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Ammar Jalamneh

College of Arts & Science, Applied Science University, East Al-Ekir, Kingdom of Bahrain,
ammam.jalamneh@asu.edu.bh

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Libraries' Mental Image and its Relation to Beneficiaries' Engagement in the Arab Environment

Ammar Jalamneh

College of Arts & Science, Applied Science University, East Al-Ekir, Kingdom of Bahrain

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Abstract: This research aims at measuring the institution's mental image as a determinant of beneficiary engagement with the library in the Arab environment. The researcher chose to measure the mental image of libraries and information institutions, in their past and future, and their scientific and social role. The mental image is the mental associations stored in the beneficiary's memory (the beneficiary of the library's services) about the library, and those mental associations were built as a result of dealing with the library or listening to others who had experiences with it. Due to absence of a well-defined framework that contains the data of libraries' beneficiaries, and to draw the study sample, some interviews were conducted with libraries visitors in the researcher's surrounding environment. A questionnaire was published on social media websites to solicit the opinions of a large group of beneficiaries of Arab libraries services.

I have used the questionnaire for data collection, and reached results that there is a positive correlation between the institution's mental image and the three dimensions of engagement, and that there is a correlation between the beneficiary's mental image and the degree of his engagement with the library. This proves that beneficiaries can participate in creating value, setting the institution's competitive strategy and contributing to its innovation, which makes them an influential factor for institutions.

Keywords: Institution's mental image – client (beneficiary) mental image.

1 Introduction

Today's world is witnessing a rapid advancement in communication technology. This led to raising the expectations of beneficiaries of different institutions' services, and aggressive competition among institutions emerged, not only for preserving their beneficiaries, but also for soliciting new beneficiaries. Undoubtedly, libraries are among prominent service institutions that strive to exist amidst the ceaseless flow of information through different means of communication.

The classical viewpoint in marketing used to see the client as a passive recipient of the institution's efforts in value creation. However, there is another viewpoint that began to emerge strongly now, and it indicates that services beneficiaries can participate in creating value, setting the institution's competitive strategy and contributing to its innovation, which makes them an influential factor for the institution.

Numerous studies have referred to the requirements of beneficiaries' engagement with the service institution.

Chief among those requirements was the trust and the institution's mental image. However, those studies have not tested the relation between such requirements and the client (beneficiary) engagement. This study addresses the effect of trust and institution's mental image on the client (beneficiary) engagement, and also considers the difference between beneficiaries' tendencies towards beneficiaries engagement and the dimensions of such engagement according to the demographic characteristics of beneficiaries. (Al Hussaini, 2009:67)

The researcher chose to measure the mental image of libraries and information institutions, in the past and future, and their scientific and social role. The mental image is the mental associations stored in the beneficiary's memory (the beneficiary here means the beneficiary of the library's services) about the library, and those mental associations were built as a result of dealing with the library or listening to others who had experiences with it. (Al Shanabila, 2013)

First: Significance of the study:

On the science and application levels, the importance of this study can be demonstrated as follows:

*Corresponding author e-mail: ammar.jalamneh@asu.edu.bh

A. Scientific importance: This study derives its scientific importance from the following considerations:

1. As far as the researcher is concerned, this study is one of the first Arab studies that address the concept of the beneficiaries' engagement with the library as a service institution, and the beneficiary's mental image of the libraries and their services.
2. This study is one of the few studies that address the difference of client (beneficiary) engagement according to demographic variables of clients, which enriches the literature of beneficiary engagement.
3. This study helps knowing about the institution's mental image as being one of the most important factors that encourage the beneficiary to engage with the institution.

B. Practical importance: The practical importance of this study stems from the following considerations:

1. The concept of beneficiaries' engagement is of paramount importance for institutions in order for such institutions to distinguish themselves in such an aggressive competition environment.
2. Drawing the Arab libraries attention to the importance of adopting the concept of beneficiaries' engagement by knowing the requirements of beneficiaries' engagement to observe them, particularly that those requirements hinge on the libraries' need to establish a longstanding relation with the beneficiary.

