E-Commerce Websites as a Helping Tool for Collection Development in Libraries: A Case Study

Chandrapal Yadav[1]; Amit Dubey[2]; Shyamu Patel[3]

Librarian, Bombay Hospital College of Nursing, Indore[1]; Library Professional Trainee, Indian Institute of Technology, Bhubaneswar[2]; Librarian LNCT University, Bhopal, M.P., India[3]

chandrapalyadav0109@gmail.com, duamit98@gmail.com, shyamupatel33@gmail.com

ABSTRACT

The selection of books in libraries is a continuous and ongoing process, which the library has to approach the external market. This study has attempted to understand the effect and utility of e-commerce and e-commerce websites in the changing market environment. This study analyzes the provided information and facilities provided to the user to select books on popular e-commerce websites. Learners tried to learn the selection process of books of various types of academic libraries through descriptive research methods and the utility of e-commerce sites. The study suggests that e-commerce and publisher websites can be helpful along with the traditional tools used in the book selection process.

KEYWORDS: Book selection, Collection development, E-commerce websites and Collection development policies.

INTRODUCTION

Books are the foundation of any Library. The future of Library depends on its collection. Book selection is one of the primary and never-ending activities of a library. Regarding collection, the development Library has to approach the outside market. Nowadays, literature is available in various forms and formats, this task more complicated. Librarian has to find and bring the most suitable Book for his user. The library cannot make every book available to its users. While selecting the book, the librarian has to think about the institute's purpose, user, budget, and scope of the reading material. The recent changes and innovations in the market have affected the library with other sectors. Along with the traditional market system, e-commerce is also prevalent. E-commerce refers to such a type of market which gives global reach to the user. It is seen that library professionals are using these e-commerce sites for collection development. The problems faced in the purchase of foreign publications, such as the publisher's authenticity, the delivery medium, time and the problems of currency conversion, are tried to overcome in e-commerce.

OBJECTIVES OF THE STUDY

- ✓ To study the process of selection of books in libraries.
- ✓ To study the utility of social marketing sites in the text selection process.
- ✓ To study the use behavior of social marketing sites by academic library Professionals.
- ✓ To Study Amazon and Flipkart as an e-commerce site.

LIMITATIONS

- Data in the study has been analyzed based on academic libraries.
- We have selected Amazon and Flipkart as e-commerce sites for the Study.

METHODOLOGY

Book selection is a continuous process in libraries. We have collected information about selecting books in various academic libraries to conduct this study. Moreover, in this process of selecting books by the library staff, they tried to know about books and their aids. After studying the available literature on this subject, it was found that nowadays, social marketing sites are being used in abundance by library personnel to select books. We have done a thorough study of some popular social marketing websites through descriptive research methods considering some selected keywords as the basis.

REVIEW OF LITERATURE

Kerby Ramona N, in his paper entitled "collection development in the digital age," discussed the digital environment where information is increasingly located by using online databases; it becomes even more critical that school library books be current, age-appropriate, and of outstanding quality. The study emphasized Audience participation in the collection development process, and they find that Academic Library has encouraged users to share their experiences and suggestions for creating quality collections.

Bulgarian Economics Scholar Snezhana Sulova, in her Conference paper entitled "A system for E-commerce website evaluation," proposed a methodology for evaluating performance efficiency and user behavior of using e-commerce. She designed some metrics obtained from expert judgment and try evaluated this e-commerce website as a marketing tool.

Aleem and wahid in their study "efficiency evaluation of e-commerce websites" in March 2020, they discussed about evaluation criteria, performance, and usability for e-commerce websites. They suggest a model of a new set of evaluation criteria that will be used to measure the efficiency of real-world e-commerce websites.

Isti Surjandari and Annisa Marlin Masdar Rus of the University of Indonesia, in their study "knowledge discovery for book acquisition in university library: A text mining approach," discussed the process of books acquisition in university libraries. The study states that books begin with selecting books based on recommendations of faculty, students, and librarians. This study attempts to develop a book-acquisition recommendation by using keywords used in searches of books through the website of the central libraries in the country. This study found 126-word pairs or topics from keywords used in the search for books in the library, 56 topics that match the topics of borrowed books, and two topics that match the topics of recommended books.

