1.0 Libraries and concept of marketing

Strongest societies are usually consumes and generates the most knowledge and information. Over the last decade the information industries have grown dramatically in services, revenues, and conferences. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value and others. (Kotler, 1994). Though the marketing of information services is a concept of comparatively recent origin. It has now emerged as an important area for libraries and information centres. Marketing covers those activities that connect the organization to those parts of its outside world that use, buy, sell or influence the outputs it produces and the benefits and services it offers (Joseph, Jestin and Parameswari, 2002). As Kotler points out, organization such as museums, universities, libraries, and charities need to market their products to gain political and social support as well as economic support. Marketing is a comprehensive term that describes all the process and interactions that result in satisfaction for users and revenue for the information centers.

Libraries and information centers have began to realize that marketing of information products and services are an integral part of administration, especially
as a means for improving user satisfaction and promoting the use of services by current and potential users. Three main factors, namely the information explosion, the technology revaluation, and escalating library costs are responsible for encouraging the library profession to develop a marketing approach in its operations and services. Some information service managers feel that marketing is inimical to the nature of their activities. But with increased competition in the world of information, marketing is a factor for survival. At the same time, there is a common misconception that promotional activities alone constitute marketing.

Library is a service Institution. The services are aimed at meeting user’s needs. The needs vary with the category of user’s. Most of the university library professionals face to be as librarianship and information science struggles between speedy information retrieval and the leisurely pace of the most of the user’s information’s gathering habits. Most of the library and information science professional are still content with their passive work roles and do not seek major innovation, except the traditional concern for housing mean and materials. Services are not aggressively offered as the sales managers do.

Old concept of marketing was selling and buying the product to earn profit. Profit was the first and primary task in the traditional marketing. Quality of product and satisfaction of customer is in that type of marketing. Now in modern marketing, which is known as customer oriented marketing, primary task of an
enterprise is to study the needs, designs and value of the potential consumer and on the basis of accurate knowledge of demand an enterprise must produce a product which will provide desired satisfaction to customer. Customer is the heart of an enterprise in modern marketing system. Marketing plans, policies and programmes for Library provides are usually formulated to serve efficiently customer demand. Marketing research must be expected to provide adequate, accurate and latest information, which will assist in framing the policies for customers. Marketing is an ongoing process with following steps as (a) discovering of translating consumer needs for desired product and services, (b) creating demand for these products and services. (c) serving the consumer with the help of marketing channels; and then (d) expanding the market ever in the face of keen competition.

Advancement in the information and communication technology paved the way for offering very efficient and effective library and information services. Time is ripe now for the proper understanding and application of marketing tools in the library sector so that library function may be effectively designed and competitive services may offered. Marketing strategies offer ways and means for understanding the users and their needs in a meaningful manner and design the information products and services to satisfy the consumers. It is more appropriate to identify, understand and apply marketing models towards marketing of information products and services.
In present society there are several models consciously or unconsciously designed and developed. Some take them as real and some try to ignore, and others use them with advantages. Models are increasingly gaining importance these days. (Hiremath, and Karisiddappa, 1997)

The Marketing Information has applied to and adopted by the several State University Libraries with different models which help them in living up to the expectations and needs of the users. Thus Uttarakhand is new states which have several new universities with few old universities. Libraries of this university are using different models for selling, buying and preparing their products and for catering the users need. It is essential to study the Uttarakhand State academic universities library regarding marketing information models compatible to users.

1.1 Developing marketing programme/marketing mix

Libraries and information centres have to choose appropriate programmes relating to product, price, promotion and distribution to tap the selected opportunity (Rao and Jain, 1999).

(i) Product/Service Management

Product or service management involves addressing the customer needs and wants through appropriate products and services. This includes decisions relating to product variety, quality, design, features, brand name, packaging, sizes, services, warranties, returns, etc. It also includes managing the process of new
product/service introduction from conception to launch, as well as management of products over the life cycle of products.

(ii) Price Management

Price management involves setting the price for different types of customers, at different points of time, at different places, under differing marketing situations and over the life cycle of the product. Price includes price of the product, of memberships, of subscriptions at list price or with discounts, allowances, payment period, credit norms, etc.

(iii) Promotion Management

Promotion management includes selection of appropriate promotion tools such as, direct marketing, sales promotion, advertising, personal selling and public relations. It also includes decisions on budget, objectives, message, specific media, and methods of evaluation of the promotional programme.

(iv) Distribution Management

Distribution management deals with organizing the distribution of products and services. This involves developing a dealer network, distribution channels, warehouses, transportation, etc., and managing them efficiently.

