

## An Empirical Study on Marketing Strategies for Improvement of Library Performance

(Heesop Kim), (Yong-Jae Park)

IT .  
.  
.  
.  
가 , 가 .

### ABSTRACT

As interior and exterior environments change rapidly with the modern IT technology, the strategies related to marketing activities which enhance the library competition have been demanded. Although many previous studies have been conducted to improve the satisfaction of the library users and to increase the use rate, only few studies focused on the marketing strategy to elevate the library performance. With suggestion of a systematic framework related to the strategies, this study aims to analyze not only the interior and exterior factors which impact on the library marketing strategies, but the strategies which may influence on its performance. To achieve this objective, we adopted a comprehensive survey targeting the various types of our domestic libraries. On the basis of the results, we proposed a guideline for the strategy operation for the librarians to enhance the library performance.

: , , 가 ,  
library marketing strategy, library performance, strategy implement guideline

---

\* 2006 ( ) (KRF - 2006 - 332 - H00005)  
\*\* (heesop@knu.ac.kr)  
\*\*\* Post-Doc (pyjeje@etri.re.kr)  
:2007 11 19  
:2007 12 10

1.

IT

가

2.

가

2.1

Okumus(2003)

가

< 1>

Kaplan & Norton(1992)  
(Balanced Scorecard, BSC)

(Customer  
Relationship Management: CRM)  
BSC

2.2

가

1980 가 (1998)

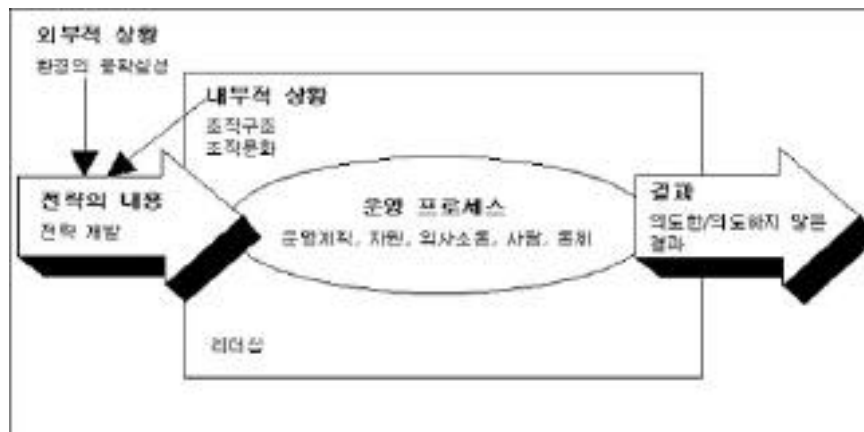
가 Wallich(1983)

Kanungo (2001)

(Bass & Avolio 1990).

(2002)

Fredrickson(1986) (2003)



< 1> Okumus(2003)



(1984) Koontz & Rockwood (2001) 4P  
 Cronin < 2>  
 Kanaujia (2004) Adeyoyin  
 (2005) 4P  
 가 (Powers 1995; 2003).  
 (2002) 4P  
 ( 1995;

< 2>

Powers (1995)					
Phan (2001)					
Krel & Gale(2005)					
(1995)					
(2000)					
(2003)					
(2003)					
(2003)					
(2007)					
(2007)					

2003, 2003).

(Powers 1995; 1995; 2003, 2003).

(Powers 1995; 1995; 2003, 2003, 2007).

고객 가치 Customer Value	고객 만족 Customer Satisfaction
고객 상호작용 Customer Interaction	고객 지식 Customer Knowledge

< 2> CRM BSC

(BSC) 가 , , , 4가 < 2>

(Phan 2001; Krell & Gale 2005; 2000).

가  
가

Kim (2003) CRM BSC

DB

가

3.

2.4

3.1

가

Kaplan & Norton(1992, 1993, 1996)

Okumus(2003)

4가

(BSC)

, 2003

BSC

, Kim (2003) (CRM)

가 2.