TOOLS FOR LIBRARY COLLECTION DEVELOPMENT:

Collection development is never ending process of the library. Without the latest reading material, any library cannot fulfill its aims and objectives. The librarian has to know about the Tools for collecting the latest reading material for each branch of knowledge published in various formats. Catalog prepared by booksellers and publisher, National bibliographies, Subject Bibliographies, Union Catalogues, list of publications prepared by professional organizations and government departments, suggested book list of a course syllabus, e-commerce websites, and publisher websites are good sources for collection development.

E-COMMERCE AND E-COMMERCE WEBSITES

The e-commerce marketing concept involves selling and purchasing goods and services through modern communication technologies and the internet. The growth and development of the e-commerce market largely depend on the website. Through which the sales are carried out. An e-commerce website allows a business to process orders, accept payments, manage shipping and logistics, and provide customer service. Users can purchase physical goods, services, and digital products over the Internet by using e-commerce websites; Many e-commerce websites are available in the market that facilitates users to browse and search for their needed products from any part of the world. Amazon, Flipkart is a prevalent example of websites.

Amazon.com

Amazon is an American multinational E-commerce company founded on July 5, 1994, by Jeff Bezos with it headquarter in Washington, That Focused on e-commerce cloud computing and artificial intelligence. It was started as a book store in 1994 but later it becomes video downloads streaming MP3 downloads, audio downloads software, video games electronics apparel furniture provider Company in US. At present, through Amazon, we can easily search the books by national and international authors and see their reviews, and after that, they can easily buy these books. Amazon offers different filters to search for books through which the searcher can easily find the books of their choice.

Searching book on Amazon

A. Advanced Search: Amazon provides an advanced search facility through title, author, publication date, keywords, price, ISBN, publisher, genres, format, and language user can refine their search by using these refiners.

B. New Releases & pre-orders: it provides a recently updated list of books on Amazon.

C. Best Sellers: Amazon provides the list of best sellers and popular books in best seller categories.

D. Browse Genres: Genres provides searching by types of books on literature & fiction, self-help, business & economics, romance, crime, thriller & mystery, books by Indian Authors. We can choose anyone from them and refine our search.

E. Children's& young adult textbooks: this category book is categorized based on Targeted user community-wise.

F. Exam Central: n exam central, Amazon provides a list of books for government vacancies, MBA, civil services, banking, engineering, medical, and other competitive exams.

F. All Indian Languages: This is a list of all Indian regional languages.

User can search and analyze the result by following ways

1. Price: User can set price list in low to high and high to low order.

2. Publication date: User can search the book by its year of publication.

3. Customer review: Amazon provides customer ratings in Stars. It helps the user analyze the quality and services of a particular product.

4. Availability: it shows the availability and stock details of the product.

5. Item condition: in item condition, it provides information about each item it is new or old.

6. Format: it provides information about the format of the book. board book, hardcover, paperback books are available on Amazon.

8. Discount: it provides a discount based on offers; the discount range may be 10%-70%.

9. Price range: Amazon provides Price Range Searching in Popular Pricing Range Rs.100-1000.

Amazon Author Profile: In the author profile, Amazon provides a short introduction about Author with his early life, education, work, and what is unique with the author. It helps the user to identify the best author he wants.

Suggestion for gift: Amazon provides a list of selected books for birthday gifts, children's day gifts teacher day gifts. It helps librarians to purchase collection for the special occasion.

Image -01: Search result interface in Amazon

Product details on Amazon: In every search result Amazon provides

Book image: It provides some images from different angles.

About the book: It summarizes the book in 100-500 words.

Publisher: publisher details with edition and year of publication.

Language: Language of the book

Format: Format details in paperback, hardcover, and another format with no of pages in book.

- ISBN: 10digit ISBN and 13digit ISBN is provided by Amazon.

- Item Weight: Weight of the book in grams.

- Dimensions: Dimension of book l x b x h cm.

- Genres Name: types of literature ex. Poetry, fiction.

- Best sellers rank: best sellers rank in two categories

- Rank in books (See Top 100 in Books)

- Rank in Indian writing (books)

- Customer Reviews: In stars and ratings

Image 2: Product detail in Amazon

Offers in Amazon

- ❖ Festival sales: Amazon provides festival sales offer on India festival and occasions,
- ❖ Cash Back: The user can get cashback for his online payments.
- ❖ Bank offers: It provides discount offers on credit and debit cards for selected banks.
- ❖ Return and replacement**:** The user can return and replace his purchased book by as per replacement policy of Amazon.