Second: Problem statement:

The mental image is formed in the beneficiary's mind based on the services provided by the library as a service institution, and on the extent to which there is association between the library and the beneficiaries of its services as clients. In addition, the mental image formation involves knowing the prominent positive and negative aspects of service provision; particularly that beneficiaries of libraries' services tend to visit libraries frequently. This means fulfillment of the element of the beneficiaries' experience of the service, which is considered by some researchers to be a requirement for beneficiaries engagement because the beneficiary's behavioral results stem from his interactive experience and cooperation with institutions in value creation (Bailey, 2005).

Therefore, studying the mental image formed in the minds of library services' beneficiaries is one of the subjects that require scientific study based on correct methodological principles to identify such mental image of the library services in the beneficiaries' minds, and the extent to which the beneficiary is associated with the library as a service institution.

The study problem is an attempt to answer the following questions:

1. Is there a statistically significant relation between the mental image of the library and the beneficiaries' engagement with the library? What is the type and strength of such relation?
2. Is there a statistically significant effect of the mental image of the library on the beneficiaries' engagement?
3. Is there a difference among the trends of library beneficiaries towards the beneficiaries' engagement and its three dimensions based on different demographic factors of beneficiaries (gender, age, education level)?

Third: Study objectives:

The researcher aims at reaching the following goals through this study:

- 1) Measure the institution's mental image as a determinant of the beneficiaries' engagement with the library in the Arab environment.
- 2) Determine the type and strength of the relation between the library's mental image and the beneficiaries' engagement with the library (cognitive, emotional and behavioral engagement).
- 3) Determine the effect of the library's mental image on the beneficiaries' engagement.
- 4) Identify whether there is a difference in the trends of libraries' beneficiaries towards the beneficiaries engagement and its three dimensions depending on different demographic factors of beneficiaries (gender, age, education level).

Fourth: Literature review:

Many previous studies addressed the mental image subject in many specialized domains that differ completely from the libraries and information domain. Those studies have significant importance and profound objectives. I mention some of those studies as follows:

1. The study conducted by (Zakaria, Mahmoud 2002) entitled "The mental image of Bibliotheca Alexandrina". The study aimed at reviewing the mental image of Bibliotheca Alexandrina in the minds of various categories of beneficiaries. The study's recommendation was to increase marketing of the services to the society and introducing Bibliotheca Alexandrina and the way to benefit from the services it provides to the society.
2. The study conducted by (Al-Husseini, Hussein 2009) addressed the role of local press in supporting the mental image of legislative institutions in the audience's mind: An applied study on the Shura Council and the Council of Representatives in the Kingdom of Bahrain through the role played by the Bahraini local press in supporting the mental image in the Kingdom of Bahrain audience's mind. The study

concluded that the audience was keen on following up the news published in local newspapers about the Shura Council and the Council of Representatives.

3. The study conducted by (Al-Shudaifat, Adnan Matrouk 2013) entitled "The mental image of the Department of Public Relation and Media of Faculty Members in Al Bait governmental university and the Middle East private university about the public relations department performance. The study recommended that the Public Relations Department should develop an advanced strategy for familiarizing the faculty members with the duties and responsibilities of the Public Relations Department in the University.
4. The study conducted by (Al-Shanabila, Amgad 2013) entitled "The effect of the mental image of the air transportation service trademark on the passengers' purchasing behavior". The study aimed at knowing the influence of the mental image of the trademark in the passengers' air transportation industry. Accordingly, the study recommended enhancement of the positive mental image of the Hashemite Kingdom of Jordan through marketing communications system based on a specific strategy.

Theoretical Framework of the Study

The mental image is defined as "A set of impressions and perceptions formed and stored by the person about an institution, a commodity, a service or a company. It is visualized as a result of exposure to a set of effects, and it differs from one person to another" (Zakaria, 2002).