(BSC) 가 ,

가 2.1

< 3> 가 2.2

가

가 2.3

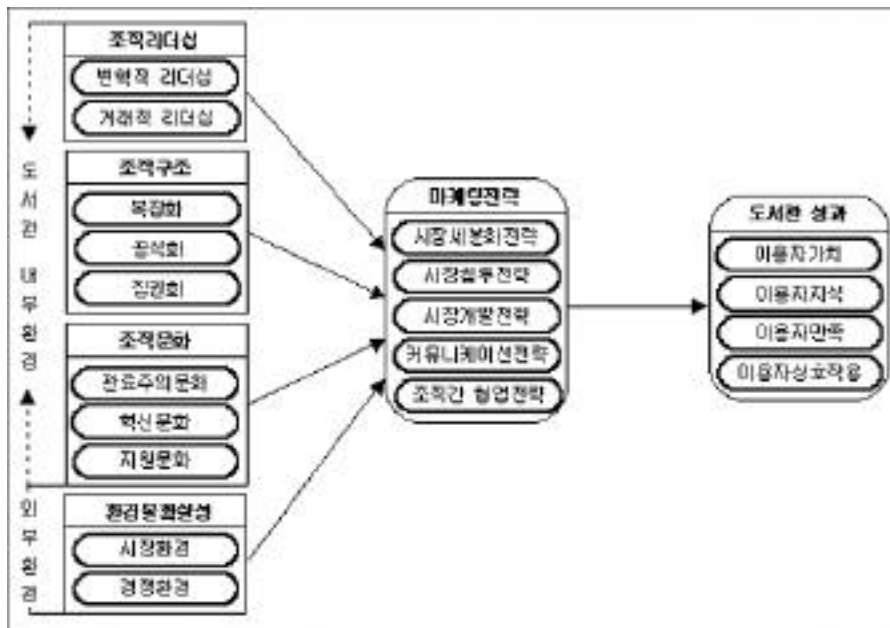
가 1.

가 3.

가 1.1

가 1.2

가 3.1



가 3.2

가 3.3

4.

가 4.

4.1

가 4.1

(Pibt)

가 4.2

가 5.

가

2006 3 29 2006 4 15  
500

가 5.1

( , )

가 5.2

, 197

가 5.3

( : 39.4%)

26 171 가

가 5.4

가 5.5

SPSS 12.0K

PLS (Partial Least

3.2

Squares) Graph 3.0

가





< 4>

4.2  
 , 10  
 60.2% 가 , 10-20  
 14%, 20-30 10.5%  
 가 46.2%,  
 28.8%, 가 25%

4.3  
 PLS  
 (ICR)<sup>1)</sup> 가 ,  
 0.7 가  
 (Fornell & Lacker  
 1981; Chin 1998; 2004).  
 , < 4>  
 0.8  
 Gefen & Straub(2005)  
 (AVE )<sup>2)</sup>  
 )  
 < 4>  
 0.8 0.7

				ICR
		A1	0.9012	0.905
		A2	0.9165	
				B1
B2	0.9462			
B3	0.8994			
		C1	0.9489	0.942
		C2	0.9374	
				D1
D2	0.9055			
D3	0.9166			
		E1	0.9069	0.952
		E2	0.9558	
		E3	0.9335	
		F1	0.9374	0.961
		F2	0.9863	
		G1	0.9287	0.934
		G2	0.9457	
		H1	0.9416	0.959
		H2	0.9527	
		H3	0.9313	
		I1	0.9417	0.934
		I2	0.9304	
		J1	0.8893	0.892
		J2	0.8931	
		J3	0.7830	
		K1	0.8876	0.934
		K2	0.9297	
		K3	0.9059	
		L1	0.8832	0.908
		L2	0.8745	
		L3	0.8700	
가		M1	0.9612	0.960
		M2	0.9603	
		O1	0.9130	0.920
		O2	0.9350	
		O3	0.8185	

1) Internal Consistency Reliability(ICR)= ( i )2/[( i )2 + i var(i)] i

, var(i) = 1- i2

2) Average Variance Extracted(AVE)= i2/[( i )2 + i var(i)] i

, var(i) = 1- i2

AVE (SEM: Structural Equation Modeling) (Fornell & Larcker, 1981).

< 5>

AVE (Maximum Likelihood Method) (Least Squares Method)

4.4

2004).

