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Department of Archival, Library & Information Studies

# Commercial Advertising in Greek Libraries: an alternative funding strategy

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# Contents

- Introduction and Literature review
- Methodology and Results
- Conclusions and questions

# **Introduction**

# What I will try to showcase you today...

- ✓ An alternative funding strategy
- ✓ The reaction of stakeholders towards the idea
- ✓ The most suitable type of advertising for libraries and
- ✓ The most suitable product to be advertised

**The theory behind the idea...**

# Commercial advertising in libraries

- What exactly that means?
- Value of this research

# Advertising in theory

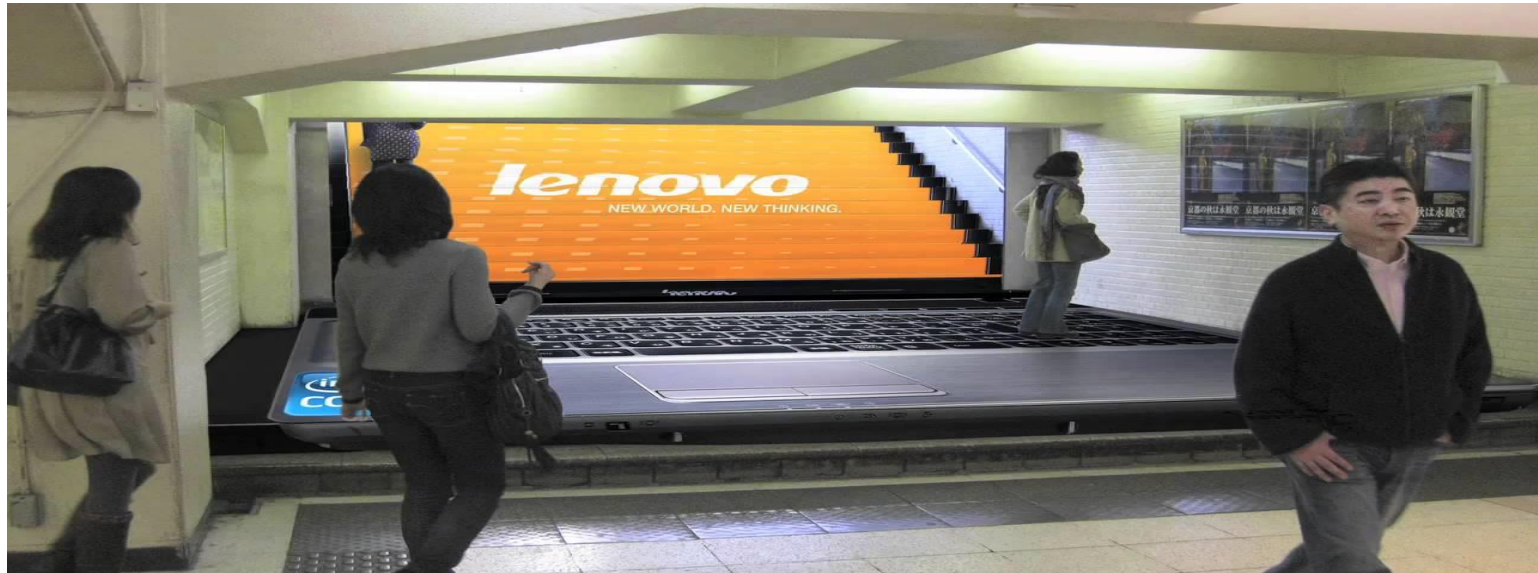


# Advertising in theory

- Part of the 4 Ps is Promotion
- Promotion includes advertising
- The types of advertising that have been investigated:
  - ❖ Outdoor advertising
  - ❖ Ambient advertising
  - ❖ Online advertising



# Ambient VS outdoor type of advertising



# Greek libraries and implementation of the strategy

- The issues of Greek libraries
- Challenges they are facing
- Toronto Public Library case

# **Methodology**

# Methodology

- Quantitative methodology employed with structured questionnaire:
  - ❖ Online distribution via Google Forms
  - ❖ Two stakeholder groups → Information professionals and users
  - ❖ 24 closed-end questions with 5-point Likert-type scale
  - ❖ Response rate → 69%
  - ❖ 370 questionnaires suitable for analysis were returned (203 information professionals and 167 users)