Moreover, an institution's mental image is seen as a portrait containing a set of beliefs, ideas and impressions existing in the beneficiary's mind about the library. This image can be formed as a result of experiences, including buying and consuming the products, or as a result of the information the clients infer from their surrounding environment without necessarily having any tangible experiences with the library itself (Al-Gori, 2012)

Furthermore, (Al-Gori, 2012) defined the institution's mental image as "The mental associations stored in the beneficiary's mind about the institution. Such mental associations were built in the beneficiary's mind as a result of dealing with the institution or as a result of listening to others who have experiences with it."

Cassidy, M (1999) believes that the mental image of institutions is one of the most important assets to attract consumers, employees and investors. The mental image consists of six elements: emotional attraction, social responsibility, commodities and services, work environment, vision and leadership, and financial performance.

Mental image's components and sources

The mental image contains three main components as follows: (Agwa, 2005)

1) Cognitive component:

The cognitive component means the information pertaining to a company in terms of its products,

services, news, social and environmental responsibility and all its related different activities on which the mental image formed by the person about it depends. The accuracy level of information about the company affects the accuracy of the mental image formed about it.

2) Affective component:

The affective component is formed with the formation of the cognitive aspect, and over time the information formed by the person about a company and its activities vanish and the affective aspect remains. The affective aspect consists of the person's tendencies and emotions, whether positive or negative, towards the company and its products. Practically, the affective component means the person's reaction towards the company and its products.

3) Behavioral component:

The person's behavior reflects the mental image formed in his mind. Thus, the mental image is important because it enables anticipation of the person's behavior. By logical supposition, persons' behaviors reflect their tendencies resulting from the mental image formed in their minds about a company or its products.

Importance of the institution's mental image

It can be said that the institution's mental image is one of the important variables affecting market activities, positively or negatively, due to its ability to influence the beneficiary's perception of offered commodities and services (Oqaili, 2005).

The institution's mental image is one of the institution's high value strategic assets and lead to creating a competitive edge because the library's image is one of the matters that cannot be easily imitated; not to mention the long time needed to form it (Shamma, 2007).

Building the institution's image in the minds of its clients is a complex process that can be improved by the institution's continuous accomplishments. In this respect, the library should define the strengths and weaknesses of its image in the clients' minds and take the corrective action to improve such image (Zakaria, Mahmoud, 2002).

Smith (2000) stresses the paramount importance for a library to be different from other libraries as this enables it to compete, particularly in today's globalization. Smith specifically mentions those institutions that provide the same services, like banks and airlines, highly stereotypically. For institutions to be different from each other, and to have the necessary competitive advantage, they should plan for a mental image that focuses on subtle differences such as service, reliability and quick delivery. Many marketing researchers acknowledged the important role the institution's mental image and reputation plays in the beneficiary's purchasing behavior. In addition, the mental image is one of the most important elements that affect the beneficiary's loyalty and trust of the library.

The importance of the institution's mental image is affirmed by what (Lopez et al., 2012) proved that the institution's mental image affects the formation of the country of origin's image.

Al-Hammad (2014) refers to the importance of the institution's mental image through the following elements:

1. **The image acts as a reference for selection:** Through its image, the library can gain trust or lead to negative judgments opposite to its interests in the minds of the parties having relation with it. The image contributes to creating a distinctive identity through which the beneficiary's choices can be directed. If the competing products have similar features, the beneficiary's decisions will be directed by the image he perceives with respect to the product, mark or library.

2. **The image is a tool for distinction:** The image distinguishes the library from its competitors by allowing development of positive trends to the best interest of the library. These trends can attract the beneficiary and gain his loyalty. Also, giving a positive image about the institution means creating a special value for it, and this helps:

- Justify the rising prices of the library's products.
- Facilitate provision of new products by capitalizing on the library's image formed earlier.
- Easy negotiation with points of sale because they prefer widespread and reputable marks.
- Thwarting competition arising from investing in the same domain.

3. **The institution's image helps the beneficiary in information processing:** This is attributed to the fact that the institution's image represents a condensed set of beliefs. Thus, the image is a simplification tool that facilitates identification of products, repetition of behaviors towards such products and gaining clients' loyalty.