(v) Organization, Implementation, and Control

In addition to selecting good market opportunities and devising appropriate marketing programmes, an organization needs to have an appropriate structure,
systems, style, staff, skills, and shared values. The marketing programme must be co-ordinated by integrated effort from the marketing department, rest of the internal organization, and wherever necessary, collaborating organizations. The concept of co-ordinated marketing has already been explained earlier. Here, we will deal with the concepts of internal and interactive marketing, the processes of delivering customer satisfaction, and monitoring and control of programmes.

(vi) Implementation

For achieving co-ordinated marketing effort, it is necessary to devise effective internal marketing and interactive marketing programmes and systems for delivering customer value.

(vii) Internal Marketing

Internal marketing is the task of preparing an organization to undertake a product/service marketing activity to satisfy the customers. Thus, internal marketing is a task of successfully hiring, training, and motivating able employees who want to serve the customers well. Certain organizational and technological changes may be necessary, to enable the employees to contribute fully to the activity. For example: FRI (Forest Research Institute), Dehradun on electronic media, librarians have to undertake an internal marketing effort of upgrading the library's computer systems, provide training programmes on product development and use of software systems, etc. Without such equipment, hiring of skilled staff and their training, it may not be possible to deliver the products.
(viii) Interactive Marketing

Interactive marketing reflects the effort put in by the employees of the company while interacting with the customers for either assessing their requirements and/or providing the service to satisfy them. This involves interaction of employees with customers For example, if the generic product like CC developed by the library, is customized for a specific client in the chemical industry through interactive sessions by the library professionals, the effort may be termed interactive marketing.

(ix) Value Delivery Processes

Value to the customer arises from a variety of processes used by the organization. These in case of service marketing are: New Product Introduction Process, Order-Remittance Process, and Customer Service Process. An organization needs to devise appropriate systems to effectively and efficiently manage the processes for delivering customer value.

(x) 7Ps of Marketing Mix

In this research, we applied the 7Ps Koontz and Rockwood’s 4Ps plus Rafiq and Ahmed’s 3Ps) of marketing mix which is defined in (Koontz and Rockwood, 2001) suggested that marketing strategy is a comprehensive, integrated and coordinated plan that combines four marketing elements, commonly called the ‘4Ps’ they are: Product, Price, Place, and Promotion. The 3Ps of the marketing mix suggested by Rafiq and Ahmed, (1995) are: Product, Price, Place, Promotion,
Participants, Physical evidence, and Process. 7Ps of marketing mix in reference and information services definition is:

1. **Product:** Products or services of the general reference and information service department. This is, of course, the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan.

2. **Price:** Pricing of use of the library is usually that of the time and effort the user spends traveling to the library, as well as the time and effort spent searching for and examining materials and cost of a foregone alternative activity.

3. **Place:** Place of service, based upon knowledge of the market of a library, is essential in order to identify users and their discrete information needs and wants. Also, this location element has effect upon how the library can best access their product offerings. To expand the service area, the library may have branches, bookmobiles, or electronic access, FAX, and telephone calls, etc.

4. **Promotion:** Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include:
publicity, public relations, personal representatives, advertising, and sales promotion.

5. **Participants:** Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, advertising, and sales promotion.

6. **Physical Evidence:** The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.

7. **Process:** The procedures, mechanisms and flow of activities by which the reference and information services are acquired.

### 1.2 Information marketing in university libraries

The concept of information marketing can be still in a state of infancy in university libraries. Factors which characterize the difficulties of information marketing are (Kaur, 1996):

(a) Lack of proper assessment of requirements, wants and needs of the users.

(b) Casual approach in supplying information to the potential users.
(c) Lack of perception of how much information services and products can contribute to boost research and development activity.

(d) Lack of perception of the economic aspect of buying information on the part of the user of information.

The recognition of information as a commodity or organizational resource in a developing country like India. In the university environment, it still sounds strange to think of information as a marketable commodity. In the university, the main objective is the growth of knowledge and stimulation of research while in a market, the main objective is profile making. To accelerate the pace of research and development, it looks imperative to find a confluence point of the academic and business approach to strike a balance between the two, so that the users can get the needy information for a payment and without wasting much of their precious time.

1.3 Information as a product

When it is determined to declare information as a product, it is essential to prove it. There are four traits of information, which helps to convince to prove it. There are four traits of information any body with the arguments of its characterization as a product. These four features are (1) Public good characteristics (2) Indivisibility (3) Non depletability and (4) Inherent uncertainty and risk in transition (Ballantyne, 2000).
(a) **Public good characteristics**

Information as a product may be owned by more than one person and it is difficult to exclude non-payers from the benefits of consuming and processing. In this sense it is public good. The demarcation line between public and private good is very thin but it is obvious that many available information product and services have some traits of public good. Most of the stock of valuable information is produced or financed by government which makes it difficult to privatize information. However there have been attempts to privatize information in some form or other, for instance the patents copy right etc. the public good characteristic can not be denied (Ballantyne, 2000).