# Methodology

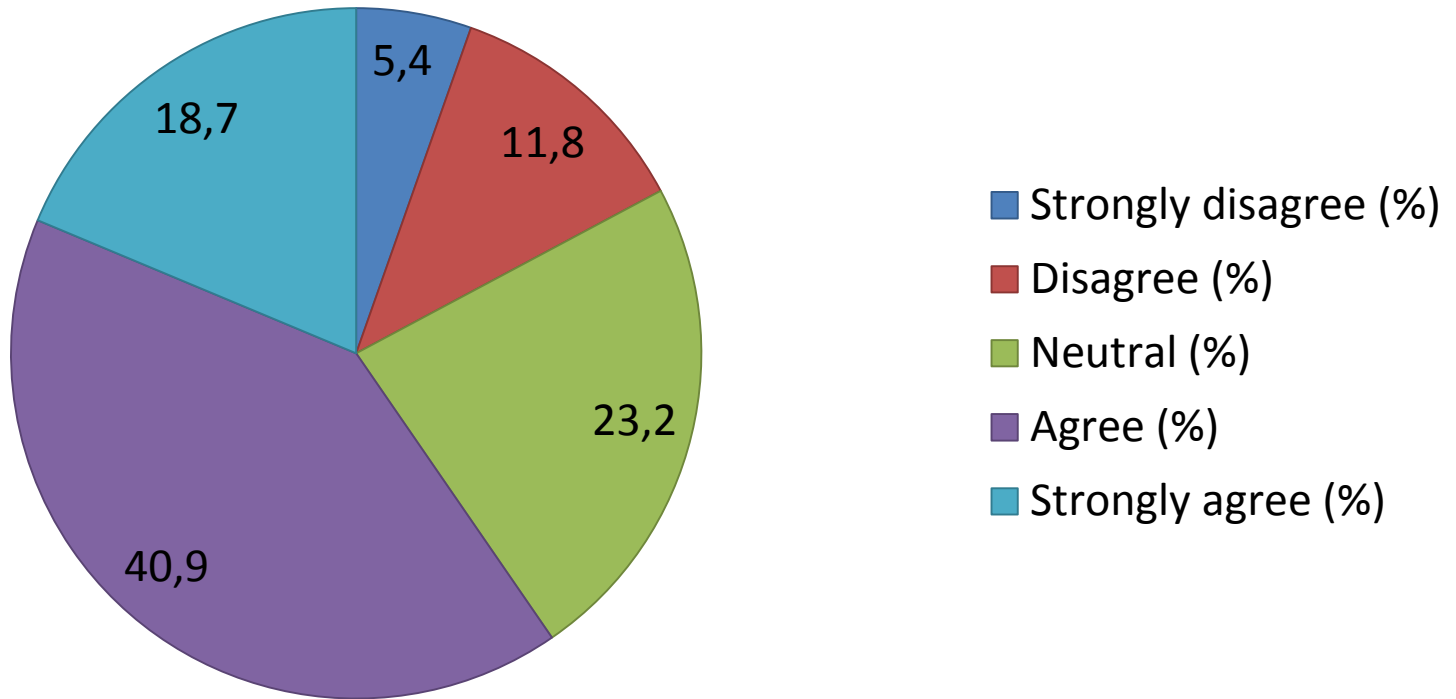
- Demographics

Measure	Items	Information Professionals (%)	Users (%)
Gender	Male	29.1	44.9
	Female	70.9	55.1
Age	18-30	32	62.9
	31-40	30.5	14.4
	41-54	32.5	16.2
	55+	4.9	6.6
	High School degree	-	9
Education level	Batchelor's	54.7	69.5
	Master's	35	14.4
	PhD	9.9	7.2
	Post-doc	0.5	0

# Results

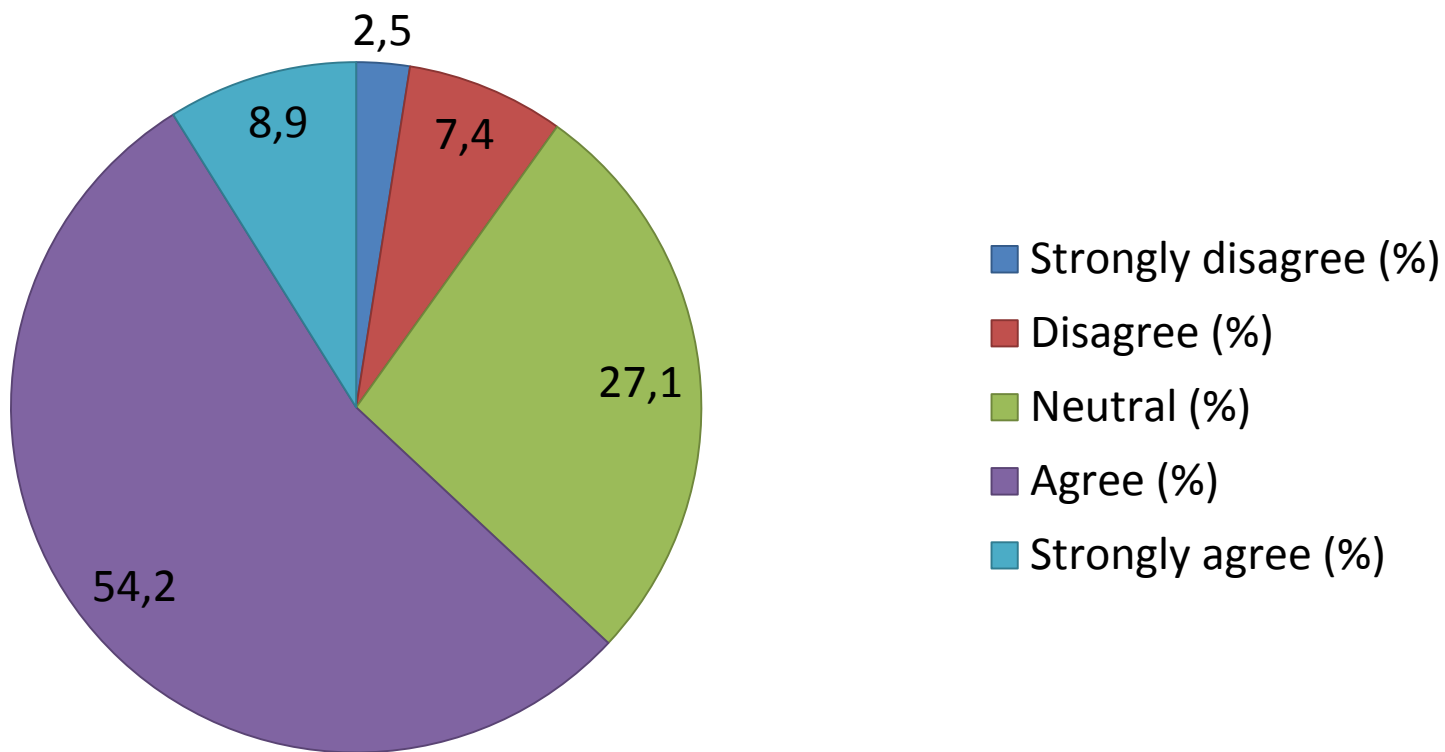
# Information Professionals' Attitude Toward Commercial Advertising

