving comments on the posts such as photo. The interaction between the organizations and users would help improving the relationship (Dennis, 2014). It's a great idea to promote a new or entrenched companionship on Instagram (Nicole and Katy, 2013).

They also use Instagram to provide a novel outreach program successfully to their users. Users could explicit their passion in a personalized scavenger hunt on the Instagram and the user can get the directions through Instagram's direct message feature (howard_tilton, 2014). A small prize of a Howard Tilton pin was waiting at the end of the scavenger hunt. Users write down their success through a reposted photos and specific tag. The reposted photos were publishing on the official library account. This scavenger hunt caters a step to connect social media with teaching students about the physical library.

Moreover, Instagram has provided a tool known as direct messaging. This tool could give the VIP customers another step to interact with the organization (Herman, 2014). (Herman, 2014) has stated that the direct message tool allows the user to send message that only the specific receiver can view and each message can send out to 15 users each time.

2.6 USER SATISFACTION IN SOCIAL MEDIA

User satisfaction refers to the user's psychological or affective state resulting from a cognitive appraisal of disconfirmation (Bhattacharjee, 2001). Researchers have investigated user satisfaction from different theoretical perspectives. Another stream of literature investigated user satisfaction through the theoretical lens of EDM (Bhattacharjee, 2001; McKinney et al., 2002), and suggested that the formation of satisfaction includes three processes: perceptual, evaluative, and psychological.

User satisfaction has been extensively studied in different contexts, such as online shopping (Lin and Lekhawipat, 2014; Shih, 2004), mobile services (Koivumäki et al., 2008; San-Martin and López-Catalán, 2013), mobile sites (Zhou, 2013), online games (Huang and Hsieh, 2011), and internet banking (Liébana-Cabanillas et al., 2013). It is recognized as a core factor that determines the continuance use of an information system. For instance, (Sung and Hahn, 2007) found that user satisfaction contributes to the success of a network service. (Assensoh-Kodua and Lekhanya, 2014) showed that satisfaction is one of the salient determinants of continuance intention in the SNSs context. (Shiau and Chau, 2012) also reported that satisfaction influences bloggers continuance intention to use the blog.

The presence of social media has deeply changed people's life style, thus may change their attitude and judgment about life. Extant literatures have examined the effects of social media on people's life satisfaction, but the results are still ambiguous (Ang et al., 2015; Best et al., 2014; Kalpidou et al., 2011). Some scholars contended that using social media could enhance people's life satisfaction (Liu and Yu, Nabi et al., 2013), while some studies proposed negative relationship between using social media and life satisfaction (Brooks, 2015; Chou and Edge, 2012).

Satisfaction and gender differences have been recognized as a critical factors influencing information technology use (Bhattacharjee, 2001; Debrand and Johnson, 2008). Satisfaction determines the continuance intention to use an information system (Bhattacharjee, 2001), whereas gender differences influence the attitudes, beliefs and usage patterns toward an information system (Debrand and Johnson, 2008; Fallows, 2005).

Individuals who have higher quality of friendships and extended social group may also have higher well-being about their lives (Best et al., 2014). The usage of social media can bring users a closer relationship and a broader social range, thus their affection is to be fulfilled by the feeling of decreased loneliness and the perception of love, understanding and acceptance (Steverink and Lindenberg, 2006). Likewise, (Ang et al., 2015) examined the relationships between computer-mediated communication and life satisfaction, demonstrating that friendships obtained online and online communication will meet individuals' psychological needs and positively predict life satisfaction.

In addition, the presence of perceived social support can also be beneficial to people's life satisfaction (Nabi et al., 2013; Oh et al., 2014; Sarriera et al., 2012). (Oh et al., 2014) validated that perceived social support is the predictive factor of life satisfaction. Further, (Nabi et al., 2013) claimed that social support can enhance well-being by reducing the feeling of stress.

As the usage of social media can facilitate easy information disclosure and social interaction, more individuals tend to present their living conditions in the online community, which call for other users praise or assistance. As thus, users have to confront plenty of others social requests when they log on social media. Besides, individuals who have more online friends and use social media more frequently would encounter and handle more social demands (Maier et al., 2014).

When a person gives too much social support, they would feel overburdened or strained, which matches the description of social overload (Maier et al., 2014). From the above, the usage of social media may disrupt people's normal social life, thus social media seems to be a kind of source of social overload.

When individuals perceive the stress from social activities, they have got into the state of social overload. It has to take an amount of time and energy to passively maintain the mutual relationships with friends (Kim and Lee, 2011), which may trigger negative emotions and disaffection with the status quo. Besides, social overload can result in affective fatigue and exhaustion (Maier et al., 2012, 2014, 2015). Scholars (Maier et al., 2012, 2014, 2015) validated that social overload will be harmful to people's mental health, such as emotional exhaustion and decreased satisfaction of their social activities. Furthermore, individuals will be tired and dissatisfied with their social condition after experiencing the stress and exhaustion, leading to a series of adverse effects on living and working (Charoensukmongkol, 2015).