(b) **Indivisibility**

It is proved that information is public welfare commodity and its utility is collective, it can be stated aptly non use of information product if it divides in parts (Ballantyne, 2000).

(c) **Non Depletability**

Information can never be spent completely and consumed. It means to say that once provided or delivered that information products and services remains with the user and seller. For example if I inform some body about the number of books in a library, the information delivered is passed on to him/her and the same product is still with me also. So it is the non-depletability instinct of information (Ballantyne, 2000).
(d) Inherent uncertainty and risk in transition

It is difficult to ascertain the demand of information product in the market. When it can not determine, it becomes a risk for generator of information, whether to put it the market or not and on the other hand once brought to the market it is a matter of confusion for retailer to purchase it or not. This sort of uncertainty lasts until it is consumed by users (Ballantyne, 2000).

1.4 Theoretical Frame Work for the Study

The following are the marketing tools involved in the library information services:

(i) Involvement in many company activities

In order to increase the visibility of library, it is essential that library should actively participate in all institute/organization/ department events. Even the events like blood donation camps sponsored by parent body, staff of library should participate. Socialization always pays in multifold.

(ii) Treat online services like a branch library

Library should provide all its services online. So that physical hindrances removes and any one can consult library at his or her convenience and comfort at 24×7 ways. Treat online services as branch library services.

(iii) Partnership between an online bookstore and library

Now a day’s hundreds of online book stores are providing publication sale. Library may contract with such sources for leading a book before buyer decides
actually to buy the same. This may involve a little fee. The fee may be as membership for specific period or on per book/document basis.

(iv) Challenges employees to read

Library may challenge employees to read one journal article per week to say current and then provides a list of recent articles and abstracts, available via the library web site. This will help in keeping users available good stuff on their subject.

(v) Alert Services

Alert services are very innovative idea for marketing library and its various services and products. To push out to users of library, alert services consist of journal article abstracts; on technical and business articles, and on competitive intelligence articles may be helpful.

(vi) Library web site

Library web sites are for virtual tour to library, its services and products. To make it more interesting, humor can be fit in. Like, Bumgarner used pictures of her cat as virtual tour guide, which helped feeling to the tour and add humor to the site. Even prizes for membership or for some other activity may be announced.

(vii) Linking to various web sites

All efforts should be made to be in contact with other website. Various services and product information as alert on other’s websites make library known
to other communities. Result in more users. Further, the link provided on these web sites, help in accessing directly to your library.

(viii) **State-of–the art web site**

Library should create its own web site. In the present age with web 2.0, not much expertise is required, even for the updating of website. Updated websites are useful for goodwill which in turn helps in better recognition as authentic link.

(ix) **Promotion for related blogs and announcement of various events**

With web 2.0 social networking, blogs, various search engines; it is very easy to reach large number of people, without any time. Even, the comments posted on these blogs, help in deciding various policies and further direction for libraries.

(x) **Dedication phone line with greeting in local language**

It is human psycho and basic nature that they feel sense of belongingness and own ness with their mother tong and if a dedicated phone line is there to serve customer 24×7, this make user to admire that library.

(xi) **Bilingual youth employment program**

The library may introduce Hindi-speaking adolescents to the value of meaningful employment, helped to obtain job-related skills, and provided assistance to hindi speaking users. This will certainly make popular a library and its services and broaden the user base.
(xii) **Book discussion group**

From as many as possible, book discussion groups them not only helpful in publicizing the collection, these groups’ help in developing best collection in any library.

(xiii) **Colorful brochures**

Colorful brochures having basic information of library are traditional tools to make awareness among its users about the library. It is the physical entity, which either by circulation or pasting over the notice boards, helps a lot.

(xiv) **Tongue-in-cheek approach**

A tongue-in-cheek approach and the use of humor ensure that HPL Research Library notices and e-mail stand out among the many formal business communications users receive. Being funny also help dispel the traditional library stereotype. This can be implying in any other library.

(xv) **Fiestas and forums**

Libraries should start Fiestas and Forums, monthly cultural on-site and off-site events to showcases the library’s resources and build alliances with other local diversity related organizations. The will strengthen the user links and personal relations (Saxena, 1999).