Types of institution's mental image:

Some specialists differed in opinion about the types of the institution's mental image according to the criterion and the field in which they considered the mental image. Some specialists have divided the mental image into five types (Manea, 2014), (Sarsour, 2010) as follows:

1. **Mirror image:** The image through which the library sees itself.
2. **Existing image:** The library's image as seen by others.
3. **Desired image:** The image the library wishes to form in the minds of its clients.
4. **Optimal image:** The perfect situation or the optimal and best image that can be created, taking into account the competition by other institutions and its role in affecting the audience.
5. **Multiple image:** The image that is formed when individuals are exposed to different matches of the commodity, service or institution, but each of them has a different impression. This multiplicity does not last for long; rather, it quickly turns into

a positive or negative image, or a unified image combines both images and the negative or positive elements prevails it depending on the effect of each of the elements on the individuals.

Characteristics of the institution's mental image

We can infer a set of characteristics that distinguish the institution's mental image, of which we mention the following (Al-Hammad, 2014):

1) The image is a set of mental representations:

The mental representations contain the spontaneous image and the latent image. When we ask a consumer in an undirected way, he remembers only part of the image, which is the spontaneous image. But if we ask him more deeply by directing precise questions or by using projection techniques, the consumer will remember other associations representing the latent image.

2) The image is personal and biased:

An image can significantly differ from one person to another. Thus, we cannot merely rely on an average image in the market as a whole; rather, the image perceived in each market sector should be delineated.

3) The image is relatively stable:

The library's image expresses the individual's knowledge and tendencies in a given period. These trends are relatively stable by nature. Nevertheless, satisfaction and dissatisfaction do not affect the image except by repeating the experience in the same direction, or if the satisfaction or dissatisfaction degree is high. In addition, the significant changes in the image are attributed to major events such as, for instance, introducing new products that made resounding success, conducting a distinctive media campaign, occurrence of an overarching crisis, recording real quality problems that were not controlled quickly ... etc.

The image's relative stability, if the image is good, is a distinctive feature of the library, and this stability is a basis for gaining consumers' loyalty. This feature is extended over time because competition cannot easily vanquish a good image. On the contrary, such stability is a defect if the image is not good, i.e. the image requires long time and painstaking effort for rectifying it.

4) The image is selective and simplified:

The image is a summary of the library carried out by the person to simplify his perception of several institutions that are often similar. Therefore, when we analyze the image, we should focus on the most important factors. A spontaneous image is often immensely expressive, but analyzing a latent image may be important, but the necessary precautions should be taken in this case.

The client (beneficiary) engagement

In today's world, institutions tend to establish ongoing relations with their clients to secure profitable and sustainable growth. Thus, client's association is the prominent and most important development in client relation management to help institutions fulfill their goals (Verhoef et al., 2009). Patterson et al., 2007 defines client engagement as the level of clients' material, perceptive and emotional participation in their relations with the service institution.

Client's engagement is divided into three main dimensions, and the client here is the beneficiary of the library's services:

- A. Emotional dimension:** means the ability to self-motivation, passion and enthusiasm. This dimension expresses the engagement's strength and positivity over time.
- B. Cognitive dimension:** means the client becomes in a state of activity, attention and indulgence always, and exercises sustainable knowledge through exchanging knowledge and experiences with clients.
- C. Behavioral dimension:** represents the client's behavior in active and enthusiastic involvement and support.

Methodology of the study:

The researcher has relied on the following two types of data:

A/1 Secondary data: All the data pertinent to the literature of the institution's mental image and the beneficiary's engagement. The sources of such data are the books and references.

A/2 Primary data: The data that will be collected by the researcher for the subject matter of the study. These data will be collected from the target respondents in the field study using interview questionnaires.

