

The Extent of National Libraries Interest in Marketing Knowledge and Information from Students' Viewpoints

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Abstract

Marketing knowledge has proven to be of great importance as it represents one of the promising areas affecting the future of libraries and its services. In addition, Marketing knowledge and information has demonstrated the possibility of providing libraries with the opportunity to facilitate user access to their services, apart from organizing and keeping pace with technological developments. Based on that, current study aimed at examining the extent of national libraries interest in marketing knowledge and information from students' perspective. Depending on quantitative approach, (397) students participated in an online questionnaire and SPSS was employed in order to screen and analyze data. Descriptive statistics, MANCOVA test and one sample t test were used. Results of study indicated that national libraries have good level of awareness regarding knowledge and information marketing, in addition to that, results were able to highlight that IT infrastructure formed a good level of importance for libraries as IT supports services presented by libraries especially for distant clients "users", in addition to that, it was found out that individuals benefit from library services' management approaches in different levels according to their research needs where PhD candidates and students appeared to have more benefit compared to other levels. Current study served as an approach for libraries and librarians to identify the most influential marketing strategies for their services, study recommended the need to search for new methods of marketing the traditional library services and to study many alternatives for beneficiaries' access to information.

Keywords: Knowledge, National Libraries, Librarian, Library Management, Data and Information

Introduction

In the past, the main interest of libraries of all kinds was to create a strong source and reference for information in order to preserve it and pass it on to future generations and transfer it between countries, and the assumption was at that time that the existence of the library itself was an attraction for individuals to draw on the knowledge contained in it and that its existence was an automatic attraction for those who wish to take benefit, and since the idea of the Internet was not very well known, many have relied on libraries in order to access and benefit from knowledge within libraries (Zebal et al, 2019). Today, as the Internet is like the virtual library on which thousands of individuals access it to gain knowledge, transfer it, and benefit from it; the popularity of public and university libraries has decreased, and the first source of information has become the computerized cloud that carries what the individual desires from information and knowledge that may not be previously available except by going to physical libraries (Ruiz and Holmlund, 2017)

With the rapid development in the field of library management, and since the library is actually an organization that provides service to individuals, administrators and specialists have succeeded in introducing the idea of marketing to libraries in order to increase the demand for public and private libraries, and return the idea of the library to its previous era (Belk et al, 2018). It was indicated by Al-Dmour et al (2020) that with the historical and chronological development, the idea of marketing has been introduced to libraries on the grounds that they provide a service, and therefore it can be said that libraries can market the information and knowledge they have.

As for Muddaha et al (2018) it was found that the idea of knowledge marketing appeared among the promising ideas affecting the future of libraries and their employees in particular, and that it has proven its ability to increase the rate of demand for libraries and the ability of the library to meet the needs of beneficiaries and individuals of various orientations (Poole and Campos, 2017), Leposky et al (2017) also argued that knowledge marketing contributed to reducing the negative impact of the lack of budgets and the number of employees in the library through the possibility of providing knowledge electronically and marketing the services it provides, as well as improving its infrastructure by obtaining financial support from the relevant authorities.

On the same track, Wahab et al (2019) confirmed that the idea of marketing knowledge and information, the library has become a place capable of developing the scientific and cognitive skills of individuals and achieving a high level of benefit to them by referring to the multiplicity of services in it and the methods of obtaining them and thus developing its ability to support scientific research skills through its services.

Based on above argument, current study aim at examining the extent of national libraries interest in marketing knowledge and information strategies, four main forms

of knowledge marketing were presented by Olajide (2018) and adopted in current study (Marketing concepts, Structural frameworks, Strategic principles and Research principles). Such aim was reachable through achieving following set of objectives:

- Highlight marketing needs of libraries
- Examine the reality of marketing approaches among libraries
- Identify the marketing strategies which are influential on libraries in the field
- Determine the extent of public libraries interest in marketing within Jordanian environment

From the previously mentioned aim and objectives, researchers were able to create the following model as an indicator to the variables of study and the relationship that gather them:

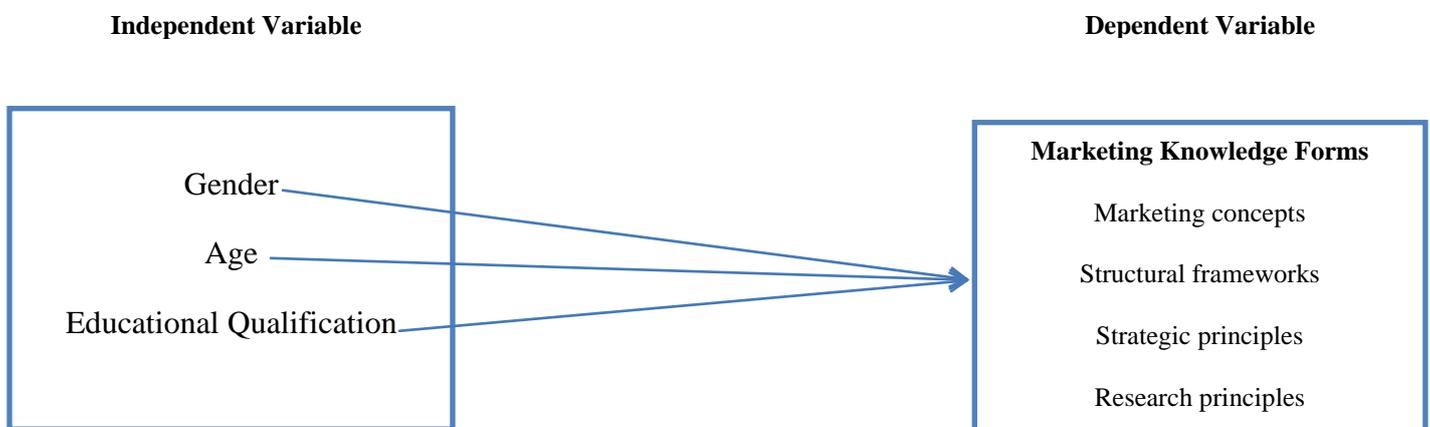


Figure (1): Study Model (Olajide, 2018)

From above model, following set of hypotheses was developed by researchers:

H1: There are positive attitudes toward marketing Knowledge used in the National Libraries

H2: There are significant differences in students' attitudes toward marketing Knowledge used in the National Libraries due to (gender, age, and educational level)

The Concept of Data and Information

There is naturally a noticeable correlation between the term information and many other terms such as knowledge, communication, understanding, and meaning (Lobsey et al, 2017). In general, information is data that was previously processed and has a meaning and a specific concept for the user within a clear and understandable context (Yoon and Schultz, 2017). From the point of view Tenopir et al (2017), it was indicated that the principle of information is based on the latter having a number of characteristics, including being understandable, meaningful, transferable and having the ability to integrate into a clear and specific context. From here, we see that our

world is full of various information, including developmental, achievement, research, stylistic and political, among many others, each of which has a clear meaning and a specific context, and its source is clear "the library" (Albergaria and Jabbour, 2020).

The intellectual genesis of libraries

Based on the fact that the information was data and was processed, then there are those who processed it, refined it and placed it within understandable and correct frameworks. The source of refinement, arrangement and treatment here is libraries in all of their forms, as they are the first container for data and through which it is developed into information useful to individuals (Gianni, 2016). According to Conner and Plocharczyk (2020), a library is defined as a cultural institution by its nature, its source is either the state or its local authorities, and it is an institution that helps individuals gain knowledge, educate, and be aware of what is happening in the world in terms of events and developments.

Gbotosho (2018) stated that the first library in history had been established in Alexandria - Egypt, and it was the "Royal Library of Alexandria", it was established by Ptolemy the First in 330 BC. The Royal Library of Alexandria at the time contained different works of many philosophers and intellectuals, including Homer, Aristotle and Plato, in addition to more than 700,000 volumes, manuscripts and books.

How Is Marketing Emerged into Library Works

Knowledge is considered as the most imperative property in the organization (Al-Duwailah & Hashem, 2019). Hashem and Suleiman (2019) stated that "Knowledge is the most important strategic resource for the organization, and many managers believe that strategic advantages will be achieved by having more knowledge than competitors". Seifi et al (2019) defined knowledge marketing in the field of libraries has been defined as a group of activities aimed at exchanging services, information and products provided by the library in addition to linking the library with its beneficiaries or users. As for Gupta (2016) he viewed knowledge marketing in libraries as using marketing strategies and plans in order to facilitate and ensure the flow of services provided by the library to the beneficiaries in order to bridge the gap between them and find a way to develop a more interdependent relationship between the actual library and the individual.