**1.5 Marketing Model for the Libraries**

The following important marketing model promotion tools for library:
a. Communication

Rowley, (1998) divides communication channels into personal and non-personal. Personal communication channels are those in which two or more people communicate, and word of mouth is the primary means of communication, although other media such as e-mail are significant. Non-personal communication channels include TV, radio, posters, newspapers, etc.

b. Atmospherics

This term is coined by Kotler, (1975) who defines atmospherics as "the designing of buying and consuming environments in a manner calculated to produce specific cognitive and/or emotional effects on the target market." In other words, the working environment, library ambience, appearance of employees, the physical setting, lighting, work environment, noise levels, etc. These must be healthy and suitable to make a positive impact on users. Atmospheric considerations are often neglected in many libraries and information centers. It is not always a matter of extra cost but simply a matter of thoughtfully designing space in the library, placing of relevant guides to use, etc. This may help in attracting and maintaining users.

c. Advertising

Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building.
They can be in a short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role the libraries plays in the present era (Jaafar, 1998). There are a variety of ways of advertising online. Traditional print advertisements include brochures, pamphlets, newspaper advertisements, etc.

d. Brochure

The design and presentation of brochures and leaflets should be aesthetic and attractive to users. The language should be simple and should hold the interest of the user.

e. Leaflets

Leaflets include guides to the library and its special collections, Web guides, Reading list on IT, and so on. Other brochures can be kept in the library at a location which is placed so that anyone who enters the library is attracted to that corner.

f. Posters

Posters offer good visual communication. They can draw attention when displayed at prominent locations and provide brief information about an event, service, etc. Old and defaced posters should be replaced on a regular basis.

g. Newsletters

The library can convey information about new acquisitions, new services, events and activities, fee changes, etc. Information regarding library can be
included to convey a message to readers about the alertness of the library in updating and communicating small but important pieces of information. In fact, they are an excellent marketing tool because they list all the activities of a library. With ICT facilities in the library, an e-newsletter can be produced. The text of the newsletter can also be included on the library website.

**h. Extension activities**

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions, etc., can have a positive impact on the image of the library and can motivate people to come to the library and promote the use of its products and services.

**i. Library Tour**

Library tour for new and existing members can be used to promote the library services. While on a library tour, users can be prompted to ask questions and find out more about new activities, products, and services.

**j. Library Month/Day**

Organizing national library day/month can be an effective way to promote the library. A library can create awareness of its importance in society.

**k. Promoting in Electronic Environment**

Libraries, especially in large cities like Delhi, and Bombay use ICT tools in designing, developing, and disseminating services to satisfy their users. They also
use ICT to promote their products and services. ICT-based channels include library websites and email.

1. Websites

Libraries websites can be accessed by users at any time. The websites contain details about the library, including the collection, subscriptions, service policy, terms and conditions, etc. It may also have graphics and multimedia advertising that can have an impact on visitors. The library website should be continuously updated to avoid an adverse effect the image of the library. The website can also be interactive so users can communicate with staff. For this purpose, a directory of staff members should be posted on the website (Mahajan and Chakravarty, 2007).

m. Electronic Mail/Mailshots

According to Natarajan, (2002), e-mail is the most universal application on the Internet and it can be used for direct communication with potential users. There are many benefits to using email as a promotional tool. Mailshots are an effective medium that create personalized services, with information about library activities and events, membership renewal (Singh and Krishan Kumar, 2005).

n. Bulletin Board

This is an offshoot of email and is a many-to-many email system. It is medium for messages of interest to a community of online users (Moorthy and
Karisiddappa, 2000). This service can be used by libraries for disseminating information to online users.

**o. Newsgroups**

Libraries can use newsgroups or discussion groups to build awareness among its clientele. According to (Moorthy and Karisiddappa, 2000) a message (an article) is posted to the entire newsgroup. Other interested persons can reply/comment on the message. The topic can range widely, but each group is confined to one subject.

**p. E-commerce**

A library can also sell its products online through online charging and credit facilities. E-commerce has redefined the way business is conducted. Well-known bookstores around the world are offering their holdings over the Internet. For example, Blackwell maintains a database of more than 1.5 lakh active titles (Moorthy and Karisiddappa, 2000). Benefits of e-commerce include:

- A very large customer base and that reaches many different countries.
- Maintaining a website is relatively cheap, and results in reduced prices, more competition, current information, quick access and sales
- Caters to the customers' wide and varied interests, saving travel time

**q. Blogs**

Blogs are continuously-updated websites, created by individuals or organizations. They are generally free. A library can use blogs to promote its
products and services by making it appealing and informative (Mahajan and Chakravarty, 2007). Special alerts about new resources special services can be included in the blog entries. To get feedback, comments and suggestions can be invited from visitors.

