

## The Marketing of Digital Information Products and Services at Annamalai University A Study

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### Abstract

Digital information products and services have become essential in supporting academic and research activities in universities. This study aims to examine the marketing, usage, and user perception of digital information products and services at Annamalai University. A structured survey was conducted, and 120 responses were collected, of which 100 were valid and used for analysis. The study analyzes users' demographic profiles, gender distribution, purpose of use, frequency of access, preferred digital resources, satisfaction levels, and perception of effectiveness. The data were organized using Microsoft Excel and analyzed using percentage analysis and simple statistical methods. The findings reveal insights into how users interact with digital information products and highlight areas for improving their accessibility, promotion, and overall effectiveness in the academic environment.

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### Introduction

In the modern academic environment, digital information products and services have become an essential part of teaching, learning, and research. Universities are increasingly adopting digital libraries, e-journals, e-books, and other electronic resources to meet the growing information needs of students, research scholars, and faculty members. These resources provide quick, easy, and remote access to vast amounts of information, supporting both academic and research activities effectively.

The effective use of digital information products depends not only on their availability but also on users' awareness, preferences, and satisfaction with these resources. Understanding how users access and perceive digital information services helps universities improve their delivery, promote better usage, and enhance the overall quality of academic support. Studies on usage patterns, frequency, and user perception provide insights that guide the development and marketing strategies of these digital resources.

Marketing of Digital Information Products refers to the process of promoting, creating awareness, and ensuring the availability of digital resources so that users can access and utilize them effectively. It involves understanding users' needs, communicating the benefits of digital products, and providing support to maximize their usage. In the context of universities, marketing digital information products ensures that students, research scholars, and faculty members are informed about the resources available, can access them easily, and are encouraged to use them efficiently for their academic and research purposes.

### Review of Literature

Lesego Makhafola *et al.* (2025) conducted a scoping review to examine preferences for digital literacy, digital competence, digital fluency, and digital dexterity in the professional development of academic librarians. The study analyzed 61 scholarly articles from 2013–2023, using thematic analysis and Microsoft Excel for data organization. Findings highlighted the distinctive characteristics of each

concept and their relevance to skill development. The review also identified gaps in knowledge, skills, and competencies, emphasizing the need for clear frameworks to enhance librarians' digital capabilities.

Ghulam Farid *et al.* (2025) examined the application and challenges of Digital Information Security Management (DISM) policies in academic libraries through a systematic literature review following PRISMA guidelines. The study highlighted that some libraries implement DISM for data protection, backups, IS systems, staff training, and privacy safeguards, earning trust from users. However, challenges such as budget constraints, technical readiness, and policy implementation gaps remain. The findings emphasize promoting a culture of DISM for secure management of sensitive data and resources in academic libraries.

Trixa (2024) investigated pre-service teachers' perceived competence in teaching information literacy, emphasizing their role as future mediators of digital citizenship. Using a mixed-method online survey with 371 participants, the study found that digital media dominates information acquisition, but evaluation strategies remain largely superficial. Perceived competence was linked to self-efficacy, informedness, selective exposure, and learning opportunities. Diverse evaluation strategies enhanced teaching confidence. Findings highlight the need for improved teacher education curricula to strengthen reflective information assessment and pedagogical readiness in pre-service teachers.

### Profile of Annamalai University

Founded in 1929 by philanthropist Rajah Sir S. RM. Annamalai Chettiar, Annamalai University is one of South India's oldest and largest universities, spanning 1000 acres with 50 departments under eight faculties. Initially built from Sri Minakshi Colleges, it has significantly contributed to social, cultural, and economic upliftment. Transitioning from a unitary to affiliating university, it now governs 81 colleges across four districts. Known for on-campus and accredited distance education, Annamalai University fosters holistic development through diverse programs, research, sports, libraries, and wellness facilities. In 2022, it received an 'A+' NAAC accreditation, reflecting excellence in education and service.

### Objectives of the Study

1. To analyze the demographic profile of users of digital information products and services at Annamalai University.
2. To examine the gender-wise distribution of users accessing digital resources.
3. To identify the main purposes for which users utilize digital information products.
4. To study the frequency with which users access digital information resources.
5. To determine the preferred digital information products among users.
6. To assess users' satisfaction with digital information services provided by the university.
7. To evaluate users' perception of the effectiveness of digital information products.