The concept of knowledge and information marketing has a clear link with libraries, as the marketing of information is one of the functions of the library in order to raise the number of its beneficiaries by relying on a group of marketing and promotional campaigns in addition to various educational activities and programs (Janssen et al, 2017). Knowledge marketing in libraries aims to publicize library services and facilitate its access to beneficiaries through many marketing plans and strategies, noting that knowledge marketing is a useful way to facilitate the process of benefiting from library services, especially the public ones.

Forms of Knowledge Marketing in Libraries

According to Olajide (2018) the idea of knowledge marketing appeared to be beneficial as more interest from individuals began to develop overtime, and the status of libraries changed since the recession with the appearance of internet and cloud computing. Olajide (2018) also added that there forms of knowledge marketing that help in facilitating the marketing of knowledge and information by libraries, among these forms are:

One of the most important methods that libraries adopt in knowledge marketing is through information bulletins that include library services, the advantages it provides, and the facilities that the user can enjoy, in addition to that, libraries usually adopt periodic and non-periodical publications that include everything the library recently received it from materials and books. Wei et al (2017) confirmed that the library may adopt a method of telephone and personal communication with potential clients in order to inform them of the services provided and new to it.

As for Dalal et al (2017), they confirmed that some libraries rely on billboards and exhibits in order to market everything new and communicate with library patrons and attract them to use it. From the point of view of Tijjani (2019), they indicated that the idea of periodicals plays an important role in knowledge marketing within libraries especially the ongoing briefing services, where researchers can exchange the same journal among themselves, or at least the list of contents in it.

Hypotheses Development

According to Jones and Harvey (2019), there are many factors that have prompted libraries to resort to marketing, as they are in a struggle to survive on the grounds that they are educational institution that supplies the rest of the educational organizations with science and knowledge. As for Koloniari et al (2018), they emphasized the same idea, noting that the concept of knowledge marketing adopted by libraries today is nothing but a way to save themselves after the control of electronic libraries and computerized clouds over the educational process in all countries.

On the other hand, Wanjiku Ndungu and Wacuka Gikandi (2018) found that what motivated libraries to adopt marketing ideas was the low level of material and moral support provided to them, as the Internet dumped its burden on the actual library, which led to a reduction of its budget and limiting the interest of government agencies and profit in it. Inyang and Ekpang (2019) noted to another idea which is libraries were subjected to competition as soon as the Internet appeared, whereby a person had no need to go to the library after accessing the largest libraries in the world through the Internet. Consequently, marketing of information has become the only way for libraries to ensure their continuity and continuity in the field of providing knowledge and knowledge.

Han and Han (2015) and Shan-shan and Chi (2015) indicated that the dependency on libraries didn't change, what basically change is the approach and the access to information and research tools within libraries over years that is attributed to ICT and the development of the cloud computing ideas; authors meant that the dependency on actual libraries change not because people stopped reading, studying, or searching for knowledge; the reason was because ICT brought the library to their home and offices without the need from them to change their location.

Material and Methods

Current study adopted the quantitative approach in order to realize the main aim mentioned earlier. For that sake, a questionnaire was developed depending on previous studies which consisted of two main sections; the first presented demographics of study sample (age, gender, education, source of knowledge, and the availability of paid prescription), on the other hand, the second section consisted of statements related to forms of knowledge marketing in libraries (Marketing concepts, Structural frameworks, Strategic principles and Research principles). The questionnaire was built on likert 5 scale and it was arbitrated on a group of professors before distributing it on the sample.

Population of study consisted of students and researchers who attended university or had an experience with attending libraries. A convenient sample of (500) students was chosen to represent the population of study. Questionnaire was uploaded o Google forms due to COVID 19 precautions, and after application process; researchers were able to retrieve (397) properly filled questionnaires which indicated a response rate of (79.4%) as statistically valid.

SPSS was used in order to screen and analyze gathered data; descriptive statics, MANCOVA test and one sample t test were used in order to reach valid results. A reliability test was adopted; Cronbach's Alpha indicated that the reliability test resulted in a value of (0.94) for all the items within the study, the alpha however resulted greater than 0.60 which indicated the tool consistency that enhanced its use in the study.