1.6 Marketing of information in library

Recent days have witnessed tremendous output of information in various fields and in different media. Information technology is fast changing and bringing in ample advantages for information storage, retrieval, and dissemination of human knowledge at a faster pace. It is due to the fact that information has become an essential economic commodity that can be used in crucial decision making. Several countries have realized this and made necessary provision for the information technology up-gradation and utilization in their national development process. This is manifested in the bills that are being introduced and adopted in many countries. India, a dominant player in the world market, has recognized this in a right spirit.

Libraries and information centre are basically service based setups and cater to the information needs of the clientele they serve. In the fast changing trends, libraries and information centers are under pressure due to the factors like budget cut, increasing cost of books and periodicals, availability of information products in different media and the ever changing users’ needs and tastes. Due to the significant changes like information revolution, globalization, privatization, liberalization, ever-rising social and economic expectations and using information
for development, libraries and information managers are facing a four-pronged challenge (Jain, 1999):

- Increase in clientele, their demands, and their experiences.
- Increase in the initial or capital cost of information and information technology, and the need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele.
- Drying up of the public sponsorship and subsidy and the need to find alternate sources of revenue.
- Complexity in ways of identifying clients and their requirements, and servicing them.

Further, they are facing the competition from private information vendors and other libraries within their subject areas. In spite of this, the professionals need to be in the business and try to serve the users with the limited avenues they have at their disposal. It requires strategic skills and competitive attitude that helps one to survive in the business and examined. Marketing, as an important part of management, offers techniques that may be used for the purpose. It gives a necessary edge to understand the needs of the information users and produce information product or service that meets the requirements satisfactorily.

Marketing underlines the need for serving the users the way he wants to be served and the products the he wants to get. Information marketing is entirely user
– oriented and involves everyone to look forward to satisfy the user. Marketing offers: (i) both theory and a process which libraries can link products, results and roles; (ii) can assist in determining their further and in identifying quality products and services (iii) can contribute to a library ability to find a niche in the present as well as in the future and (iv) orientation in defining their role and in guaranteeing their future (Busing, 1995). It facilitates clearly the understanding of user profile and information products that are available. Information products and services differ largely in their characteristics when they are compared to the physical products like users goods. The characteristics should be understood so that striving towards user satisfaction becomes much easier. Information products and services are satisfaction becomes much easier. Information products and services are unique in nature and have specialized characteristics such as intangible, inseparable, perishable, simultaneous and less standardized. These characteristics pose the professionals to market the information products. However, a well planned marketing plan and a sincere commitment to the, marketing concept may take one ahead. One step in this direction is the designing of marketing models that can be applied in effective marketing of information. The preceding discussions outline the basics of models, their types, uses and how they are applied in library environment to market information product.
1.7 Purpose of marketing in academic libraries

There are two key purposes of marketing, (i) Achieving objective/goals of the academic libraries, and (ii) Satisfying users needs and wants. Main objective of academic libraries is provide right information to right user at right time, and to put it in simple words satisfying users needs, the second purpose is related to first purpose, if we provide products/services at right time to right users and fulfill the users needs than we complete the purpose of marketing. Main purpose of marketing in academic libraries is to encounter a four pronged challenge:

- Increase in clientele, their variety, their demands, and their expectations.
- Increase in the initial or capital cost of information and information technology, and their need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele.
- In the event of drying up of the public sponsorship and subsidy, the need to find alternative sources of revenue.
- Complexity in ways of identifying clients and their requirements, and servicing them.

1.8 Purpose of marketing practice

The job of marketing services is not as simple as marketing a product, the service cannot be returned and cannot be stored. Dissatisfied users cannot return an unsatisfactory service as he can an unsatisfactory product and a user can often choose to perform the service himself. Successful marketing is characterized by
four activities. First is market research to identify user needs and wants, following is market segmentation to allocating resource to user groups, third is marketing mix strategy which includes the products or services, priced, delivered and promoted, and finally the fourth which is evaluating the marketing effort (Weingand, 1999).

