

Marketing in Library and Information services: a Study

Naminita Hazra

Librarian

Egra Sarada Shashi Bhusan College,

Egra, Purba Medinipur, West Bengal.

Abstract:

The whole world is driven by the information system. The information explosion is growing very rapidly day by day. In this regard as a social institution Libraries play a vital role. Libraries are dealing with different types of knowledge and information. These knowledge and information centers are directly or indirectly involving themselves into the marketing system. The purpose of this paper is to describe the concept of marketing in the field of Library and Information perspective. This study is mainly focused on the relations between the Marketing system and the Library and Information services. This paper also focused on the implementation of 7Ps in the marketing of Library and Information services. There are some limitations discussed in this study which are treated as the barriers in marketing of Library services. As it is known that the libraries and Information centers are non-profit organizations, so there will be the question on how can these be related with the marketing systems. This paper is focused on those factors which answers all the above questions.

Keywords: Library, Information, Knowledge, Information centers, Market management, Marketing, E-resources, E-marketing.

Introduction:

In the present century, the world is facing the problem of “population explosion” and “knowledge explosion”, and thus the information explosion occurred. The information systems all over the world are changing rapidly due to the knowledge explosion. As information service provider, Libraries are dealing with the mobilization of different kind of resources, compete with the Internet and Internet support services, meet the rising user’ expectations, etc. the range of their services take place outside the world of the physical Library and expanding rapidly due to the emergence of Information Technology. So naturally these centers are compelled to compete themselves with the rapidly growing nature of Information technology.

Therefore to stay in this environment these Libraries and information services should adopt the marketing strategies to meet the organizational goal and objectives.

As it is known to all that Library and information centers are the non-profit organization and there is a general perception comes that they don’t need to marketing. But each and every kind of organizations are involved with the concept of marketing. The concept of marketing for non-profit organisation first introduced by Kotler and Levy in 1969. Later in the book “Marketing for the non profit organization” Kotler (1982) elaborated the marketing strategies for organization like Libraries. He focused on that non profit organization like libraries mainly deals with the production of services rather than goods. Within different kind of services, Information service is not only considered as a valuable commodity but also as a marketable commodity (Eagleton, 1992). Marketing, according to Kotler (1982), is the analysis, planning, implementation, and control of carefully

formulated programmes designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives.

Though marketing is not new to library and information professionals, there is still a considerable misunderstanding within most of the library and information sector as to what constitutes effective marketing (Gupta and Jambhekar, 2003).

Review of Literature:

- Somnath Bava and Dr. Bhartiben M. Solanki attempt to show the marketing concept, its effect in the library and implementation of 7Ps in the marketing of Library and Information services. The role of Librarian for providing better services to the users and the required skills and qualities in the librarian are explained in their article.
- (Gupta, 2003) explains in the paper about important of marketing concept in the LIS professional. He has discussed Dr. S.R. Ranganathan's five law of library science with marketing and Library and information services. The author suggested that any libraries must promote their library and information services for the better utilization of library resources and collation.
- Michael Olorunfemi explained in his article that the need for marketing library and information services in university libraries in South West Nigeria; techniques being employed by university libraries in marketing of library and information services; competencies required of librarians in marketing of library and information services; challenges being faced by the librarians in marketing of library and information services and strategies for enhancing marketing of library and information services in South West Nigeria.
- Antony Jose and Ishwara Bhat analyzed the need for marketing of library and information services (LIS). It discusses the strategic planning required for LIS marketing.
- Dr. R.K. Bhatt and Divyanshu Gupta attempt to study the essentials of marketing management, philosophy, and methods in the field of LIS products and services
- Adegoke Kudirat Abiola highlighted on the implication of Dr. S. R. Ranganathan's Five Laws of Library Science in marketing library and information resources and services. The paper therefore emphasized more on the importance of using the laws as guiding principle to provide adequate service delivery to the users.

Research Methodology: this study is done on the basis of some secondary sources of Books, Journal and conference proceeding and primary data like observation, discussion with library professional and self-experience. Some literature review are used from different books and journals to understand the concept of marketing, its application to library and information services and create awareness of library services to the users.

Objectives:

To describe the meaning and concept of marketing and its application to libraries;

To know Why the Marketing of Information Products and Services needed?

To understand the strategic planning process required for LIS marketing;

To prepare library and information professionals to develop required effective marketing strategies in order to make full use of information products and service;

To analyze the 'marketing mix' in the context of LIS marketing;

Meaning/ Definition of Marketing:

Marketing definition includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement and selling products and services to the consumers. Marketing is concerned with gaining market leadership, understanding customers and their needs, creating customer values and satisfying customers. Some popular definitions of marketing are mentioned below:

Social Definition that serves our purpose follows:

“Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.”