< 5>

	1	2	1	2	3	1	2	3	1	2	1	2	3	4	5	1	2	3	4
1	0.909																		
2	0.659	0.898																	
1	0.365	0.190	0.943																
2	0.433	0.352	0.500	0.873															
3	0.034	-0.129	0.228	0.157	0.932														
1	-0.126	-0.279	0.239	0.088	0.539	0.962													
2	0.484	0.340	0.198	0.413	-0.046	-0.233	0.937												
3	0.503	0.454	0.145	0.306	-0.114	-0.362	0.583	0.942											
1	0.286	0.191	0.419	0.391	0.186	0.153	0.291	0.142	0.936										
2	0.371	0.222	0.426	0.309	0.190	0.190	0.309	0.117	0.432	0.857									
1	0.477	0.285	0.264	0.400	-0.010	-0.119	0.493	0.380	0.482	0.337	1.000								
2	0.383	0.192	0.210	0.250	0.083	-0.121	0.240	0.309	0.222	0.161	0.532	1.000							
3	0.397	0.294	0.167	0.345	-0.058	-0.165	0.457	0.293	0.224	0.315	0.523	0.417	1.000						
4	0.412	0.260	0.361	0.369	0.095	-0.016	0.439	0.350	0.267	0.370	0.477	0.464	0.448	1.000					
5	0.400	0.426	0.294	0.399	0.104	-0.153	0.438	0.335	0.381	0.512	0.476	0.353	0.522	0.408	1.000				
1	0.444	0.364	0.326	0.477	-0.143	-0.218	0.511	0.438	0.409	0.251	0.698	0.427	0.524	0.467	0.539	0.908			
2	0.442	0.384	0.300	0.403	0.099	-0.150	0.482	0.409	0.466	0.362	0.615	0.370	0.505	0.414	0.537	0.639	0.876		
3	0.205	0.219	0.133	0.159	-0.049	-0.151	0.409	0.210	0.157	0.176	0.161	0.187	0.238	0.115	0.278	0.270	0.244	0.961	
4	0.275	0.227	0.285	0.208	0.027	-0.103	0.321	0.387	0.315	0.235	0.528	0.496	0.404	0.330	0.418	0.590	0.570	0.371	0.891

PLS가 2, < 7>

PLS

< 4>

4.5 가

4.5.3

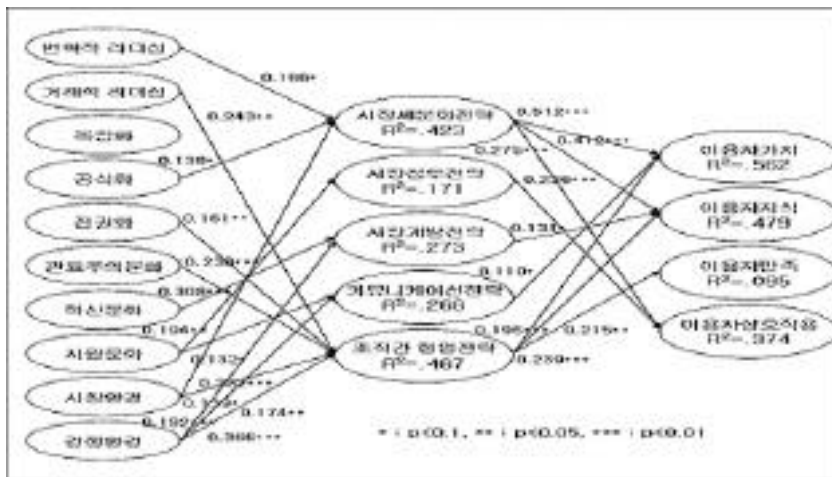
4.5.1

가

가 1, < 6> 3, < 8>

4.5.2

가



< 4>

## &lt; 6&gt; 가 1 ( )

			t	
(가 1)			0.166	1.874*
			0.134	1.097
			0.033	0.269
			0.074	0.684
			-0.079	0.878
			-0.065	0.786
			-0.061	0.534
			0.084	0.711
			0.028	0.266
			0.243	2.458**

\* : p&lt;0.1, \*\* : p&lt;0.05, \*\*\* : p&lt;0.01

## &lt; 7&gt; 가 2 ( )

			t	
(가 2)			-0.061	0.747
			0.067	0.605
			-0.027	0.304
			0.163	1.622
			0.012	0.146
			0.138	1.654*
			0.063	0.534
			0.086	0.838
			0.107	1.195
			0.083	1.183
			-0.056	0.755
			0.133	1.330
			-0.037	0.436
			-0.011	0.113
			0.161	2.064**

\* : p&lt;0.1, \*\* : p&lt;0.05, \*\*\* : p&lt;0.01

< 8> 가 3 ( )

			t	
(가 3)			-0.063	0.806
			-0.168	1.512
			-0.094	1.245
			-0.127	1.300
			-0.238	3.003***
			0.196	2.104**
			-0.028	0.257
			0.308	2.599***
			0.056	0.671
			0.143	1.633
			0.091	1.075
			0.194	2.031**
			-0.033	0.352
			0.132	1.810*
			0.016	0.198

\* : p<0.1, \*\* : p<0.05, \*\*\* : p<0.01

< 9> 가 4 ( )

			t	
(가 4)			0.332	4.345***
			0.109	1.212
			0.037	0.477
			0.020	0.197
			0.139	1.816*
			0.092	1.255
			0.029	0.369
			0.192	2.700***
			0.174	2.011**
			0.366	5.193***