1.9 Marketing research in libraries

Academic libraries need to be more persisted in investigating user’s needs by marketing approach to develop services that meet their expectations. It is not just marketing of already available services to the users but to find user’s needs and want. Marketing research is the function that links the information professional to the user’s needs and want. Marketing research can be done by reviewing internal user data in the library and also by recognizing usage categories for materials that are being checked by students, categories like user types; students or faculty, data of entry, type of material etc. By conducting a marketing survey to take the student attitude and thoughts regarding the library services, students “who are the main clients of the academic library” place more emphasis on ambiance and ease of access through the internet than the more traditional library methods. Students revealed what services would encourage them to use the library more; the major of respondents in the sample group mentioned a coffee shop, and more resources. Other factors mentioned were updated materials, food and beverages allowed in the library; better climate control; ambiance; lounger
area; and better lighting. The final factor cited was promotion of the facilities. It was clear that the students themselves recognized that they were not fully aware of what was available to them. This experience demonstration that market surveys and research do work if you question the right questions, and not just asking the fixed current users of the library. But surveys should also investigate the needs of students who do not come to the library. And the best marketing is word of mouth. Students often consult each other rather than approach the allusion desk. Yet if the allusion staff is efficient, friendly, helpful and solutions based, the students will generate positive word of mouth about the service. On the other hand, excellent marketing is soon void if the student meets an unfriendly staff member (Crawford, 2006).

1.10 Evaluation of marketing efforts

The objective of marketing evaluation is to make sure that the administer of marketing is fulfilling its purpose, to change the marketing mix strategy as needed to improve the evaluation results. Most vital, evaluation will help to plot how to boost user satisfaction. The role of ‘evaluation’ is to rate the marketing effect by evaluating the user behavior and by measuring user satisfaction. The assessment provided. Fixed advertisement methods are not enough to grab the user’s attention to the library. Give the user what he wants and watch him come to the library again willingly then take up again evaluating clients’ use of the services (Srivastava, 2008).


1.11 Benefits of marketing of library information products

A well developed marketing of library information products programme will bring in the following benefits: Improved satisfaction of the users.

- Extension of service to potential users and thereby enlargement of the user’s circle.
- Efficient use of marketing resources.
- Improved resources attraction to the organization.

Enables clear analysis of the user groups and their needs (Narayana, 1992).

1.12 Challenges of marketing in libraries

Lack of funds is often used as a reason not to market. However, marketing library services is not simply a matter of spending money on promotion and advertising. Marketing is also a matter of improving to lack of training and knowledge of marketing tools and techniques. Despite the growing literature on library marketing, there remains a lack of familiarity with the total marketing concept among librarians. There is confusion about what the term marketing means. Much of this has to do with the interchangeability of terms such as ‘promotion’, ‘public relations’ ‘publicity’ and ‘marketing’. There is also confusion about marketing libraries; the perception is that marketing is a business tool and not applicable to library setting, exists in this context. Marketing is a complicated problem for libraries because of their wide range of products and services from
books to internet access, and an extremely diverse audience that ranges from children to seniors, public officials to business people, students to faculty, and so on. Rather than selling the library on its value and let the people to know what the library or information center offers, librarians often wait for users to come to them. Rather than pushing out responses to anticipated information needs users, librarians wait for users to stop by the facility or stumble or across the library website (Bhatt, 2011).

1.13 The Marketing approach

Marketing approach can be used to make the existing planning process of a library more accurate. D.E. Weingand (1995) indicates the following fusion of planning and processes of marketing.

Once this fusion of planning and marketing takes places, a time would come when the annual reports of libraries and information centres would look like that of any business organization indicating the targets set at the beginning of the year and the performance achieved rather than, a mere indication of how many books have been acquired, how many new members came into the fold. Moreover, organizational planning and performance evaluation will lead to individual staff planning and performance evaluation which, in turn, would lead to the much needed vitality in the information profession and management. This synthesis of planning and marketing and its positive aftereffects would lead to the organic and dynamic sustenance, and growth of libraries and information centres. At least, a
map of the organizational functioning would be available to guide the information managers to monitor and interfere as and when needed.

Source: Planning and marketing Processes by D.E.Weingand (1995)

Figure: 1.1
1.14 Need and purpose for marketing of information

The major inputs which are essential for any business, industry, teaching, research and development are considered to be only four M’s: Men, Money, Material and Machines. In recent years one more input which has become essential is ‘Information’. This is considered to be a very important commodity and the present day power equation is:

\[
\text{Information} = \text{Knowledge} \\
\text{Knowledge} = \text{Power}
\]

Hence Information is Power and it is life saver for industry, business, etc. This value of information content of information services/products has made them commercial. It is a fact that the information provided helps the users directly/indirectly in earning money, increasing knowledge or solving problems, etc. and thereby to earn money.

In order to provide correct and timely information, Library information centre has to invest and regularly spend money for hardware, software, manpower and collection development etc., to keep the information input base up-to-date. Information Technology has resulted in virtual libraries. Users are no longer limited to their own library information centers. Library and information professionals have also now to cater beyond electronic libraries there is a need to go for marketing of information.
There is a great demand for information but the financial resources of library information centers for development of information services/products are limited. Since global completion in information field has increased, therefore, timely supply of right information is possible through advanced Information Technology hence more of global competition. Library information centers now suffering from lack of support and grant from public and private sectors.