For a Managerial definition, marketing has often been described as “the art of selling product.” But people are surprised when they hear that most important part of marketing is not selling! Selling is only the tip of the marketing iceberg. Peter Drucker, a leader management theorist, put it this way:

There will always, one can assume, be need for some selling. But the aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

The American Marketing Association offers the following definition:

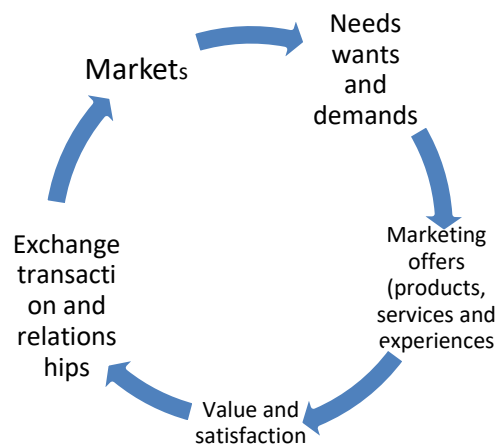
Marketing (Management) is the process of planning and execution the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably” (The UK’s Chartered Institute of Marketing).

“Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others” (Philip Kotler).

The new definition of marketing by American Marketing Association released in 2004 addresses such concern:

“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.



The above cycle is shows the core concept of Marketing in Library and Information services.

Application of Ranganathan's five laws of library science to marketing of Library services and products:

Ranganathan's five laws are stated as follow;

- Books are for use (the term book should be interpreted broadly to stand for information resources),
- Every reader his/her book,
- Every book its reader,
- Save the time of the reader and
- The Library is a growing organism.

His **first law** "books (information resources) are for use" emphasised on the fact that it is imperative to ensure library patrons use the materials that were selected and acquired for them. It shows that libraries not only store information resources, but also ensures that people have access to the available information resources, which lead the concept of the need for information professionals to understand that it is essential for them to actively market their products and services. Library marketing is very important to any information professional who intends to spread the word about their library and to rebrand the images of their libraries so that the society could now see the library as an institution where they can create and acquire knowledge. It doesn't matter what library type, it doesn't matter how large or small the library is, the most important thing is for the librarians to draw attention of the establishing community to library products and services.

Considering the **second law**, "every reader his or her book," means that information needs of library patrons and there are books and other information resources that are available for each patron's consumption. Librarians' duty is to help library patrons to find the information they require and to ensure that the library patrons derive satisfaction from the services rendered to them.

The second law also emphasizes the need for Librarians to treat patrons equally. The second law implies that marketing of library and information services are to meet user's information needs satisfactorily by collecting and interpreting information, studying and understanding the needs of patrons, and matching the needs with the available resources.

The **third law**: “every book its reader”, emphasizes on the easy access to materials, and satisfies the need of library users to whatever information they require. Placing books into the hands of people who do not necessarily know what they need is also at the heart of the third law., since we promote books to patrons who may not be aware of the availability of those library materials which may offer opportunities for enrichment that other titles do not offer Literarily, reference work has been identified within the third law, and this continues to be the case in the virtual library. Virtual reference services continue to grow in popularity in both academic and public libraries.

The implication of the third law in marketing the library involves performing activities that take library products and services to the patrons: publicizing the value and benefits, promotional campaigns, advocacy, public relations, personal communication, selective dissemination of information, social networking tools etc.

The **fourth law** is "save the time of the reader". Time is precious to everybody. Time management is a key to success in life. Libraries must strategize, and plan towards reducing the length of time spent by patrons while retrieving a material. To save time of the readers, Librarians must provide access points such as catalogues (card or OPAC or WebOpac), bibliographies, indexes, directories, author biographies, abstracts and other locators to save the time of readers. Saving the time of the reader also relates to how information is organized and disseminated. In the libraries, information and communication technologies (ICTs) are used to save thousands of hours of the reader's time when compared to manual systems of information retrieval. The implication of Ranganathan’s fourth law in marketing library and information services is that, it pays more attention to users’ benefits and preferences. This has to do with consolidating and repackaging of information into appropriate format, making information readily available when needed, ensuring that the quality of services and offerings take user benefits and preferences into account. The goal of the library should be to ensure effective service delivery for optimum satisfaction of user’s needs.

The fifth law, states that libraries will continue to grow in the future. Libraries will, likely continue to struggle with space problem of inadequate space if the library failed to adopt electronic materials. Librarians should know that availability of e-resources does not stop the acquisition of new print materials, and the level at which the resources grow has not changed. The implication of the fifth law for library marketing is adapting the library services and resources to both present and the future users’ need, including mobilizing resources, dealing with uncertainty about future user’ need, new services, new patron groups, new environment, etc. To attain this law the library and information centers must adopt marketing tools and promotion tools such as exhibition/displays, posters, sign posts, Bulletin Board, electronic bill boards, flyers, advertisement, blogs, twitter, flicker, you tubes, mass media, proper and catching labeling, library guide and newsletters, extension activities, library tour, Library week/day, ICT based channels-website, e-mail, web links/hyperlinks etc.

