

Systematic Literature Review on the Adaptation of Marketing Practises in Providing Information Services to UiTM Students for Covid 19

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Abstract. Marketing is satisfying clients' needs with products and services. Marketing involves determining what people want and changing products to satisfy those demands profitably. Without a well-thought-out marketing strategy, supplying services and information commodities is insufficient. A 21st-century library is an institution or source that provides unfettered access to information and services that fulfil clientele's existing and projected information needs. Identifying the fundamental components of marketing information services and developing an effective marketing plan and technique for disseminating services and products, is vital to harnessing marketing experiences and accept its broad framework.

Keywords: Marketing, Information services, Undergraduates, Academic library, Library management.

1 Introduction

Learning is a process that continues throughout one's life, and education is one of the most important factors in shaping human behavior. Therefore, it has always been an important function of libraries to fulfil their communities' educational and intellectual requirements by giving access to relevant material. On December 31, 2019, a Pneumonia outbreak of unknown cause was identified in Wuhan, China, according to studies by Harris (2021). On January 30, 2020, the pandemic was declared a Public

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Health Emergency of International Concern (PHEIC), and on February 11, 2020, the World Health Organization (WHO) designated it as COVID-19. COVID-19 was detected in Malaysia and was connected to three Chinese nationals who had personal contact with a Singaporean-infected individual. As previously reported, the first Malaysian with COVID-19 was proven to carry the virus on February 4, 2020. (Elengoe, 2020).

The COVID-19 outbreak began in December 2019 and put the world, especially Malaysia, in a terrible predicament. According to Haslinda, 2020, the country issued a Movement Control Order (MCO) because of this pandemic. It has affected education, the economy, services, and teaching and learning processes. It was a novel situation that had never occurred in the previous century, one in which the norms and culture of society undergo rapid transformations and must be accommodated in a short period. Consequently, this circumstance necessitates more precise and unconstrained information distribution regarding place and time. Digitally practice learning based information and information marketing. As the closest institution to the community, the library ensures reliable and rapid information independent of the service or education sector. While the library's therapeutic landscape components need to play a substantial part in the service provision, this is necessary to ensure that it is utilized and that the user benefits from it (Husaini, H., Noordin, S.A., Shuhidan, S.M., 2019).

COVID-19 has changed our lives and our way of working. The library operations must accommodate the new developments due to the Covid-19 pandemic (Bashorun et al., 2021). Physical communication was restricted during this period of the Covid-19 Pandemic and lockdown. Online web communication technology proved to be an effective tool in bridging the gap between the library and its users. Throughout the pandemic, users were unable to access the libraries. During the pandemic time, the librarians provided information by using various techniques associated with social networking. This circumstance posed a threat to the traditional model of university libraries. Since UiTM's Perpustakaan Tun Abdul Razak (PTAR) is aware of this pandemic and the new standards it has established, it has expanded its online library's capabilities and opened it up to students from other institutions. Marketing and promotion are vital in creating awareness for library and information products and services (Juryiah & Khalid, 2019).

In this digital age, applying the four marketing mix components could be an effective method for selling library and information services (Segun-Adeniran et al., 2019). In addition, the librarians' marketing, promotion, and publication activities have been lauded by experts (Nabila & Erlianti, 2021) as crucial to ensuring that library services are used by consumers, particularly as a result of the Covid-19 outbreak.

An exploratory investigation into the reaction of libraries and librarianship to the COVID-19 pandemic was carried out to gain additional knowledge regarding libraries and librarianship. During the COVID-19 pandemic, this study aims to investigate the strategic marketing methods utilised by university libraries to provide information services to undergraduate students. Consequently, it is essential to investigate the pattern that emerged during the pandemic, when university classes were cancelled and

online classes were implemented. The main goal is to instruct professors and students on efficiently using library resources and services (Waral, 2019).

2 Methodology

This study will use a systematic literature review methodology to conduct experimental intelligence-gathering searches of existing literature to identify the topic's important features, followed by a formal literature review. In order to support the development of the study topic, a process for a systematic literature evaluation as well as inclusion and exclusion standards for search techniques and search strategies were developed. In addition, our scope review consisted of several processes. These processes included selecting a literature study, a research topic, search strategies, and report drafting, among other things. Listed below are the particulars of the scenario:

2.1 Formulation of Research Question

The goal of this research is to identify the strategic for promoting products and services during Covid-19. As a result of what we have already learned from the literature review thus far, this study will also need to look into the marketing mix in the market of their services. This study's research question formulation was based on PICO. PICO is a tool that helps authors formulate appropriate research questions for reviews (Palaskar, 2017). Population or Problem, Interest, and Context are the three foundational concepts of PICO (Stern et al., 2014). Based on these concepts, the authors have included three primary features in the review. These include undergraduate students (Population), the problems (Pandemic), marketing adaptation strategy (Interest), and academic library (context). These aspects then enable the authors to develop their major research question, which is as follows: What are the marketing mix adaption strategies performed by the academic library in UiTM during Covid19?.