\* : p<0.1, \*\* : p<0.05, \*\*\* : p<0.01

< 10> 가 5 ( )

			t	
(가 5)	가		0.512	8.098***
			-0.018	0.245
			0.108	1.472
			0.110	1.743*
			0.196	3.355***
			0.412	5.967***
			-0.048	0.637
			0.131	1.808*
			0.113	1.578
			0.239	3.290***
			-0.046	0.407
			0.103	1.056
			0.124	1.272
			-0.037	0.359
			0.215	2.440**
			0.275	2.686***
			0.236	2.798***
			0.048	0.479
		0.081	0.766	
		0.142	1.617	

\* : p<0.1, \*\* : p<0.05, \*\*\* : p<0.01

#### 4.5.4

가 4 , < 9>

#### 4.5.5

가 5 < 10>





가

가

가

가

가

가

가



- Accounting and Business Research 35(4): 295-305.
- Bass, B. M. & Avolio, B. J. 1990. Transformational Leadership. C. A. Alto: Consulting Psychologist Press.
- Chin, W. W. 1998. "The Partial Least Squares Approach to Structural Equation Modeling." In Marcoulides, G.A., (Ed.), Modern Research Methods. Mahwah, NJ: Lawrence Erlbaum Associates, 295-336.
- Cronin, B. 1984. "The Marketing of Public Library Services in the UK: Practical Applications," European Journal of Marketing 18(2): 45-55.
- Desabo, W. S., Benedetto, C. A., Song, M. & Sinha, I. 2005. "Revisiting the Miles and Snow Strategic Framework: Uncovering Interrelationships between Strategic Types, Capabilities, Environmental Uncertainty, and Firm Performance," Strategic Management Journal, 26(1): 47-74.
- Fornell, C. & D. Larcker. 1981. "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," Journal of Marketing Research 18(1): 39-50.
- Fredrickson, J. W. 1986. "The Strategic Decision Process and Organizational Structure," Academy of Management Review, 11(2): 280-297.
- Gefen, D. & D. Straub. 2005. "A Practical Guide to Factorial Validity Using PLS-GRAPH: Tutorial and Annotated Example," Communications of the Association for Information Systems 16: 91-109.
- Gefen, D., D. W. Straub & M. C. Boudreau. 2000. "Structural Equation Modeling and Regression: Guidelines for Research Practice," Communications of the Association for Information Systems, 4(7): 2-77.
- Kanaujia, S. 2004. "Marketing of Information Products and Services in Indian R&D Library and Information Centres," Library Management, 25(8/9): 350-360.
- Kanungo, S., S. Sadavarti & Y. Srinivas. 2001. "Relating IT Strategy and Organizational Culture: An Empirical Study of Public Sector Units in India," Journal of

- Strategic Information Systems  
10(1): 29-57.
- Kaplan, R. S. & D. P. Norton. 1992.  
“The Balanced Scorecard -  
Measures That Drive  
Performance,” *Harvard Business  
Review*, 70(1): 71-79.
- Kaplan, R. S. & D. P. Norton. 1993.  
“Putting the Balanced Scorecard  
to Work,” *Harvard Business  
Review*, 71(5): 134-142.
- Kaplan, R. S. & D. P. Norton. 1996.  
“Using the Balanced Scorecard  
as a Strategic Management  
System,” *Harvard Business  
Review*, 74(1): 75-85.
- Kim, J., E. Suh & H. Hwang. 2003.  
“A Model for Evaluating the  
Effectiveness of CRM Using  
the Balanced Scorecard,” *Journal  
of Interactive Marketing* 17(2):  
5-19.
- Koontz, C. M. & Rockwood, P. E. 2001.  
“Developing Performance  
Measures within a Marketing  
Frame of Reference,” *New  
Library World*, 102(1163/1164):  
146-153.
- Krell, T. & J. Gale. 2005. “E-business  
Migration a Process Model,”  
*Journal of Organization Change  
Management* 18(2): 117-131.
- Okumus, F. 2003. “A Framework to  
Implement Strategies in  
Organizations,” *Management  
Decision* 41(9): 871-882.
- Phan, D. D. 2001. “E-Business  
Management Strategies: A  
Business-to-Business Case  
Study,” *Information Systems  
Management* 18(4): 61-69.
- Powers, J. E. 1995. “Marketing in  
the Special Library Environ-  
ment,” *Library Trends*, 43(3):  
478-493.
- Waldman, D. A., Ramirez, G. G. &  
House, R. J. 2001. “Does  
Leadership Matter? CEO  
Leadership Attributes and  
Profitability under Conditions  
of Received Environmental  
Uncertainty,” *Academy of  
Management Journal*, 44(1):  
134-143.
- Wallach, E. J. 1983. “Individuals  
and Organizations: The Cultural  
Match,” *Training and Develop-  
ment Journal*, 37(2): 29-36.