Results

Demographics

In examining the below table (1), sample characteristics were calculated, results indicated that majority of respondents were (males) forming (68.8%) of total sample compared to (31.2%) females. As for age, it appeared that the majority of age range answering the questionnaire was individuals within the age range of (36-33) yearsold forming (43.1%) of total sample. Individuals who held (BA) degree seemed to appear the most among respondent as they formed (63.2%) of the sample. When respondent were asked about their main source of knowledge; (31.2%) of them answered that they depend on (university e-library) compared to the least answer which as (public

libraries) which scored (16.1%) of total answers. When they were asked if they had a paid subscription to a library, (31.2%) of them answered that they depend on university e-library while (68%) indicated that they have a paid subscription to an e-library.

Gender		
	<i>f.</i>	%
Male	273	68.8
Female	124	31.2
Age		
18-25	71	17.9
26-33	171	43.1
34-41	107	27.0
+42	48	12.1
Education		
BA	251	63.2
MA	117	29.5
PHD	29	7.3
What kind of knowledge source you depend on?		
University Library	120	30.2
Library in my Neighborhood	89	22.4
University E-Library	124	31.2
Public Library	64	16.1
Do you have a paid prescription for ane-library?		
Yes	270	68.0
No	127	32.0
Total	397	100.0

Table (1): Descriptive Statistics of Sample

Questionnaire Analysis

	<i>Mean</i>	<i>Std. Deviation</i>
Marketing Knowledge Forms		
Marketing concepts		
1. Most libraries now are aware of the importance of marketing	3.47	1.408
2. Some of libraries recruit specialists in marketing in order to promote its services	3.42	1.296
3. I always get advertisement regarding a certain library services	3.38	1.189
4. I always get emails to attend book signing ceremonies	3.40	1.208
5. The library makes sure to appear in national events	3.39	1.146
6. The e-library is a part of the library's vision, but the reality is the actual library	3.24	1.180

Structural frameworks		
7. All devices in the library works perfectly	3.19	.975
8. IT infrastructure within the library is solid and efficient	3.15	.922
9. Sometime the library attracts me to do my work in its facilities	3.27	.943
10. Help is always available when needed	3.43	.968
11. Organization of the library is acceptable as well as its content	3.30	1.011
12. Appearance of the library is attractive and easy to roam	3.34	1.021
Strategic principles		
13. Social media is part of library's marketing strategy	3.37	.972
14. The library exploits every cultural event to appear as a sponsor	3.16	1.173
15. Most of library staff are aware of the mission and vision of their library	3.14	1.196
16. The library makes sure that we have access to all its services	3.48	1.143
17. The library has a vivid strategy on how to increase interested people	3.44	1.061
Research principles		
18. All research tools are available in the library	3.38	1.080
19. All research material are up to date	3.34	1.016
20. The library presents all services that can beneficial for a researcher student	3.55	.932
21. Many resources are found in the library that can't be found online	3.32	.916
22. I think is the library can be a valid source for my research	3.28	1.159

Table (2): Descriptive Statistics of Questionnaire Analysis

Above table (2) showed that participants had a positive attitude towards statements of study as all of them scored higher than mean of scale (3.00/5.00). The most positively answered statement was articulated "*The library presents all services that can beneficial for a researcher student*" scoring a mean of (3.55/ 5.00) compared to the least positively answered statement articulated "*Most of library staff are aware of the mission and vision of their library*" and scoring a mean of (3.14 /5.00).

Descriptive Statistics of Variables

	Mean	Std. Deviation
Marketing concepts	3.3841	1.00894
Structural frameworks	3.2779	.77126
Strategic principles	3.3154	.92118

Research principles	3.3738	.85394
Knowledge Marketing	3.3372	.72766

Table (3): Descriptive Statistics of Variables

As for individuals attitude towards variables of study, table (3) above indicated that also respondents had positive attitudes towards each and every variable employed in the model as all of them scored higher than mean of scale 3.00 which is statistically positive. The highest positively answered variable appeared to be "research principles" which scored a mean of 3.37/5.00 indicating that all of respondents leaned towards the research services of a library given that respondent were students.