3.0 CONCEPTUAL FRAMEWORK

This section is a conceptual framework that explains the relationship between the digital marketing through social media in library environment. Furthermore, this framework provides an

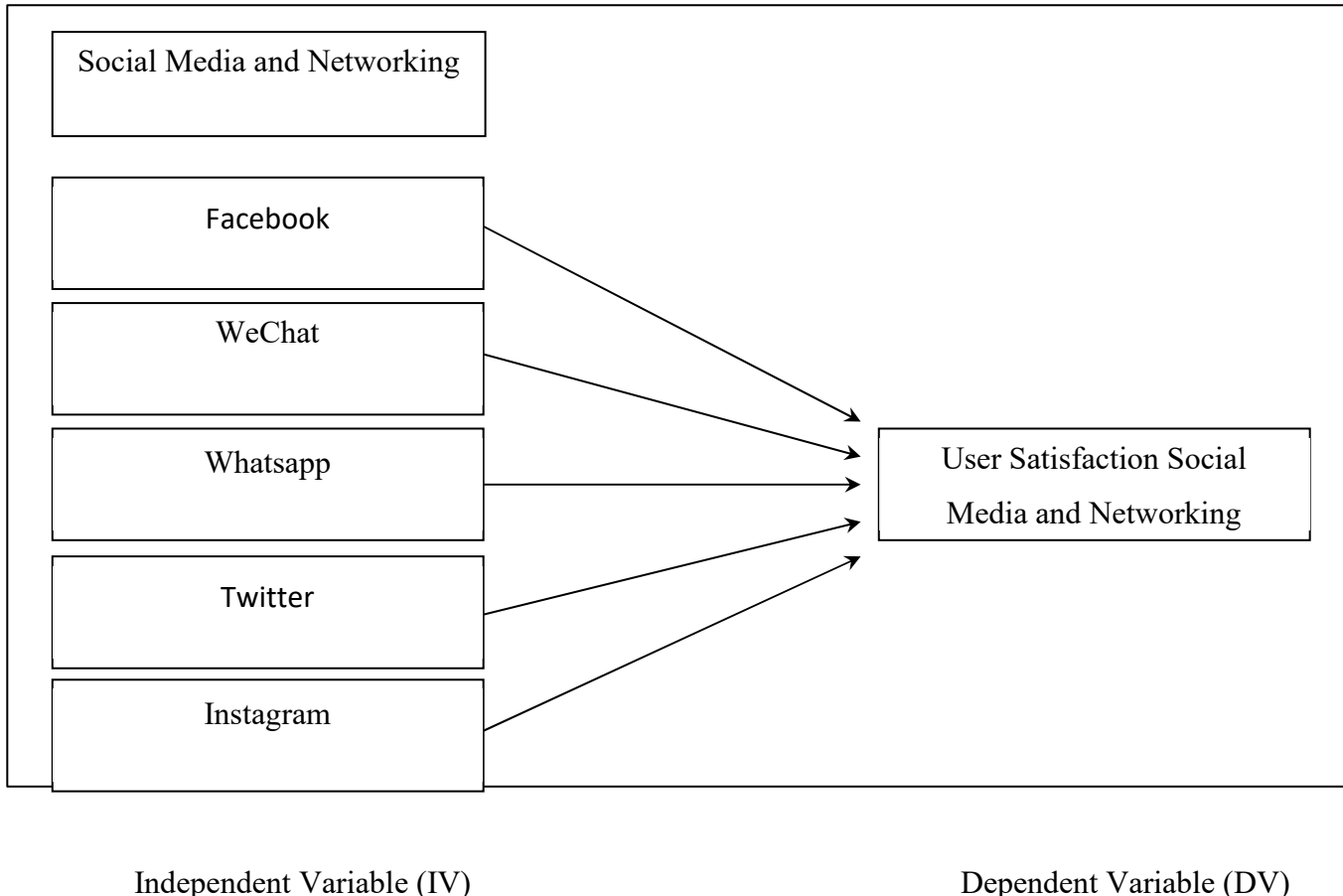


Figure 1: Conceptual Framework of digital marketing in library environment

4.0 CONCLUSION

In conclusion, this study provides the literature review the most important step is deciding exactly what type of social media and networking is being marketed and to which user group. For example, the marketing of existing and new library services can be carried out directly to existing users via web links. Marketing and technical skills are required to do the digital library services to diverse user groups. The Internet allows LIS professionals to deliver services regardless of time and place.

The libraries must keep in mind the users and their information requirement and facilities that available for the production and services. Library must use the latest technology and know

library strengths and weaknesses in terms of resources, personnel and expertise. This will help university libraries in providing services/products which are more responsive to the needs of the users. Thus it is on the introduction of the successful marketing mechanism in the libraries that the survival of libraries depends as non-profit organizations for the supply of services and products at subsidized rates in an era of advancing technology.

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