Flipkart

Flipkart is an Indian e-commerce company launched by two IITian's Sachin Bansal and Binny Bansal, in 2007, with it headquarter in Bangalore. It is a website-based e-commerce company meant for online purchasing and selling original books, electronic equipment, and other items. Users can search books on national and international authors, and they can be received within a few days from any part of the world books with Flipkart. Flipkart facilities to multiple searches and a good amount of information to analyze the best books from the search result.

Filter Books on Flipkart

A. Categories wise: users can search different book categories in this feature.

B. Price: use can search the book between two price ranges.

C. Customer rating: it provides user rating in starts it helps users find the appropriate book on Flipkart.

D. Delivery at: period available

E. Offer available**:** Flipkart provides some bank offer, unlimited cashback, bank credit cards discount offers and, partner offer for its user**.**

F. Age group: this is an analyzed list of books according to the targeted age group of users.

G. Language: Different languages books are available on Flipkart.

H. Discount: - it provides discount percentage on books between 10% -60 %.

I. Binding: The paperback, hardcover and board book boxed set bindings book is available on Flipkart.

J. GST invoice available: GST invoice for every purchased item. It will help audit the purchased item and provide transparency in purchasing.

K. Category: different categories of books are available on Flipkart

- a)   Higher education and professional
- b)   Applied science and other
- c)   Test of preparation books
- d)   Social science books
- e)   Reference books
- f)   Children and young adult
- g)   Other books

L. Books by Indian authors: Users can search books by Indian authors on Flipkart.

Product details on Flipkart: In every search result of book Flipkart provides a title (language, binding type, author name), book Image from different angle, star ratings and counting of rating & no of reviews with a good amount of information, by Analyzing that User Can choose the appropriate book. In highlights of the book details, it provides language: binding: publisher, genre ISBN, no of pages in book, services. User can replace their purchased book by following the replacement Policy of the website. It also provides seller name, brief description of book in 50-100 words, summary of the book in 100 words, about the author in 50-100 words for user. Some additional features give information about the targeted user age groups and user's questions and answers about the particular product.

Image 03 Product details on Flipkart
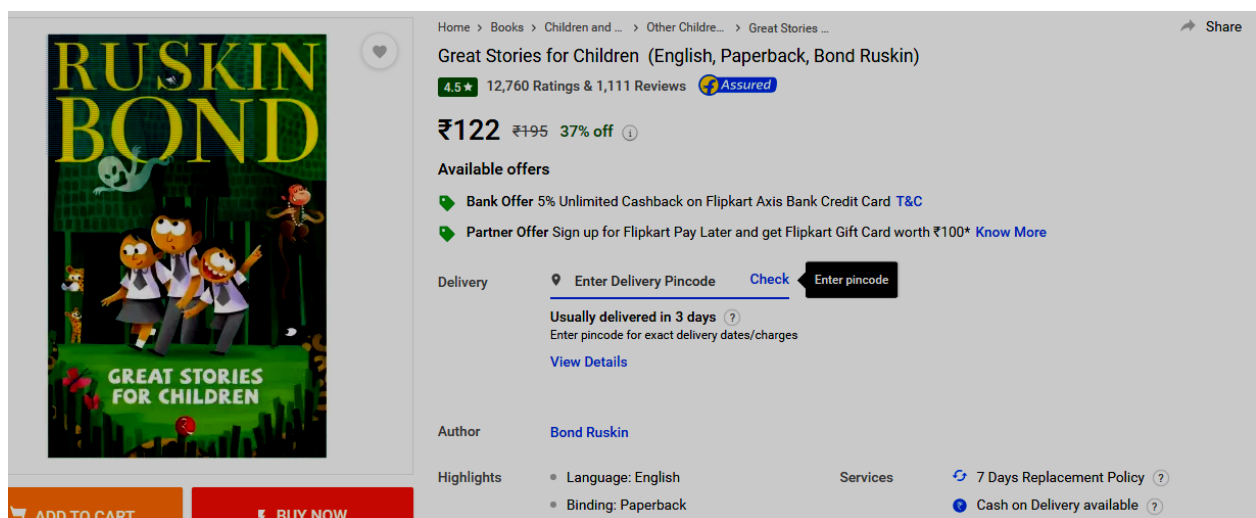
SUGGESTIONS