Hypotheses of the study:

The mental image concept has received substantial attention among researchers, particularly in the marketing field. This helped identify the primary role of the mental image in developing and maintaining relations among participants in the exchange process. For example, the study conducted by (Greve, 2010) concluded that the beneficiary's engagement is a medium variable between the mental image and loyalty. Meanwhile, the study conducted by (Flynn, 2012) concluded that the mental image is one of the necessary preludes or requirements of the client (beneficiary) engagement. This study aims at knowing the mental image about libraries and the extent to which it contributes to supporting the beneficiary's engagement with the library in light of the changes witnessed by the information and communication world. Therefore, the following two hypotheses can be formulated:

- 1. There is no statistically significant relation between the mental image of the library as a service provider institution and the beneficiary's engagement.**

- 2. There is no effect of the mental image of the library as a service provider institution on the beneficiary's engagement.**

This hypothesis is divided into the following three dependent hypotheses:

- A. There is no statistically significant effect of the mental image of the library as a service provider institution on the cognitive engagement.
- B. There is no statistically significant effect of the mental image of the library as a service provider institution on the emotional engagement.
- C. There is no statistically significant effect of the mental image of the library as a service provider institution on the behavioral engagement.

Thus, a hypothesis can be made for the effect of the mental image of the library as a service provider institution (independent variable) on the beneficiary's engagement (dependent variable) as follows:

- 1. There is no statistically significant effect of the mental image on the beneficiary's engagement with the library.**
- 2. There is no statistically significant difference between beneficiaries' trends according to their demographic characteristics (gender, age, education level) towards the beneficiary's engagement as a whole, and towards each of the beneficiary's engagement dimensions (emotional engagement, cognitive engagement, behavioral engagement).**

B. Community of the study:

The community of the study consists of the beneficiaries of libraries' services who have interacted with the questionnaire that was published on social media in the Arab environment.

C. Sample of the study:

Due to absence of a specific and accurate framework that contains the data of beneficiaries of libraries, some interviews were conducted with libraries' visitors in the researcher's surrounding area. The questionnaire was electronically published on social media to allow knowing about a large group of beneficiaries of libraries in the Arab world through social media pages. The number of correct questionnaires was 382 lists and the researcher has excluded 18 questionnaires due to incomplete data, i.e. the percentage of correct answers was 5.95%.

D. Methods of data analysis and hypotheses test:

The researcher has relied on the following statistical methods to analysis and test the study hypotheses:

1. Descriptive statistical measurements such as mediums and frequencies (as a measurement of central tendency) and standard deviation (as a measurement of dispersion) of the study variables.
2. Alpha Correlation Coefficient to test the trust/stability degree in the measurements used for measuring the three variables. In addition, the Factor Analysis method was used to verify the authenticity of the

same measurements and their validity for measuring the targeted characteristics.

3. One-way analysis of variance for detecting the extent of difference in the tendencies of clients of mobile telecommunications service, subject of the study, towards beneficiary engagement in light of the different demographic characteristics of those clients (age and education level).

4. Multiple correlation and regression analysis for detecting the type and strength of the relation between trust and the institution's mental image, and the beneficiary engagement as a whole and using each dimension of engagement separately.

5. T-test and F-test accompanying the multiple regression analysis for verifying the significance level and the statistical significance of the type and strength of the relation among the study variables, and for testing the validity or invalidity of the study hypotheses.

Sixth: Study limitations:

The limitations of this study is that it relied on the institution's mental image variable as the determinant of the beneficiary's engagement with the library in the Arab environment.

Analysis of the study results

1. First hypothesis: There is no statistically significant effect of the mental image on the beneficiary's engagement with the library.

For verifying this hypothesis, Pearson Correlation Coefficient was calculated between the variables of the mental image and beneficiary's engagement with the library and the three dimensions of such engagement as shown in Table (1): Pearson Correlation Coefficients for the relation between the mental image and beneficiary's engagement with the library and the three dimensions of such engagement.

It is clear from Table (1) that there is a significant positive correlation between the library's mental image and the degree of beneficiary's engagement with it as the correlation coefficient between them reached 0.385, and significance level was 01.0. This indicates that any improvement in the library's mental image in the beneficiary's mind results in increased engagement on part of the beneficiary with the service provider library. In addition, it is apparent that there is a significant positive correlation between the institution's mental image and the three dimensions of engagement.