The ICT can bring great changes in the library, thus Librarians must be prepared to exploit online resources which can be used to attract patronage. The e-marketing is another great asset in marketing library and information resources.

The Need of Marketing in LIS:

With the advent of different types information tools and technique in this digital age, Librarian must be thinks about marketing and promotion of library and information services and product for their users. Following reasons to be require for the implementing marketing and promotion in the Library professional.

- To improve their organizational status and image to different stakeholders
- To develop new services or change existing ones to satisfy their users
- Improve their performance in general like timely procurement of books.
- To focus on the customer.
- To improve the image of the library.
- To build relationships with the corporate world. Libraries are the first gateways for the corporate world coming to the academic world. Libraries can help their organization in strengthening the existing relationships and finding new partners.
- Cost recovery: The cost of the library resources both electronic and printed is increasing at a fast rate. Other operational costs, like maintaining of books, furniture and other infrastructure, are also increasing. So there is a need for the libraries to earn revenue for re-investing in the resources.
- Marketing isn't only about creating and promoting innovative services and products but also about bringing consciousness to customers of present services and products along with discovering their appropriateness. (Gaur 292)
- Need to draw focus to the library, its services, its value to the area, its government, its users, and staff.
- New services such as online versions of evaluation papers, the maturation of an e-print record of systemic research papers, using plagiarism detection software and internet thesis entry should all be promoted to prospective users.
- If you do not promote these services, the library could be overlooking current or new users who may benefit from the programs. They may not bear in mind that the library provides reference services, have a look at films, or possess full-text posts available from their preferred magazines and books.
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Marketing Mix:

The concept of marketing mix can be defined as a process related to an exchange, and marketing management is the set of activities that facilitates this exchange. The marketing activities have been traditionally described as marketing mix which has been defined as a set of marketing tools an organization uses to pursue its marketing objectives.

Marketing mix according to De Aze (1985) is the planned package of elements which will support the organization in reaching its target markets and specific objectives. Marketing mix helps to position the library or information service very firmly in the perceptions of their communities served public library, academic community for the academic library or the clients and customers for the business or specialist information service.

Library is play very important role in the development of students, staff and institute. The Library has many services and products which are to be need of marketing and promotion. Each library needs to be identifying that what it want to market and how.

There are 7Ps in the marketing which are key concept of marketing task. It is used to perform strategic functions. The seven principals is provide vital role of marketing in Library and Information service and product. (Marketing Management by Philip Kotler, 11th Ed.)

- **Product:** The library is having good number of collection for the Users. There are different type's text books and reference books, Journals and Magazines, Audio-visual collection, Newspapers, Project report, Dissertations, Directory, Handbooks, bound volumes and e-resources available in the library. Library has providing different type's services to the user like reference services, Bibliography services and etc. These are library products and services to be need maximum utilization for the users.
- **Price:** The price means the amount a user's pay for the products. The Library is non-profit organization. 548 Every library should plan of spend some amount for promoting and marketing of library services and it mention in the annual budget. The library should try providing maximum services in minimum cost to the users.
- **Place:** The place (location) of library should be reachable and convenient for the users. The library should expand services area to where users can easily access its information services. Now days the internet is very important platform for the reducing place problem. The social media, E-mail, Webpage, what's app are latest technologies tool for the providing and promoting library and information services easily.
- **Promotion:** Promotion is very essential tool of library for providing better library and information services to the users. Main objective of the promotion is informed about resources available in the library. There are different types of promotion available in the marketing process like publicity, public relations, personal representative, advertising, and sales promotion. Library should arranging library orientation program or awareness program on beginning of the year for the new comer students in every year for the promotion of library resource, services and systems.
- **People/Users:** People or Users is very important part of the any program, organization or systems, without users it is not successful. User's response, feedback is very important for the successful of the program. In the library and information professional, the user's involvement is play important role in promoting and marketing of the library services. User's feedback is to help to improve services and systems of the library.
- **Physical Evidence:** In every sector of business and management, physical evidence is support in marketing program and promotion by providing authentic information to the users. In the library, user's need authentic information and physical evidence help to users in satisfaction.
- **Process:** There is some process, mechanism or procedures for the providing library services to users. Its aim is that right information services are receiving right person in the minimum time. There is not waste of time of the users. Hence the process should be maintained by the library.