Hypotheses Testing

First Hypothesis:

H1: There are positive attitudes toward marketing Knowledge used in the National Libraries

	N	Mean	Std. Deviation	Std. Error Mean
Marketing Knowledge Forms	397	3.3372	.72766	.03652
Marketing concepts	397	3.3841	1.00894	.05064
Structural frameworks	397	3.2779	.77126	.03871
Strategic principles	397	3.3154	.92118	.04623
Research principles	397	3.3738	.85394	.04286

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Marketing Knowledge Forms	9.233	396	.000	.33719	.2654	.4090
Marketing concepts	7.586	396	.000	.38413	.2846	.4837
Structural frameworks	7.180	396	.000	.27792	.2018	.3540
Strategic principles	6.821	396	.000	.31537	.2245	.4063
Research principles	8.722	396	.000	.37380	.2895	.4581

Table (4): First Hypothesis Testing

One sample t test was used to test first hypothesis, it was found that t value = 9.233 was significant at level 0.05; that meant "there are positive attitudes toward marketing Knowledge used in the National Libraries".

Second Hypothesis

H: There are significant differences in students' attitudes toward marketing Knowledge used in the National Libraries due to (gender, age, and educational level)

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.465	84.790 ^b	4.000	390.000	.000
	Wilks' Lambda	.535	84.790 ^b	4.000	390.000	.000
	Hotelling's Trace	.870	84.790 ^b	4.000	390.000	.000
	Roy's Largest Root	.870	84.790 ^b	4.000	390.000	.000
Gender	Pillai's Trace	.126	14.086 ^b	4.000	390.000	.000
	Wilks' Lambda	.874	14.086 ^b	4.000	390.000	.000
	Hotelling's Trace	.144	14.086 ^b	4.000	390.000	.000
	Roy's Largest Root	.144	14.086 ^b	4.000	390.000	.000
Age	Pillai's Trace	.128	14.361 ^b	4.000	390.000	.000
	Wilks' Lambda	.872	14.361 ^b	4.000	390.000	.000
	Hotelling's Trace	.147	14.361 ^b	4.000	390.000	.000
	Roy's Largest Root	.147	14.361 ^b	4.000	390.000	.000
Edu	Pillai's Trace	.095	10.248 ^b	4.000	390.000	.000
	Wilks' Lambda	.905	10.248 ^b	4.000	390.000	.000
	Hotelling's Trace	.105	10.248 ^b	4.000	390.000	.000
	Roy's Largest Root	.105	10.248 ^b	4.000	390.000	.000

Table (5): Multivariate Tests of Second Hypothesis

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Marketing Knowledge Forms	15.926 ^a	3	5.309	10.768	.000
	Marketing concepts	35.482 ^b	3	11.827	12.644	.000
	Structural frameworks	10.866 ^c	3	3.622	6.335	.000
	Strategic principles	18.905 ^d	3	6.302	7.809	.000
	Research principles	36.352 ^e	3	12.117	18.866	.000

Intercept	Marketing Knowledge Forms	105.329	1	105.329	213.645	.000
	Marketing concepts	88.168	1	88.168	94.252	.000
	Structural frameworks	158.707	1	158.707	277.588	.000
	Strategic principles	88.340	1	88.340	109.474	.000
	Research principles	87.855	1	87.855	136.786	.000
gender	Marketing Knowledge Forms	5.492	1	5.492	11.140	.001
	Marketing concepts	26.306	1	26.306	28.122	.000
	Structural frameworks	1.760	1	1.760	3.078	.080
	Strategic principles	6.008	1	6.008	7.445	.007
	Research principles	.013	1	.013	.020	.887
Age	Marketing Knowledge Forms	12.868	1	12.868	26.100	.000
	Marketing concepts	12.737	1	12.737	13.615	.000
	Structural frameworks	2.049	1	2.049	3.585	.059
	Strategic principles	16.880	1	16.880	20.918	.000
	Research principles	32.199	1	32.199	50.133	.000
Edu	Marketing Knowledge Forms	.892	1	.892	1.810	.179
	Marketing concepts	4.602	1	4.602	4.920	.027
	Structural frameworks	7.903	1	7.903	13.822	.000
	Strategic principles	.001	1	.001	.001	.972
	Research principles	3.100	1	3.100	4.826	.029
Error	Marketing Knowledge Forms	193.753	393	.493		
	Marketing concepts	367.632	393	.935		
	Structural frameworks	224.692	393	.572		
	Strategic principles	317.131	393	.807		
	Research principles	252.416	393	.642		
Total	Marketing Knowledge Forms	4630.998	397			
	Marketing concepts	4949.694	397			
	Structural frameworks	4501.222	397			
	Strategic principles	4699.720	397			
	Research principles	4807.640	397			
Corrected Total	Marketing Knowledge Forms	209.679	396			
	Marketing concepts	403.114	396			
	Structural frameworks	235.559	396			
	Strategic principles	336.036	396			
	Research principles	288.768	396			