2.2 Search Term

The identification, screening, and eligibility stages are the three primary steps in the systematic searching strategies process. The literature paper uses search terms to ensure we identify the exact and effective result of the searching process. Identification is searching for synonyms, comparable terms, and variants of the study's main terminology such as marketing practice, marketing strategies, and covid19. It intends to provide more search possibilities for selected databases to locate more relevant articles for the review. The identification process relied on an online thesaurus, keywords used in previous studies, keywords given by Scopus, and keywords suggested by subject matter experts. The authors enhanced the current keywords and constructed a complete search string (based on Boolean operator, phrase searching, truncation, wild card, and field code operations) for the two most important databases, Scopus and Web of Science. These two databases can potentially be leading databases in a systematic literature review due to their advanced searching capabilities, comprehensiveness (indexing more than 5000 publishers), quality control of the articles, and multidisciplinary focus, including environment management studies. In addition, search terms' benefits can

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decrease the document's overload retrieved in the search result. For example, a comprehensive literature review of journal papers on the Marketing Practices in Providing Information Services throughout Covid-19 was searched using the Boolean OR and AND operators to integrate the primary keyword and synonyms for each keyword. Table 1 and Table 2 show the details of the search term used for the review study:

Table 1: The search string

Database	Search string
Emerald Insight	(("Marketing* practices*" OR "Marketing* mix*" OR "Marketing* strategies*" OR "Marketing * strategy*" OR "Marketing* promotion*") AND ("Academic* library*" OR Covid-19* OR "Information* services*" OR "Students* undergraduates*" OR "Library* services*" OR "library* promotion*" OR "Marketing* product*" OR "Marketing* process*" OR "Marketing* people*" OR "Marketing* promotion*" OR "Academic library* librarian*"))
Scopus	TITLE-ABS-KEY Y (("Marketing* practices*" OR "Marketing* mix*" OR "Marketing* strategies*" OR "Marketing * strategy*" OR "Marketing* promotion*") AND ("Academic* library*" OR Covid-19* OR "Information* services*" OR "Students* undergraduates*" OR "Library* services*" OR "library* promotion*" OR "Marketing* product*" OR "Marketing* process*" OR "Marketing* people*" OR "Marketing* promotion*" OR "Academic library* librarian*"))

Table 2: Integration of synonyms word

Criteria	Synonym
Variable	(Marketing Practices) OR (Library Information services) OR (Marketing mix in library) OR (Marketing strategies)
Timeline	(Pandemic Covid-19) OR (Covid 19) OR (Pandemic Era)

2.3 Inclusion and Exclusion Criteria

The inclusion criteria were that all papers must be related to studies on Library Leaders. The papers were also required to be published within a period of publication between January 2013 and February 2022. Papers not connected to the scope of the study topics, written outside of the period, and not written in English were excluded from consideration. Table 3 shows the detailed discussion:

Table 3: Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Study Scope	Papers that focus on Marketing Practices	Papers outside the scope of the research questions and duplicated study areas.
Date of Publication	Papers published from January 2013 until February 2022	Papers published before January 2013 fall into an out-of-date period.
Language	All papers that are published must be in the English language.	Omit any papers that have not been published in the English language

3 Findings

3.1 Study Selection

The procedure of selecting research was divided into three sections, as shown in Figure 1. The first step was to search electronic resources, and the second was to conduct selection processes based on the title of each study paper found. As a result, 374 research papers were discovered and considered for review. The selected articles' abstracts and brief contents were reviewed and evaluated in the following stage. After duplicates and irrelevant papers were removed from consideration, only 104 relevant papers remained. The final step in the screening process was to match the abstract and research topic with appropriate papers. Following the application of exclusion criteria and a thorough evaluation of the extended abstracts and full texts, 18 studies were chosen for evidence data synthesis.

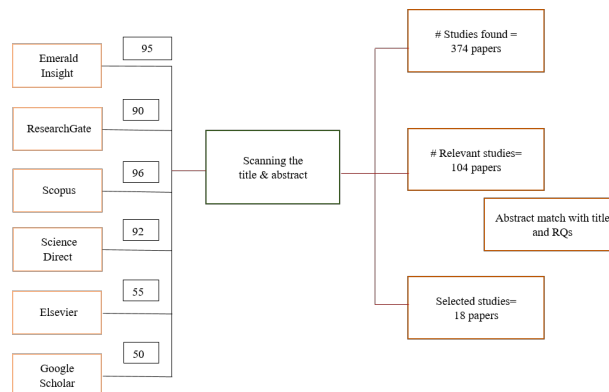


Figure 1: Studies selection procedure

3.2 Data Synthesis

Data synthesis is the process of gathering data and answering study questions. During the planning process, the 18 papers selected for further consideration were reviewed regarding the formulation of research issues addressed in the articles. Detailed findings and discussion of the RQs are included in Section 4, including information regarding the RQs themselves.