Table : Component Ideas in 'Marketing-Mix' for Library and Information Services

7 P's of Marketing Mix in Library and Information Service	1.Product:Community needs customized services
	2.Price:Costing for services
	3.Place:Distribution(Convenience to community)
	4.Promotion:Communication with community
	5.People:Client, user community
	6.Physical evidence: Authentic information and products
	7. Process: Course of action

The above table shows that how the idea of marketing mix relate with the services of Library and Information centers.

Basic Steps for Marketing Library and Information Services

Libraries and information centers of all types and sizes are faced with the need to market. Librarians and information professionals must learn strategy effectively for the market and advertise their services. The following are some basic steps:

- **Competition for customers:** Libraries are part of a highly competitive service industry. Competition comes from mega-bookstores, online book dealers, consultants, the Internet, and individuals who feel they can do it alone. Libraries are no longer the only information source in town. Free web access to information is here to stay and non-library and free access information providers won't hesitate to market to library customers.
- **Valuable community resource:** Libraries should be viewed as essential and valuable community resources. People need to be made aware of the services and products that are provided and their comparative value. Librarians should be the resource that the local power structure goes to for information.
- **Beneficial to library image:** Effective marketing can among other things: increase library funds and usage of services, educate customers and noncustomers, change perceptions, and enhance the clout and reputation of the library and its staff (Steadley 2003).
- **Maintain your relevance:** Libraries need to market themselves to remain connected with their communities and have some bearing on real-world issues and present-day events.
- **Rising expectations:** Library users expect recognition, attention, and appreciation for their individual information needs. Customers also have ever changing needs and wants, which makes the library market as dynamic as retail markets. Marketing helps to create an environment in libraries that fosters customer consciousness among employees.

- **Survival:** Libraries depend on the support of others for their existence. A library must communicate and work with its customers and governing/funding entities to provide information about what the library is doing and to enable the library to learn about the community it serves.

Tools and techniques for marketing of information products and services:

There are some tools and techniques for marketing of information products and services. Some of them are mentioned below:

- **E-resources:** In the electronic age most of the libraries are involving themselves in the process of subscribing E-resources like e-books as well as e-journal. It is the best way of marketing of product of library so that library's resources have used by its target group on their doorstep.
- **Consortium:** Consortium is a good tool for marketing in less budget when cost of journals are going on high like-UGC-INFONET, INDEST, IUC-DAEF Consortia, FORSA, CSIR e-journal consortium etc. Library consortium benefits can include: Cost reduction through group purchasing; Greater ability to advocate for library needs; Improving expertise through professional development programs for library staff.
- **Remote Log-In:** The Internet's remote login service is called a TELENET. Using telnet one can contact a host machine by typing a host name of IP member and can transfer files from the TCP/IP host to one's own computer and access database. Through this tool the circulation work can be done more user friendly, even user can reserve the required books from their remote places.
- **E-Mail:** E-mail is used in many different ways in libraries and information centers. Librarians can be the participants in library 'LISTSERV' that is e-mail discussion group in order to communication with other librarians around the world they may post difficult reference questions, suggest resource debts policy and so on.
- **Metadata Search:** f the metadata is to coral, catalogue, integrate, guide and support the various transformation and loading processes, schema layouts, system tables, partition settings, indices, view definitions etc. Thus metadata sets framework for the data warehouse framework for the data warehouse. This helps the users to access/retrieve the database easily.
- **Digital Reference Service:** Digital reference or virtual reference is a service by which a library reference service is conducted online, and the reference transaction is a computer-mediated communication.
- There are some dependent variable treated as the tools for marketing library service. They are mentioned as follows: **Catalogue, Library websites ,Social media, Direct mail, online advertising, Workshop, Orientation programme, Blog, Classroom instruction, Flyers, leaflets, Library tour, face to faceevent** etc.

Challenges towards the Librarians in marketing:

- Inadequate fund is one of the most important barrier towards the marketing in LIS.
- Lack of marketing policies in LIS .
- Lack of facilities to market Library services.
- Lack of media access to marketing Library services.

- Poor access to Information technology is another obstacle in this regard.
- Many library professionals do not have the concept of marketing resources.
- Lack of training in marketing.
- Lack of proper communication between Librarians and users.
- Lack of skilled staff in marketing.

Conclusion: Through this study we can understand that the marketing plays a vital role in the Library and Information service. It helps the library professionals to prove their worth, efficiency, building positive image and to mobilize to make full use of information products and services. The motive of the marketing in Library and Information service is to fulfil the Users' need and increase their satisfaction. As there are different strategies in marketing such as marketing mix, selecting target markets, focusing on the needs of customer etc. it always offers flexibility, and responsive services to the users for enhancing their knowledge. As it is observed that there are some barriers/challenges in marketing hence, some strategies should be followed by the Library professionals to build a healthy relations with the users and meet their satisfaction as well as promote the library products.

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