Commercial advertising is a good source of revenue



# Information Professionals' Attitude Toward Commercial Advertising

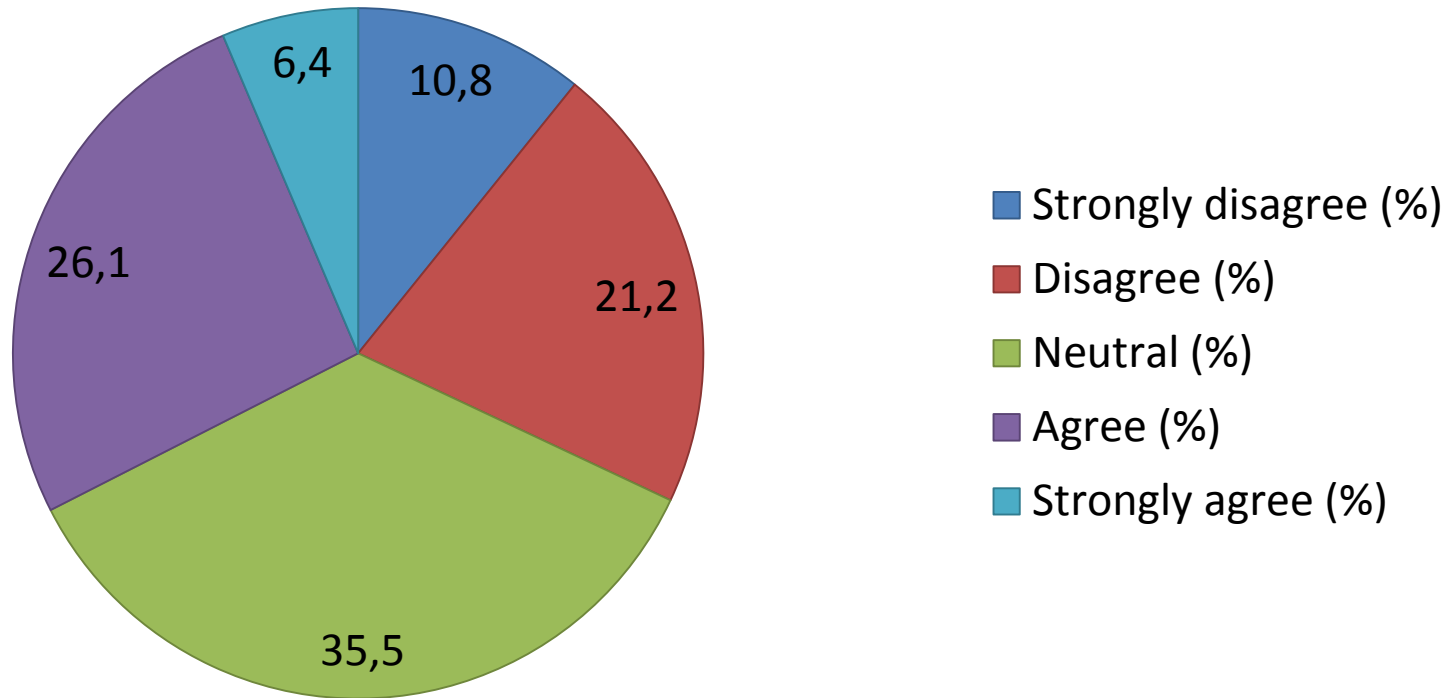
Commercial advertising can be profitable for libraries