### Methodology

The study was conducted using a structured survey method. A total of 120 questionnaires were distributed to users of digital information products and services at Annamalai University. Out of these, 100 responses were found valid and used for

analysis. The collected data was organized and analyzed using Microsoft Excel. Percentage analysis and simple statistical methods were applied to interpret the findings and draw conclusions regarding users' demographics, usage patterns, preferences, satisfaction, and perceptions of digital information services.

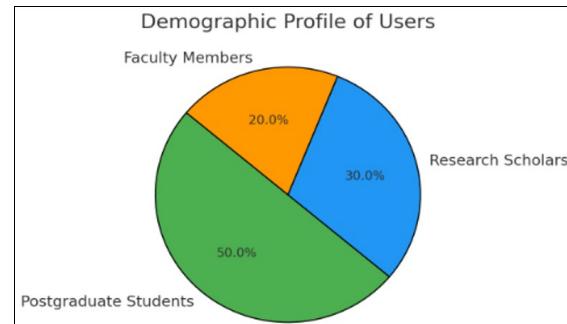
### Statement of the Problem

In the modern academic environment, digital information products and services play a vital role in supporting teaching, learning, and research activities. However, it is important to understand how effectively these resources are marketed, accessed, and utilized by users. At Annamalai University, there is a need to examine users' awareness, purpose of use, frequency of access, preferred digital resources, satisfaction level, and perception of the effectiveness of these digital information products. This study aims to identify these factors and provide insights to improve the marketing and delivery of digital information services at the university.

### Data Analysis and Interpretation

**Table 1:** Demographic Profile of Users

S. No.	Category	No. of Respondents	Percentage (%)
1	Postgraduate Students	50	50.00
2	Research Scholars	30	30.00
3	Faculty Members	20	20.00
Total		100	100.00



**Fig 1:** Demographic Profile of Users

Table 1 presents the demographic profile of users of digital information products and services at Annamalai University. Among the total respondents, 50% are postgraduate students, indicating that half of the users primarily consist of advanced learners. Research scholars constitute 30% of the respondents, reflecting significant engagement from the research community. Faculty members represent 20% of the users, showing their active participation in utilizing digital resources for teaching and research. Overall, the table highlights a balanced distribution with predominant use by students and scholars.

**Table 2:** Gender wise Distribution of Users

S. No.	Gender	No. of Respondents	Percentage (%)
1	Male	60	60.00
2	Female	40	40.00
Total		100	100.00

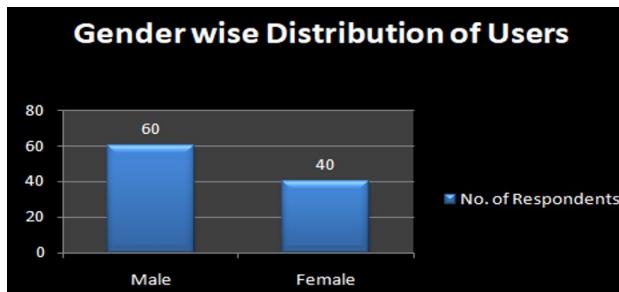
**Fig 2:** Gender wise Distribution of Users

Table 2 depicts the gender-wise distribution of users of digital information products and services at Annamalai University. Out of the total 100 respondents, 60% are male, indicating a higher usage of digital resources among male users. Female users constitute 40%, reflecting a substantial but comparatively lower engagement. The data suggests that while both genders actively utilize digital information services, there is a noticeable predominance of male users, highlighting the need to encourage balanced access and participation across genders.