In the study it was found that e-commerce sites are being used in collection development. Librarians can also use these sites to verify their authenticity by visiting the publisher's official website. Librarians can also use these sites to verify their authenticity by visiting the publisher's official website. It will bring transparency in the acquisition process, and the desired book of the user can be delivered to him. There are many possibilities for expansion and innovation in this field. Researchers can study e-commerce websites as a tool for developing collections. It will help make this process more straightforward and transparent.

CONCLUSION

E-commerce websites have become a perfect tool to develop the library's collection. The uses of Amazon Flipkart are growing very fast, because both the websites provide more freedom to the user to search, examine and select the book and services compared to traditional mediums. It is seen that many publishers are making their books available only through these e-commerce sites. The popularity of these websites is increasing for collection development; it can be estimated that these types of platforms will attract the attention of libraries in the future.

REFERENCES

[1] Kumar, P. A. (2017). Impact of information technology on the collection development in university libraries of Assam: a study. http://hdl.handle.net/10603/180648

[2] Amazon.: https://www.amazon.com/amazon-books

[3] Flipkart: https://www.flipkart.com/books-store

[4] Ramona N Kerby (2021). Collection Development in the Digital Age IASL Annual Conference Proceedings DOI:10.29173/iasl7603

[5] Xing, SS; Peng, AD; (2020). Research on the critical perception points in the process of e-book selection ELECTRONIC LIBRARY 38 (5-6) 1053 -1071 10.1108/EL-02-2020-0026

[6] Walters, WH; Gormley, J (et al.)   (2020) Library Book Selection Decisions and Selectors' Effectiveness: Differences among Librarians, Faculty, and Students. *College & Research Libraries, 81(4),617-645*

[7] Musoke, MGN; Mwesigwa, A 2017Informing Policy and Practice Through Assessment of New Library Books' Usage at Makerere University Library, *Collections Acquisitions & Technical Services* 40(1) 10-2710.1080/14649055.2016.1263501

[8] Sulova Snezhana (2019). A System for E-commerce Website Evaluation
DOI: 10.5593/sgem2019/2.1/S07.004

[9] Vasileiou, M; Hartley (2012), Choosing e-books: a perspective from academic libraries *Online Information Review 36(1)*,27-39 10.1108/14684521211206944

[10] Aleem A. K. wahed N. A (2020). Efficiency Evaluation of E-commerce Websites. World Academy of Science, Engineering, and Technology, 25,514-517. Retrieved from https://www.researchgate.net/

[11] K; Haider, SJ (2007) Book selection strategies in university libraries of Pakistan: An analysis Ameen, *Library Collections Acquisitions & Technical Services.* 31(04) 208-219.DOI: 10.1016/j.lcats.2007.11.002

[12] Baird, A; Tonnessen, ES (2016). Child Readers and the Worlds of the Picture Book, *Children's Literature In Education.* 47,1-17 doi:10.1007/s10583-015-9244-4

[13] Vassiliou, M; Rowley, J, (2008) Progressing the definition of e-book, *Library Hi-Tech*. 26 (3), 355-368, doi:10.1108/07378830810903292

[14] Mrva-Montoya, A, (2021). Book Publishing in the Humanities and Social Sciences in Australia, Part Two Author Motivation, Audience, and Publishing Knowledge, *Journal Of Scholarly Publishing*, 52 (3), 173-189. DOI: 10.3138/JSP.52.3.04

[15] Evans, RG; NP; Wolfson, M, (2010) Why Are Some Books Important (and Others Not)? *Canadian Journal Of Public Health-Revue Canadienne De Sante Publique,* 101(6),433- 435.doi: 10.1007/BF034039

[16] Pettegree, A Hall, M (2004) The reformation and the Book: A reconsideration *Historical Journal* 47(4), 785-78810.doi: 1017/S0018246X04003991

[17] Genieva, E (2003). The role of displaced book collections in culture, *Library Trends*, 52 (1), 151-156

_____