Table (6): Tests of Between-Subjects Effects

- a. R Squared = .076 (Adjusted R Squared = .069)
- b. R Squared = .088 (Adjusted R Squared = .081)
- c. R Squared = .046 (Adjusted R Squared = .039)
- d. R Squared = .056 (Adjusted R Squared = .049)
- e. R Squared = .126 (Adjusted R Squared = .119)

MANCOVA test is used to test second hypothesis; Wilks' Lambda results show that F value for each of the demographic variables was significant at 0.05; that meant the model was significant. Also it was found that:

- Students’ attitudes toward marketing Knowledge used in the National Libraries due to (gender and age)
- Students’ attitudes toward Marketing concepts used in the National Libraries due to (gender , age ,and educational level)
- Students’ attitudes toward Structural frameworks used in the National Libraries due to (educational level)
- Students’ attitudes toward Strategic principles used in the National Libraries due to (gender and age)
- Students’ attitudes toward Research principles used in the National Libraries due to (age ,and educational level)

Means

Gender		MK	concepts	frameworks	Strategic	Research
Male	Mean	3.2905	3.2424	3.2515	3.2674	3.4183
	N	273	273	273	273	273
	Std. Deviation	.71631	1.04893	.82472	.90204	.80373
Female	Mean	3.4399	3.6962	3.3360	3.4210	3.2758
	N	124	124	124	124	124
	Std. Deviation	.74470	.83754	.63722	.95724	.95137
Total	Mean	3.3372	3.3841	3.2779	3.3154	3.3738
	N	397	397	397	397	397
	Std. Deviation	.72766	1.00894	.77126	.92118	.85394

Table (7): MK concepts frameworks Strategic Research * Gender

As it can be seen within table (7), attitudes of individuals towards variables of study according to gender gave an indication that females appeared to have a more positive attitudes towards variables compared to males; as for the demographic of age, in table (8) below numbers stated that individuals within age range of 34-41 years old seemed to have more positive attitudes towards variables compared to other age ranges.

Age		MK	concepts	frameworks	Strategic	Research
18-25	Mean	3.1479	3.3615	3.2676	3.0254	2.8704
	N	71	71	71	71	71
	Std. Deviation	.49470	.96609	.54298	.73285	.59914

26-33	Mean	3.2073	3.1423	3.1715	3.2386	3.2971
	N	171	171	171	171	171
	Std. Deviation	.83309	1.12832	.83440	1.03476	.93943
34-41	Mean	3.6011	3.7960	3.4237	3.5327	3.6486
	N	107	107	107	107	107
	Std. Deviation	.51514	.70462	.60712	.80561	.50195
+42	Mean	3.4915	3.3611	3.3472	3.5333	3.7792
	N	48	48	48	48	48
	Std. Deviation	.83038	.92849	1.06238	.84181	1.05123
Total	Mean	3.3372	3.3841	3.2779	3.3154	3.3738
	N	397	397	397	397	397
	Std. Deviation	.72766	1.00894	.77126	.92118	.85394

Table (8): MK concepts frameworks Strategic Research * Age

The same idea was applied on table (9) below, number through analysis indicated that those individuals who held a PhD/ PhD candidates seemed to be more interested with the marketing approaches within national libraries compared to other educational levels. This might be attributed to the different needs between BA, MA and PhD students in terms of research tools, sources and other research needs.

Edu		MK	concepts	frameworks	Strategic	Research
BA	Mean	3.3928	3.4920	3.3778	3.3307	3.3538
	N	251	251	251	251	251
	Std. Deviation	.72122	1.01781	.76224	.94833	.81629
MA	Mean	3.2024	3.1311	3.1481	3.2513	3.3043
	N	117	117	117	117	117
	Std. Deviation	.73000	1.00211	.71645	.87539	.94854
PHD	Mean	3.3997	3.4713	2.9368	3.4414	3.8276
	N	29	29	29	29	29
	Std. Deviation	.72721	.77928	.90459	.87240	.63183
Total	Mean	3.3372	3.3841	3.2779	3.3154	3.3738
	N	397	397	397	397	397
	Std. Deviation	.72766	1.00894	.77126	.92118	.85394

Table (9): MK concepts frameworks Strategic Research * Education

Discussion

Current study aimed at examining the extent of public libraries' adoption of marketing knowledge forms as an approach to market for libraries' services. The study has chosen a sample of (397) students to answer an online questionnaire. Through using SPSS, following results were found:

- There are positive attitudes toward Marketing concepts used in the National Libraries since t value = 7.586 were significant at 0.05 level.