**Table 3:** Users' Purpose of Using Digital Information Products

S. No.	Purpose	No. of Respondents	Percentage (%)
1	Academic Research	45	45.00
2	Coursework/Assignments	25	25.00
3	Personal Knowledge/Skill	20	20.00
4	Professional Development	10	10.00
	Total	100	100.00

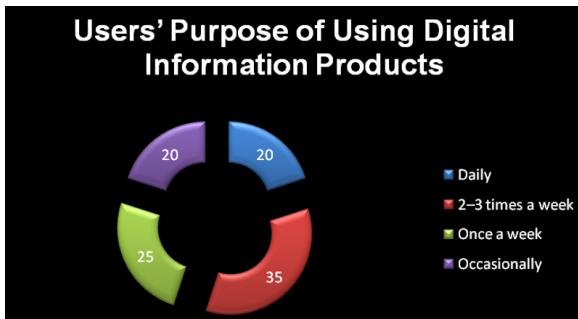
**Fig 3:** Users' Purpose of Using Digital Information Products

Table 3 shows the main reasons users access digital information products at Annamalai University. Most users, 45%, use them for academic research. About 25% use them for coursework and assignments, while 20% use them to improve personal knowledge or skills. Only 10% use the resources for professional development. This shows that the main focus of users is on research and study activities, with fewer using the resources for skill improvement or career growth.

**Table 4:** Frequency of Accessing Digital Information Resources

S. No.	Frequency	No. of Respondents	Percentage (%)
1	Daily	20	20.00
2	2-3 times a week	35	35.00
3	Once a week	25	25.00
4	Occasionally	20	20.00
	Total	100	100.00

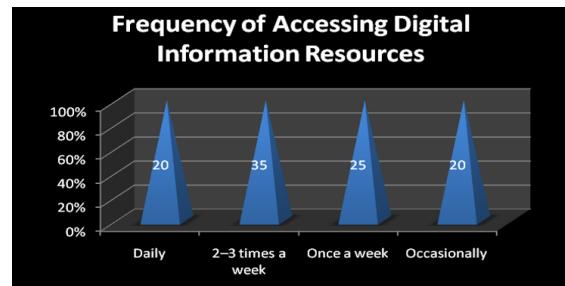
**Fig 4:** Frequency of Accessing Digital Information Resources

Table 4 presents the frequency with which users access digital information resources at Annamalai University. A majority of 35% of respondents access the resources 2-3 times a week, indicating regular engagement. Daily users account for 20%, showing consistent usage, while 25% access the resources once a week. Another 20% use them occasionally. Overall, the data indicates that most users engage with digital information resources frequently, reflecting their importance for academic research, study, and skill development.

**Table 5:** Preferred Digital Information Products

S. No.	Digital Product	No. of Respondents	Percentage (%)
1	E-journals	40	40.00
2	E-books	30	30.00
3	Online Databases	20	20.00
4	Audio-visual Materials	10	10.00
	Total	100	100.00

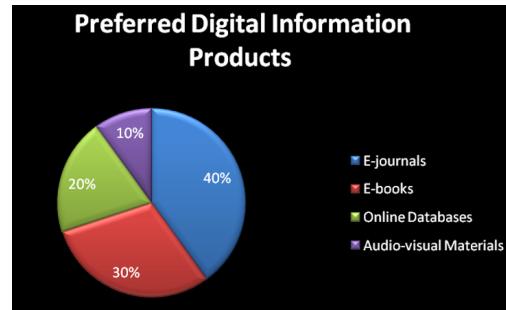
**Fig 5:** Preferred Digital Information Products

Table 5 shows the preferred digital information products among users at Annamalai University. E-journals are the most preferred, used by 40% of respondents, highlighting their importance for academic research. E-books are chosen by 30%, indicating their relevance for study and reference purposes. Online databases account for 20% of users, while audio-visual materials are preferred by 10%. Overall, the data suggests that text-based digital resources, particularly e-journals and e-books, are the primary choice for users in academic and research activities.