3.3 Candidate Studies

From the 18 papers considered for inclusion, 37 authors, one institution, and 27 universities took part in the relevant papers. According to Figure 4, many countries were studied, including Nigeria, USA and Indonesia; Malaysia; Pakistan; India; and many more.

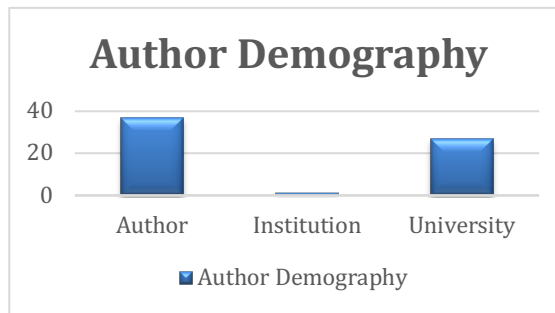


Figure 2: Author's demography

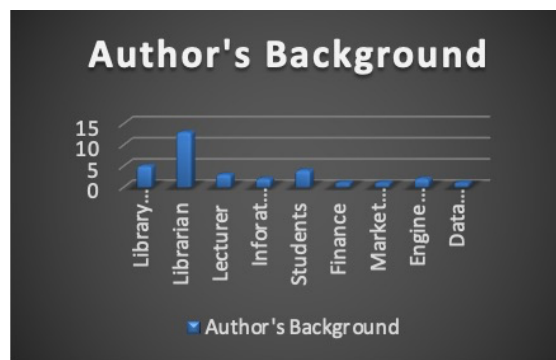


Figure 3: Author's background

As illustrated in Figure 3, each author comes from a unique background. For example, five (5) professionals are working in the library and information science among the 18 publications that were chosen and the 37 authors. In addition, several more fields are mentioned in Figure 3, including information management, Marketing, and

Librarian. By dividing it into sections that correspond to each author's background, the reader will have an easier time selecting the desired articles.

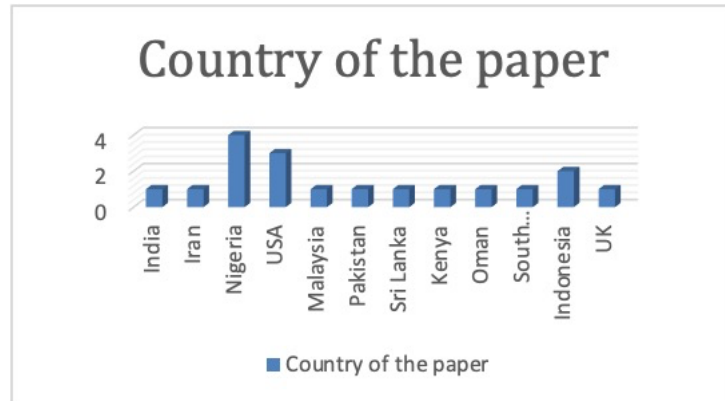


Figure 4: Country of the paper

4 Discussion and Results

This section describes the tracking phase and discusses the review's results. The following are the findings as a result of responding to the research questions:

4.1 What are the marketing mix adaption strategies performed by the academic library in UiTM during Covid19? (RQ1)

4.1.1 People.

According to (Muzvondiwa & Marutha, 2021), librarians and other personnel associated with the library are responsible for informing library users about the resources and services available and how they can use them. Consequently, the librarians market the library and offer the general public chances for educational and professional development (Muzvondiwa & Marutha, 2021). The patron, particularly the undergraduate students, is the most important consideration in academic libraries. Therefore, as a part of the marketing mix in people elements, it is also critical to hire and train employees in technical skills and customer relationship marketing (YUSUF, 2019).

However, the COVID-19 outbreak has caused almost rapid changes in virtually every aspect of our lives (Rafiq et al., 2021). As a consequence of these transformations, librarians and libraries will need to reimagine themselves in order to be able to satisfy the evolving and more in-demand requirements of their patrons. In addition, due to this transition from intermediate to apomediary (a person who supports the user), the librarian has had to assume a new set of roles and responsibilities (Enakrire, 2019; Negi and Srivastava, 2014; (Nakitare et al., 2020). Consequently, LIS experts have begun developing solutions to support students and instructors in online learning since the COVID-19 problem (Rafiq et al., 2021).