# Information Professionals' Attitude Toward Commercial Advertising

Ad placement in libraries is ethical

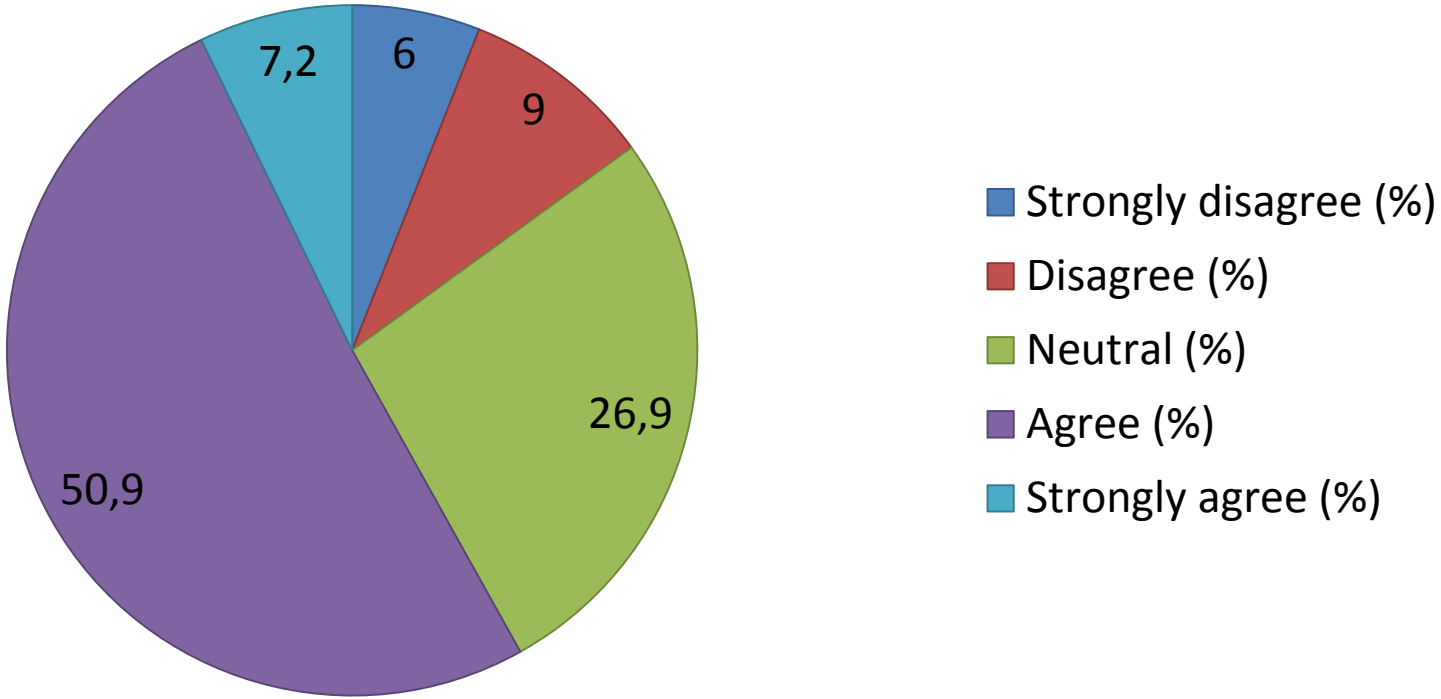


# Information Professionals' Attitude Toward Commercial Advertising

Item	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	MDN	IQR
Finding alternative sources of funding is necessary	3	2.5	11.8	40.4	42.4	4	1
Commercial advertising is a good source of revenue	5.4	11.8	23.2	40.9	18.7	4	1
Ad placement in libraries is ethical	10.8	21.2	35.5	26.1	6.4	3	2
Commercial advertising as an obstacle to the work of the library	7.4	29.6	30.5	24.6	7.9	3	2
Commercial advertising can be profitable for libraries	2.5	7.4	27.1	54.2	8.9	4	1
Commercial advertising may be contrary to the policies of the parent organization	2.5	25.1	41.4	27.6	3.4	3	2

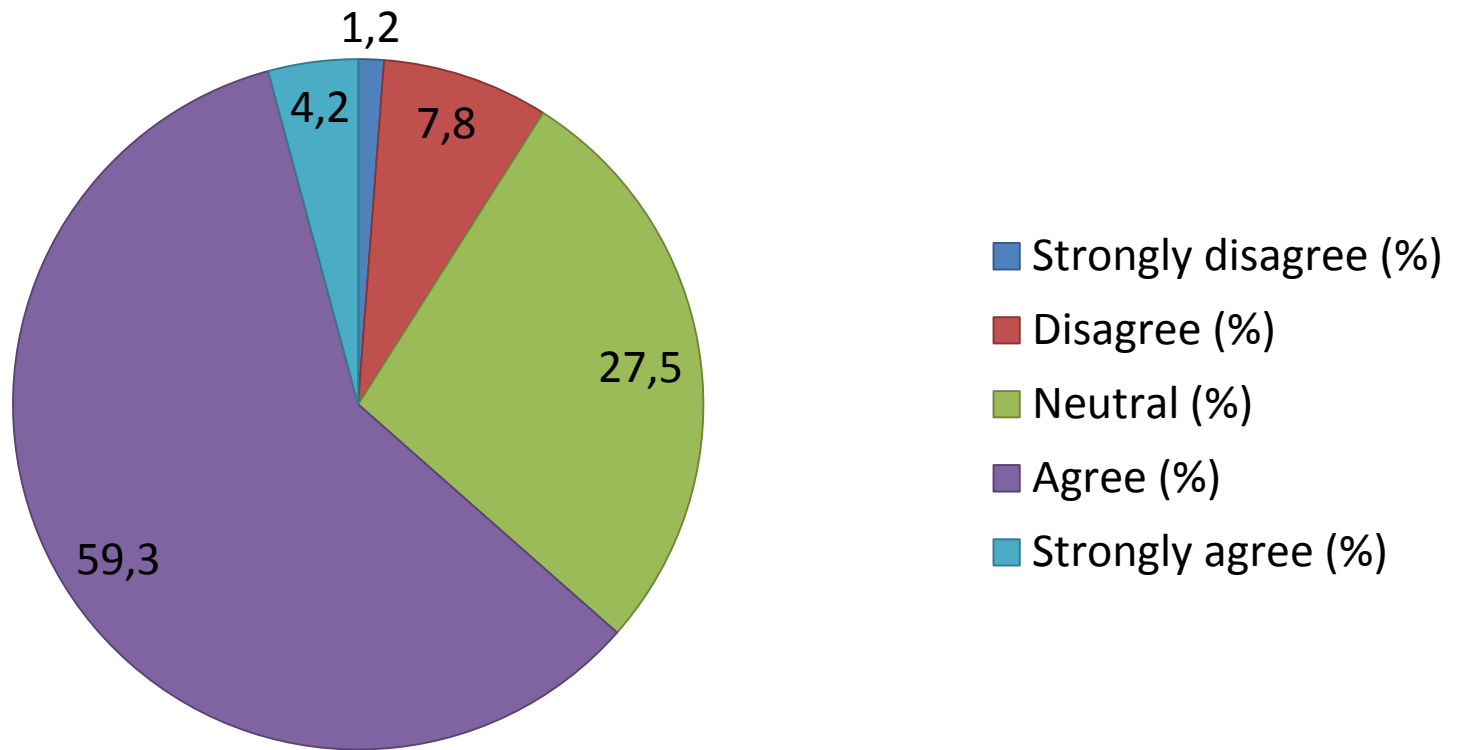
# Users' Attitude Toward Commercial Advertising

