

A Study on the Feasibility of Applying the 4P Model of Marketing in Khuzestan Public Libraries from the Viewpoints of the Library Managers and Librarians

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Abstract

Purpose: This research aims to examine the viewpoints of managers and librarians of Khuzestan public libraries in relation to the application of the 4P model of marketing in these libraries.

Methodology: This is a descriptive research and uses the measurement method. Data was gathered by means of a questionnaire devised for the purpose of this study. The questionnaire was then distributed to a group of target recipients comprising 287 public library managers and librarians in Khuzestan. 120 questionnaires were returned, amongst which 93 were correct and included in calculations. The collected data was then analyzed using SPSS 16.0. For the purpose of data analysis, descriptive statistics was used as well as the Friedman test.

Findings: The Results of the study revealed that the managers and librarians have strong familiarity with marketing. However, the majority of respondents (%68.8) disagreed with the idea of establishing a separate unit devoted to marketing in public libraries. Paying attention to the product, place, promotion and price were the first fourth priorities, respectively, in Khuzestan public libraries. Overall, the implementation of the 4P model of marketing was proven to be feasible in Khuzestan public libraries.

Originality/Value: The Results of this research can benefit the Iran public libraries foundation and also the Khuzestan public libraries foundation, particularly the managers and librarians employed in these libraries.

Keywords: 4P Model of Marketing, Product, Price, Place, Promotion, Managers, Librarians, Public Libraries, Khuzestan.