**Table 6:** Users' Satisfaction with Digital Information Services

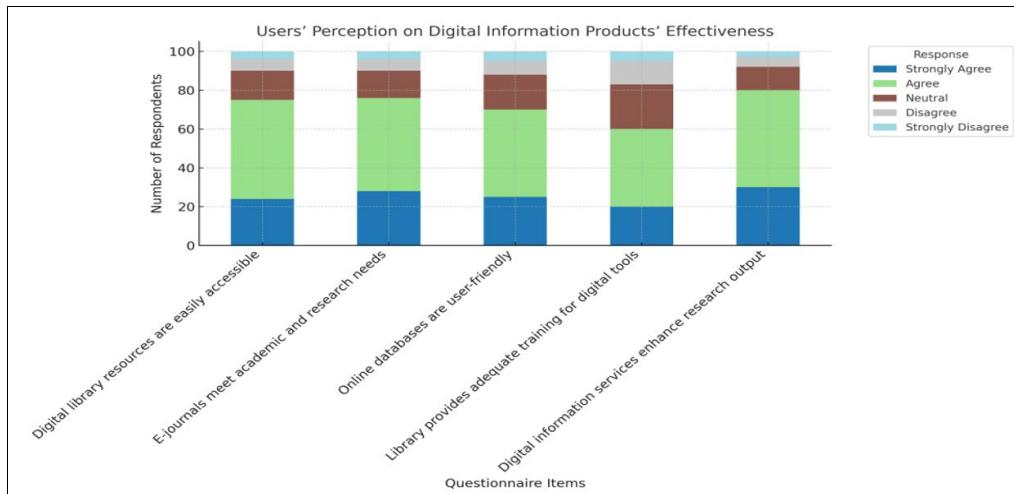
S. No.	Satisfaction Level	No. of Respondents	Percentage (%)
1	Highly Satisfied	25	25.00
2	Satisfied	50	50.00
3	Neutral	15	15.00
4	Dissatisfied	7	7.00
5	Highly Dissatisfied	3	3.00
	Total	100	100.00

Table 6 presents users' satisfaction with digital information services at Annamalai University. Half of the respondents, 50%, reported being satisfied, while 25% were highly satisfied, indicating overall positive feedback. Fifteen percent of users were neutral, showing neither satisfaction nor

dissatisfaction. A smaller portion expressed dissatisfaction, with 7% dissatisfied and 3% highly dissatisfied. Overall, the data demonstrates that the majority of users are satisfied with the digital information services, reflecting effective service provision and support for academic and research activities.

**Table 7:** Users' Perception on Digital Information Products' Effectiveness

S. No.	Questionnaire Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Respondents
1	Digital library resources are easily accessible	24	51	15	6	4	100
2	E-journals meet academic and research needs	28	48	14	6	4	100
3	Online databases are user-friendly	25	45	18	7	5	100
4	Library provides adequate training for digital tools	20	40	23	12	5	100
5	Digital information services enhance research output	30	50	12	5	3	100



**Fig 6:** Users' Perception on Digital Information Products' Effectiveness

Table 7 shows users' perception of the effectiveness of digital information products at Annamalai University. Most respondents agreed that digital library resources are easily accessible, with 24% strongly agreeing and 51% agreeing. E-journals meeting academic and research needs received similar responses, with 28% strongly agreeing. Online databases are considered user-friendly by the majority. While training for digital tools shows slightly lower satisfaction, most users still agree on its adequacy. Overall, 80% of respondents perceive digital information services as effective in supporting research and academic activities.

### Major Findings

- Postgraduate students are the primary users of digital information products (50%), followed by research scholars (30%) and faculty members (20%).
- Male users (60%) slightly outnumber female users (40%), indicating higher engagement among male respondents.
- The main purpose of using digital resources is academic research (45%), followed by coursework/assignments (25%), personal knowledge improvement (20%), and professional development (10%).
- Most users access digital resources frequently, with 35% using them 2–3 times a week and 20% accessing them daily.
- E-journals (40%) and e-books (30%) are the most preferred digital information products, highlighting the importance of text-based resources for academic and research work.
- Majority of users are satisfied with digital information services, with 50% satisfied and 25% highly satisfied.

- 80% of users perceive digital information products as effective, indicating that the resources support research, study, and academic activities efficiently.

### Conclusion

The study reveals that digital information products and services at Annamalai University are widely used, especially by postgraduate students and research scholars. Male users slightly outnumber female users, though both genders actively engage with the resources. E-journals and e-books are the most preferred resources, primarily used for academic research and coursework. Most users access the resources frequently and are satisfied with the services provided. Overall, 80% of respondents perceive digital information products as effective in supporting research, study, and academic activities. These findings suggest that continued promotion, user training, and expansion of digital resources can further enhance their utilization and impact.

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