Commercial advertising is a good source of revenue



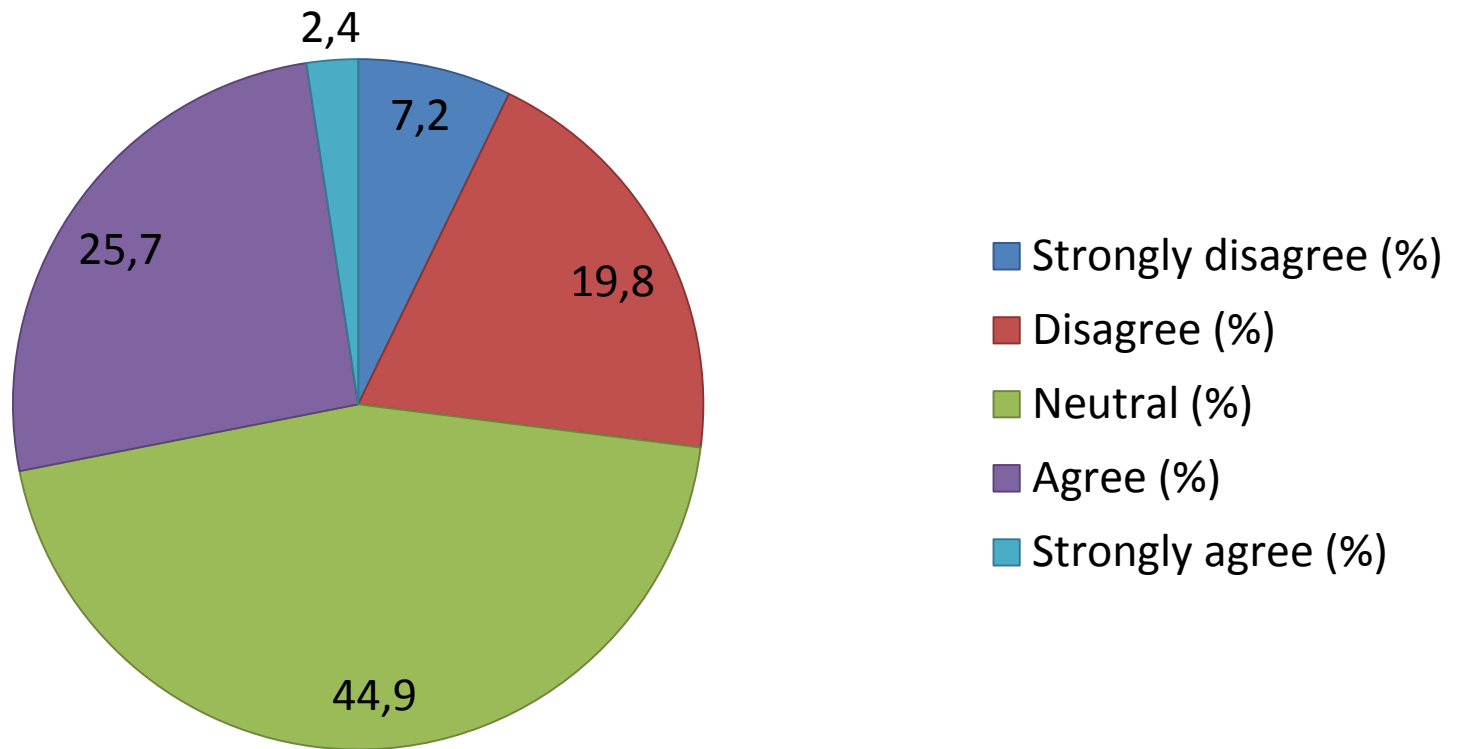
# Users' Attitude Toward Commercial Advertising

