



Qualitative and quantitative measures in marketing research for university library resource assessment

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The article presents the following research: attitudes, opinions and behaviors that Braşov students have regarding the use of informational resources that *Transilvania* University Library has to offer. Qualitative research: difficulties, obstacles, limits and opportunities, regarding the access to bibliographical research services.

Main points of the presentation:

- the formulation of general and statistical hypothesis
- the determination of the research goals
- the presentation of the survey in its final shape

Keywords: marketing, university library, electronic resources, library assessment