Based on the aforementioned inferences, we dismiss the null hypothesis and accept the alternative hypothesis, i.e. there is a statistically significant relation between the library's mental image and the beneficiary's engagement

1. Testing the second hypothesis, which states, there is no effect of the library's mental image on the beneficiary's engagement.

This hypothesis is divided into the following three dependent hypotheses:

- There is no statistically significant effect of the mental image of the library as a service provider institution on the emotional engagement.
- There is no statistically significant effect of the mental image of the library as a service provider institution on the cognitive engagement.
- There is no statistically significant effect of the mental image of the library as a service provider institution on the behavioral engagement.

Table 1: Pearson Correlation Coefficients for the relation between the mental image and beneficiary's engagement with the library and the three dimensions of such engagement.

Institution's mental image	Beneficiary's engagement	Emotional engagement	Cognitive Engagement	Behavioral Engagement
Pearson Correlation Coefficient	**0.583	*0.618	*0.406	*0.560
Sig. (2-tailed)	0.000	0.000	0.000	0.000
Number of sample items	382	382	382	382

Table 2: Results of the Multiple Regression Analysis of the Relation between a variable (mental image) and the beneficiary's engagement with the library.

		Model Summary			
Correlation Coefficient R	Determination Coefficient R ²	Modified determination coefficient	Standard Error of the Model		
0.683	0.467	0.464	0.52952		
		ANOVA			
Variance source	Total sum of squares	Degrees of Freedom	Mean Squares	F Value	Significance
Regression	92.972	2	46.486	165.789	0.000
Residuals	106.269	379	0.280		
Total	199.241	381			
		Regression model coefficients			
Model variables	Regression coefficients	Standard error	T Value	Significance	Statistical Significance
Stability	0.918	0.123	7.459	0.000	
Trust	0.378	0.040	9.469	0.000	Significance
Mental image	0.291	0.041	7.166	0.000	Significance

Source: Results of statistical analysis

The following conclusions can be clearly drawn from the above table:

- The multiple correlation coefficient between the independent variable and the dependent variable ($R = 0.683$) which means that the positive relation is partly strong (above average), and the determination coefficient value ($R^2 = 0.467$) which means that the independent variable (the institution's mental image) explains 46.7% of the change in the beneficiary engagement, whereas the remaining percentage of 53.3% is called the unexplained variable, i.e. it can be explained by other independent variables that are not covered in this study.
- Concerning the goodness of fit, the F-test was used and the independent variables significance was detected. F value amounted to 165.789 at a significance level of 0.000. This indicates the regression model significance, i.e. the institution's mental image has a significant effect as a whole on the library's beneficiary engagement.
- The relation is positive and significant between the institution's mental image and the beneficiary engagement, and this relation appears from the positive indication of regression coefficients.

Based on the aforementioned inferences, we dismiss the null hypothesis and accept the alternative hypothesis, i.e. there is a statistically significant effect of the beneficiary's trust of the service provider company and the company's mental image on the beneficiary engagement

Testing the third hypothesis which states:

There is no statistically significant difference between the beneficiaries' tendencies according to their demographic characteristics (gender, age, education level) towards their engagement and the library's mental image, as a whole, and towards each of the engagement dimensions (emotional engagement, cognitive engagement, behavioral engagement) separately.

The following table shows the results of the T-test of the beneficiaries' tendencies towards the beneficiary engagement with the library and the library's mental image according to gender:

Table 3: Results of the T-test of the beneficiaries' tendencies towards the beneficiary engagement with the library and the library's mental image according to gender.