Commercial advertising can be profitable



# Users' Attitude Toward Commercial Advertising

Ad placement in libraries is ethical



# Users' Attitude Toward Commercial Advertising

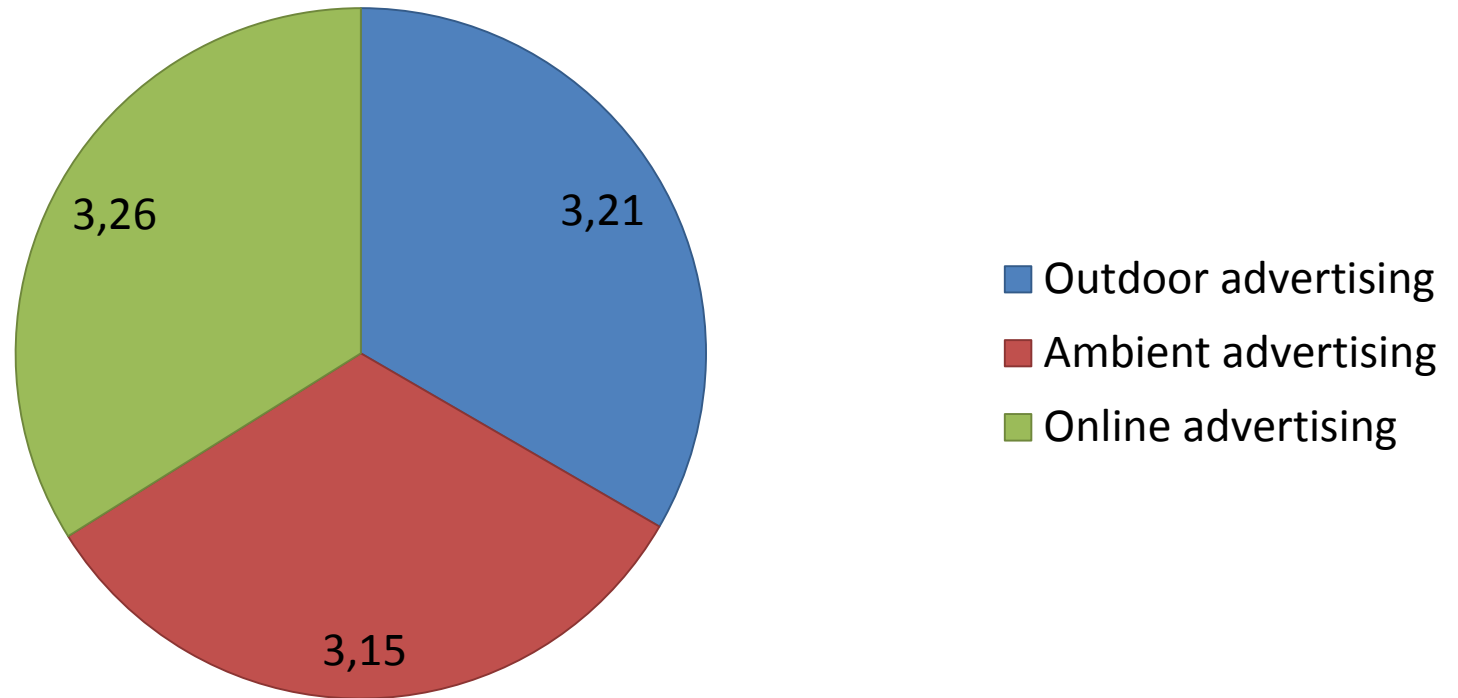
Item	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	MDN	IQR
Finding alternative sources of funding is necessary	3	3.6	21.6	56.3	15.6	4	1
Commercial advertising is a good source of revenue	6	9	26.9	50.9	7.2	4	1
Ad placement in libraries is ethical	7.2	19.8	44.9	25.7	2.4	3	2
Commercial advertising as an obstacle to the work of the library	5.4	35.9	37.7	17.4	3.6	3	1
Commercial advertising can be profitable	1.2	7.8	27.5	59.3	4.2	4	1
Commercial advertising may be contrary to the policies of the parent organization	1.2	34.7	42.5	19.8	1.8	3	1

# Total Attitude Toward Commercial Advertising

Item	Information professionals (Mean/ SD)	Users (Mean/ SD)	Mean difference	t	Significance (Two-tailed)
Finding alternative sources of funding is necessary	4.17/ 0.940	3.78/ 0.860	0.389	4.117	0.000
Commercial advertising is a good source of revenue	3.56/ 1.090	3.44/ 0.967	0.114	1.049	0.295
Ad placement in libraries is ethical	2.96/ 1.080	2.96/ 0.918	-0.003	-0.034	0.973
Commercial advertising as an obstacle to the work of the library	2.96/ 1.076	2.78/ 0.921	0.182	1.728	0.085
Commercial advertising can be profitable for libraries	3.60/ 0.847	3.57/ 0.748	0.021	0.253	0.801
Commercial advertising may be contrary to the policies of the parent organization	3.04/ 0.875	2.86/ 0.806	0.182	2.064	0.040

# Advertisement types

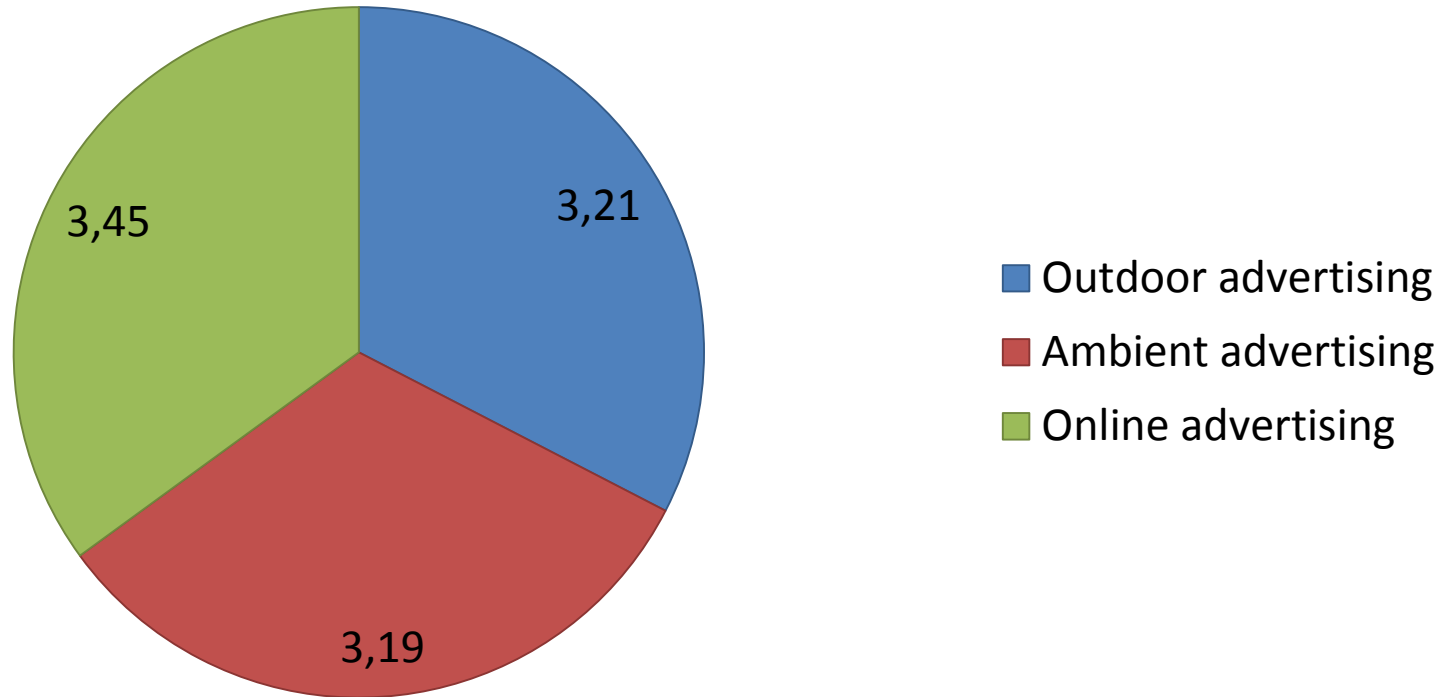
Information Professionals (Mean)