4.1.2 Product.

The term "product" refers to a company's goods or services for sale. Factors such as the product's quality, features, benefits, design, branding, packaging, services, warranties, guarantees, life cycles, investments, and returns are integral to any product decision (Abedian & Amindoust, 2022). Additionally, (Fatmawati, 2021) claimed that libraries differ in their service offerings. Experiential marketing can assist in differentiating one library product from another by drawing attention to the distinctive information products characteristic of each library.

4.1.3 Process.

The process aspect focuses on acquiring a service's methods, mechanisms, and activity flow (Johoran, 2019). The way in which a service is provided to users is significantly influenced by the decisions that are made regarding the processes involved. In addition, the term "process" refers to the processes, techniques, and sequence of actions utilised to gather references and information services (Yusuf, 2019). The marketing mix is a conceptual framework that managers use in the process of marketing decision-making and planning to accommodate not just the wants and expectations of modern consumers but also the fluidity that characterises modern marketplaces. One definition of marketing is "the process through which goods and services are delivered to users" (Abedian & Amindoust, 2022).

4.1.4 Promotion.

Promotion includes setting up good feedback channels between the library/librarians and the customers and easy-to-use communication channels like emails and instant messenger where people can send their questions about information (Segun-Adeniran et al., 2019). According to (Mandrekar & e Rodrigues, 2020b), libraries should employ promotional strategies to inform patrons of the services they offer. The fulfilment of the needs of library patrons, the elimination of obstacles to circulation, and the most efficient application of available resources are all essential to the institution's continued development. In Malaysia, the PTAR has increased awareness among all university members through the use of all promotional means, to maximise the value of EZAccess in terms of helping teaching, learning, research, and innovation activities (Sarmin Panut & Abdullah, 2021). Furthermore, customers will remain loyal to a service provider if an effective marketing campaign is in place, according to Daisy (2010). (Muzvondiwa & Marutha, 2021).

4.2 What are the marketing mix adaption strategies performed by the academic library in UiTM during Covid19? (RQ1)

4.2.1 Digital Marketing.

(Mehta & Wang, 2020) As professors and students get more overwhelmed by the transition to online teaching and learning, connecting with them becomes increasingly more difficult. Due to shelter-in-place and other applicable policies, in-person promoting digital library services is extremely difficult. As a result, a virtual format is necessary for their marketing. According to (Horsfall, 2020), it has also been claimed that online platforms are open to building and advertising products and services in order to maintain their relevance in their role.

4.2.2 Creating Awareness.

Academic libraries, as stated by (Martzoukou, 2020), are in a good position to raise faculty awareness of information and digital literacy-related issues facing students and, in the post-COVID-19 new information realities, to act as agents of change in how students learn, engage, interact, and create with online information. Aside from that, PTAR has raised greater awareness among all university members by utilizing all promotional means to maximize the usefulness of EZAccess in helping teaching, learning, research, and innovation activities (Sarmin Panut & Abdullah, 2021). This marketing strategy has been cited in several studies, like the one conducted by (Mandrekar & Carvalho, 2021), which found that marketing plays a very significant part in raising awareness for library and informational goods and services.

4.2.3 Skill and Training.

The librarian must regularly update professional knowledge and skills through appropriate staff training and development programs by attending conferences, workshops, seminars, educational centers, and in-house training. As mentioned by the author, learning is a lifelong endeavor, and the librarian must participate in various learning opportunities (Horsfall, 2020). Expert (Martzoukou, 2020) In light of this new reality, it is clear that we also need to pay attention to how the role of the academic librarian is changing in terms of the need for training in pedagogic theory and practice, online curriculum design, and ways to make sure they keep growing as people and professionals. According to (Adamu et al., 2021), one of the most significant methods is to educate librarians on marketing library web-based resources by holding training, seminars, and workshops.

With the aid of information technology, numerous libraries and information centers have websites for all types of content. Academic libraries can boost their reputation and draw in more and more users by using the marketing strategy. In their organisations and as society professionals, it aids the library employees in updating their inventive knowledge. The nature of information, user demands, and the flow of information between people are all things that librarians need to be aware of. Librarians can encourage information service use by giving value to information. With the novel technology utilized by libraries for marketing library and information products and services, librarians can do additional research. Since students do not visit the library during this pandemic, the largest marketing forces in libraries are information professionals. Marketing helps

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demonstrate a Librarian and library staff's knowledge, of the organisation's objective, boosts productivity by quickly and efficiently locating the appropriate information, and adds value to an organisation's products.

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