Dimensions	Median		Standard Deviation		T	Significance	Statistical significance
	Male	Female	Male	Female			
Emotional engagement	3.042	3.161	0.789	0.658	1.398 -	0.028	Significant
Cognitive engagement	3.151	3.192	0.923	0.899	0.397-	0.712	Non-significant
Behavioral engagement	2.924	3.059	0.817	0.596	1.558-	0.000	Significant
Overall beneficiary engagement	3.039	3.137	0.759	0.621	1.202-	0.023	Significant

Source: Results of statistical analysis.

It is clear from the above Table results that T value is significant for all dimensions of beneficiary engagement, except for cognitive engagement. In addition, T value is significant for the total correlation variable. This means there are statistically significant differences between library beneficiaries' tendencies, subject of the study, depending on gender difference (male/female) towards beneficiary engagement as a whole, and towards the emotional and behavioral engagement dimensions.

Apparently, the difference is in favor of the female gender (median = 137.3), i.e. females are more engaged than males.

Results of one-way analysis of variance for the beneficiary engagement dimensions according to age:

The sample was divided based on the age characteristic into four categories. These categories, the medians and the results of the one-way analysis of variance are shown in Table (4):

Table 4: Medians and one-way analysis of variance for the beneficiary engagement dimensions according to age.

Dimensions	Below 20 years	Medians			F	Significance	Statistical significance
		From 20 years to below 30 years	From 30 years to below 45 years	45 years and above			
Emotional engagement	3.303	3.068	3.056	2.855	1.959	0.120	Insignificant
Cognitive engagement	3.425	3.170	3.077	2.986	1.673	0.172	Insignificant
Behavioral engagement	3.119	2.966	2.935	2.777	1.093	0.352	Insignificant
Total beneficiary engagement	3.282	3.068	3.023	2.873	1.905	0.128	Insignificant

Source: Results of statistical analysis

Apparently, the F value is insignificant for all dimensions of library's beneficiary engagement, and its value is also insignificant for the total beneficiary engagement where F value was 905.1 at a significance level of 128.0. Therefore, there are no statistically significant differences among library beneficiaries' tendencies, subject of this study, depending on age difference towards total beneficiary engagement, and towards each dimension of engagement

Results of one-way analysis of variance for the library beneficiary engagement according to education level:

The sample was divided based on the age characteristic into five categories. These categories, the medians and the results of the one-way analysis of variance are shown in Table (5):

Table 5: The medians and the results of one-way analysis of variance for the library beneficiary engagement according to education level.

	Read and write without qualification	Dimensions		Median		F	Significance	Statistical significance
		Intermediate education	Upper intermediate education	University education	Post graduate studies			
Emotional engagement	2.531	3.160	3.038	3.115	2.969	0.283	0.276	Insignificant
Cognitive engagement	3.250	3.115	2.898	3.242	3.059	1.216	0.303	Insignificant
Behavioral engagement	2.361	3.002	2.845	3.017	2.865	1.445	0.218	Insignificant
Total beneficiary engagement	2.714	3.092	2.927	3.125	2.964	1.269	0.282	Insignificant

Source: Results of statistical analysis.

Apparently, all F values are insignificant for all dimensions of library's beneficiary engagement, and its value is also insignificant for the total beneficiary engagement where F value was 269.1 at a significance level of 0.282. Therefore, there are no statistically significant differences among library beneficiaries' tendencies, subject of this study, depending on education level difference towards total beneficiary engagement, and towards each dimension of engagement (emotional engagement, cognitive engagement and behavioral engagement).

Recommendations:

- It is necessary to improve libraries' mental image in the minds of libraries' beneficiaries to strengthen libraries' beneficiaries' engagement. (emotional engagement, cognitive engagement and behavioral engagement).

- Libraries should enhance their focus on providing electronic services to keep pace with the digital surge, harmonize with the contemporary spirit and to enhance the positive mental image of the society.
- It is necessary for libraries to adopt the beneficiary engagement concept as a strategic objective for the libraries in dealing with the beneficiaries of their services.
- Libraries should realize that the engaged beneficiary is their most valuable asset.
- Libraries should create channels for effective communication with beneficiaries of their services.

Conflict of interest: The authors declare that there is no conflict regarding the publication of this paper.

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