# Advertisement types

Users (Mean)

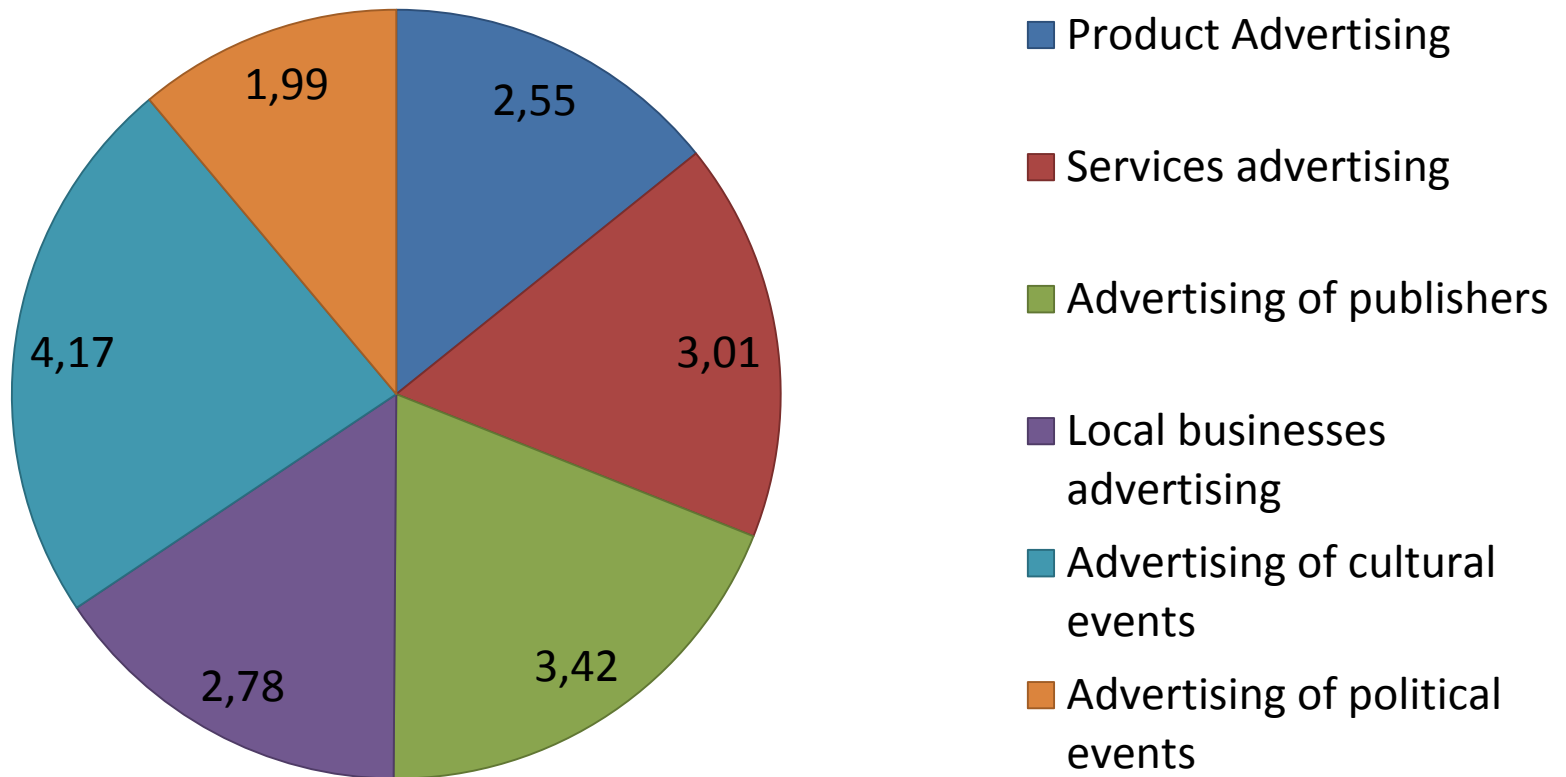


# Advertisement types

Item	Information professionals (Mean/SD)	Users (Mean/SD)	Mean difference	t	Significance (Two-tailed)
Outdoor advertising	3.21/ 1.085	3.21/ 0.974	0.022	0.021	0.983
Ambient advertising	3.15/ 1.098	3.19/ 1.040	-0.043	-0.391	0.696
Online advertising	3.26/ 1.122	3.45/ 0.986	-0.198	-1.813	0.071