1.15 Statement of the problem

The main purpose of the present study was to study the information needs and use pattern of teachers, students and research scholars of Uttarakhand University libraries. The researcher decided to use a questionnaire as a tool of research for visit each teachers, students and research scholars collect data required due to vast distribution of the respondents in nine university library of the Uttarakhand in different districts. The present study is “Marketing of Library and Information Products and Services in Academic Libraries of Uttarakhand: A study”. The literature survey has reviled that there is no such study has been done in the Uttarakhand University libraries on Marketing of Library Information Products and Services.

1.16 Objectives of the study

The following are the objectives of the study:
1. To investigate the collections available in each university libraries in the study of Uttarakhand.
2. To examine the various types of information service, marketing methods used in libraries in the study.
3. To explore the marketing of library and information products available in each university libraries in the study.
4. To explore the Marketing of Library and Information Services in each university libraries in the study.
5. To investigate the users population and faculty wise response in the study.
6. To find out the reasons for not keeping up with innovations of library from users.
7. To find out the frequency of users visits and purpose of using the library.
8. To investigate the awareness and need for information of users about the library.
9. To find out from users the willingness to pay for information services in the library.
10. To find out the need for information products from users in the library.

1.17 Hypotheses

Therefore following hypotheses were framed for the study:
The library collections available in university library are very normal.

1. The marketing methods are not used properly in the university library

2. The Marketing of information products and services are very normal

3. The marketing library and information library services are very normal

4. The keeping up-to-date knowledge on information is normal.

1.18 Scope of the study

The present study aims at investigating the “Marketing of Library and Information Products and Services in Academic Libraries of Uttarakhand: A Study”. It focuses on information products and services available in nine university libraries at uttarakhand. The scope and coverage of the present study is limited to the following nine university libraries of Uttarakhand.

1. Gurukula Kangri Vishwavidyalaya, Hardwar
2. Forest Research Institute, Dehradun
3. Hemwati Nandan Bahuguna Garhwal University, Srinagar, Pauri Garhwal
4. Himalayan Institute Hospital Trust University, Dehradun
5. Institute of Chartered Financial Analysis of India (ICFAI), Dehradun
6. University of Petroleum and Energy Studies, Dehradun
7. Govind Ballabh Pant University of Agriculture and Technology, Pantnagar
8. Kumaun University, Nainital
9. Uttaranchal Open University, Haldwani
Libraries and other non-profit organizations have only recently become aware of the need to market their products and services. Library and information products and services are now being recognized as commodities that can be sold, exchanged, lent, and transmitted. University libraries rely on their host organizations for operational costs. To gain some self-sufficiency, university libraries think seriously about not only recovering the costs incurred but also making a profit through their services. To test the impact on information marketing and Uttarakhand university libraries the study has been carried out.

1.19 Limitations of the study

This study was carried out in nine state university libraries and it did not cover two Sanskrit university libraries and it is only a language university libraries in Uttarakhand. The marketing of information products and Services were only included in the study. The study did not cover all aspects of marketing of libraries it has covered only the products and information services done in that libraries.

1.20 Research methodology

Methodology in research is solving the strategy to solve research problem, to unfold the probable answer, and to test the hypothesis stated. As there are many roads leading to a city, likewise there are many methods to solve the problem of researcher has to select one of them, which is appropriate and requires minimum efforts, time, energy and money. For the selection of teachers, research scholars
and students of nine university libraries of Uttarakhand. The main purpose of the present study is to the marketing of library information needs and use pattern of teachers, research scholars and students of nine university libraries of Uttarakhand. The researcher decided to use a questionnaire as a tool of research for data collection. The reason for that it was difficult to visit each teachers, research scholars and students and collect data required due to vast distribution of the respondents in nine university libraries of Uttarakhand.

The study was carried out in the nine universities libraries of Uttarakhand for “Marketing of Library and Information Products and Services in Academic Libraries of Uttarakhand: A Study”. The following tools were used for collection of data pertaining to the present study:

(i) **Questionnaire methods**

The questionnaire method was adopted and the researcher prepared a questionnaire which was circulated to students, research scholars and teachers in the respective areas to solicit their opinion about the current system.