- There are positive attitudes toward marketing Knowledge used in the National Libraries since t value = 7.18 were significant at 0.05 level.
- There are positive attitudes toward Structural frameworks used in the National Libraries since t value = 6.821 were significant at 0.05 level.
- There are positive attitudes toward Research principles used in the National Libraries since t value = 8.722 were significant at 0.05 level.

Study proved that national libraries have a clear direction in adopting the foundations of knowledge marketing through several methods, the most important of which is the provision of technology in their infrastructure in a way that serves the beneficiary and fulfills the objectives expected. It seemed through the results that the libraries' vision towards marketing in general and the knowledge marketing in particular has its importance and place within the national libraries, as marketing was not a marginal area for the library, but rather a clear part of its endeavor to market its services and facilities that it provides to the beneficiaries.

The study also proved that the reality of marketing in the field of libraries is somewhat different from the reality of marketing for other services or products. As it is known that the library has free services, especially if it is a national library, and therefore it is considered a non-profit organization that receives support and budget from the government or other organizations. Here, it cannot be said that knowledge marketing through libraries is analogous to marketing a product or service in a 5-star hotel, but rather that marketing a service that is originally offered for free. This difference is based on the fact that the knowledge marketing in libraries depends on publicizing the programs, activities and services of the library, depending on various marketing principles, such as brochures, programs and activities, seminars and conferences, or advertisements in various media. That is, the knowledge marketing in the library environment expands to include the methods of preparing services, the way books are displayed on the shelves, the places where the beneficiaries sit, and all the trivial matters by improving the image of the library.

The study also found that individuals are directly affected by the marketing methods adopted by libraries, which include the marketing methods of the library, for example, it is possible to use social media to promote a conference or seminar held in the library, here the marketing was done in an electronic manner in order to provide a service that is not electronic for the individual, which in order to obtain it an individual's needs to go to the library itself. This is in agreement with Han and Han (2015) when they indicated that the impact of technological development appeared in the extent to which individuals rush to go to libraries, but in a smart and thoughtful way it is possible to rely on technology in order to motivate individuals to go to libraries and benefit from their services on the site and not through the Internet.

Difference of impact appeared through examining the demographics of study, as it was revealed that students with a PhD or those who are PhD candidates were more

attracted to knowledge marketing within national libraries compared to other educational level. This might be attributed to the differences in the research need of those with a BA compared to PhD individuals.

Generally speaking, it is natural for library services and methods of knowledge marketing among libraries to be affected by reference to many factors, which - as indicated in the current study - may be referred to many reasons, including, the cultural level of individuals, so the individual needs of different levels, form and style are what It pushes them to resort to specific places and not others, and to take advantage of certain standards for marketing in libraries alone. On the other hand, the study found that the difference in the acceptance of marketing methods between individuals may be the source of the difference in ages on the one hand and the lifestyle on the other hand. Some of them have their research needs more than just an electronic library on the cloud, or some of them are satisfied with electronic libraries without the need to take advantage of the other services provided.

Conclusion and Recommendations

Marketing knowledge has become today the most important basis for libraries, as it has proven effective in many public libraries in order to attract more users and provide the library with customers who are able to transfer the information between each other. In general, it may appear to us - since the advent of the Internet - that the deep idea of marketing information appeared through the adoption of many plans by libraries in order to attract beneficiaries for their services such as subscriptions at a nominal value, easy access to knowledge through the library, hosting seminars, conferences and book signing forums And many more.

It is sad that the library is the last place an individual might reach, not because they aren't searching for knowledge, but because knowledge is available to them through the Internet and various technological devices, which led to the individual dispensing with the actual library and moving to the virtual library through the Internet. From here it can be said that knowledge marketing is one of the most important means that will restore importance and joy to public and national libraries by continuing the various marketing campaigns for library services.

Based on discussion of results and conclusion, study reached results which indicated that current trend towards the e-library has brought about a fundamental change in the structure of the traditional library and its resources and equipment, from this point, study recommended the need to search for new methods of marketing the traditional library services and to study many alternatives for beneficiaries' access to information.

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