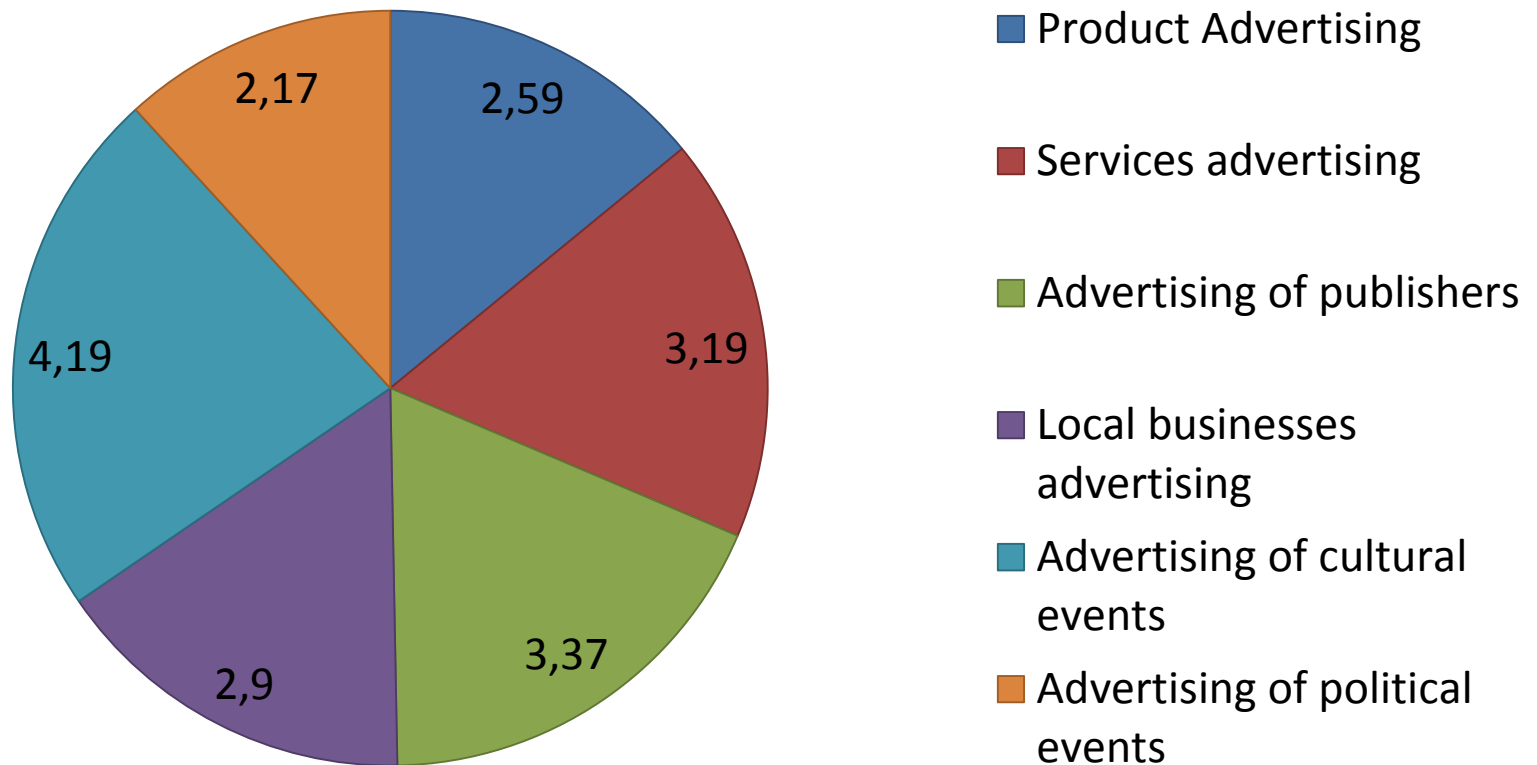
# Advertised products

Information Professionals (Mean)



# Advertised products

Users (Mean)



# Advertised products

Item	Information professionals (Mean/ SD)	Users (Mean/ SD)	Mean difference	t	Significance (Two-tailed)
Product Advertising	2.55/ 1.025	2.59/ 0.964	-0.410	-0.394	0.692
Services advertising	3.01/ 1.080	3.19/ 1.023	-0.181	-1.649	0.100
Advertising of publishers	3.42/ 1.098	3.37/ 1.101	0.046	0.101	0.686
Local businesses advertising	2.78/ 1.107	2.90/ 1.059	-0.116	-1.022	0.307
Advertising of cultural events	4.17/ 0.803	4.19/ 0.793	-0.030	-0.361	0.718
Advertising of political events	1.99/ 1.083	2.17/ 1.245	-0.182	-1.487	0.138

# Conclusions

- ✓ Both groups agree that such strategy can be profitable
- ✓ Information professionals are more aware regarding the needs of libraries
- ✓ There is a consensus between the views of the groups
- ✓ The most suitable type of advertising is online advertising
- ✓ The most suitable product to be advertised is cultural events

# Discussion

- Limitations of current study
- Potential issues with the implementation of such strategy
- Further research is suggested

Thank you for your attention!

Questions time!