(ii) **Personal Interview methods**

The personal interview method supplemented the questionnaire methods and include interview with some of the university librarian/library incharge of the concerned nine universities.
(iii) Observation methods

The researcher made a detailed study of nine university libraries in the Uttarakhand to assess, observe and study the resources/infrastructure, learning resources available to support and strengthen the library. Besides the researcher available an opportunity to meet the teachers, students and research scholars to solicit their suggestions and feedback to improve an appropriate model of library.

1.21 Data collection and analysis

In this study, a profile marketing of library and information methods was collected from the librarian of nine universities through questionnaire (Appendix-I). Further, hundred questionnaires per university library collected from users for library users’ analysis (Appendix-II) random mean methods were used. The data on information marketing has been collected and examined with special reference to impact of information marketing, consumer’s relation and their information seeking behavior. The marketing products and services provided for different universities library of Uttarakhand were taken for the study of marketing. Hence the profiles were collected for collection available in different university libraries of Uttarakhand.

Sample size

The size of population under study was very large and only 900 users (teachers, students and research scholars) could be contacted to whom the
questionnaires were distributed. Out of 100 questionnaires fillup by the each university library users (teachers, students and research scholars) so that total number of questionnaires 900. Therefore the size of the samples is limited to 900. In other words respondents represent the total population. Data collected through questionnaires were properly analyzed and interpreted using quantitative data analysis software SPSS statistical package.

The data collection through the questionnaire was analysed with the help of the computer. The development of electronic devices, specially the computers, has given added impetus to this activity. Computer is certainly one of the most versatile and ingenious developments of the modern technological age.

1.22 Statistical tools employed

The data collected from the questionnaire of this study was duly edited to verify and analysed to fulfill the stated objectives. The statistical analysis of the data for the present study was done by applying following statistical tools:

(i) **Simple percentage**

\[
X^- = \frac{\Sigma x}{N}
\]

\[
\Sigma x = \text{Total number of the series}
\]

\[
N = \text{Number of the terms}
\]
(ii) Chi-Squire test – Chi-Squire test was used to compare an observed group of frequencies with an expected group of frequencies. This led to deduce the expected frequencies from the null hypothesis.

\[ X^2 = \frac{(Fo - Fe)^2}{Fe} \]

This is the required \( X^2 \) Value

\( Fo = \) Observed frequency

\( Fe = \) Expected frequency

\( df = (r-1) \times (c-1) \) or \( df = (r-1) \)

\( df = \) Degree of freedom

‘r’ = number of rows

‘c’ = number of columns

It is essential for a scientific study to process data and analyses them in accordance with the method laid down for the purpose in order to arrive at the possible results. Data obtained through the questionnaire were analyzed and discussed. (The SPSS statistical package was used to enter, edit, analyze and interpret the data)

1.23 Organization of the thesis

There are following organization of the theses:
Chapter 1. Introduction

In study for the introduction were discussed the following points are libraries and concept of marketing, developing marketing programme/marketing mix, information marketing in university libraries, information as a product, barriers in marketing information products and services, marketing strategy, tools for marketing of library information services, need for marketing of information, and benefits of marketing of library information products.

Chapter 2. Review of literature

Review of literature part of thesis describes all recent knowledge related to marketing of library and information products and services in different institutions/universities of national and international level. Concept of marketing information related review of literature, marketing of library information management, marketing management in library, marketing products and services in library, selecting opportunities in library, product market in library information, target segment in library, positioning in library, marketing of information services in library, marketing of ICT products and services, marketing of library and information products and services quality, and relevance of marketing for librarians and information managers.

Chapter 3. Description of the area of the study

Researcher has done investigation for the nine university libraries in Uttarakhand state in the present study on marketing of library and information
products and services in academic libraries of Uttarakhand. The profile of each university library has been discussed in this chapter.

Chapter 4. Analysis and interpretation of data

Analysis and interpretation of study has very well organized with statistical studies and compared in between the nine university libraries on marketing of library information products and services. An overview of analysis and interpretation of data, Collection on each University libraries of Uttarakhand, Respondents of opinion collection available in university libraries, Marketing methods, Marketing of library and information products, marketing of library and information products available in University libraries, Marketing of library and information services available in University libraries, Population and sample of library users in different University libraries, Faculty-Wise distribution of the respondents, Degree of frequency and percentage keeping up with innovations in different Universities of Uttarakhand, Ranking of frequency and percentage reasons for not keeping-up innovations, Frequency and percentage of library users visits in university libraries, and complete analysis of the data has been worked out in this chapter.

Chapter 5. Major findings, suggestions and conclusion
This part of thesis has summaries all the major findings and concluded with suggestions in future to improve the university libraries marketing of library and information products and services in academic libraries.

Review of literature is explained in the next chapter.