CHAPTER-II

REVIEW OF LITERATURE

The main objective of this research is to study the “Marketing of library and Information Products and services in academic libraries of Uttarakhand” so as to have an insight into the marketing of library in the last two decade.

The librarians and information scientists are familiar with the concept of marketing which is nothing but user studies with the possible addition or stress of economic aspects and constraints as well as testing of alternate products and services. Markets of information services and products in Library is presumed that one has to identified the user’s needs and devised a product that satisfies the needs at a price the user can pay in terms of money and or time. Marketing of information is an aggregate of activities directed at satisfying human information needs and wants through exchange process. Marketing involves viewing the whole information service or product from the point of view of final results from the use and user point of view.

This chapter presents the related literature to the subject of the study. Any research without literature review is incomplete and not justified in the findings at the end. It is essential to go through the relevant literature so as to know the
existing output in the field of our interest. Therefore, literature review forms as integral part of a thesis.

The review of literature has been divided into three categories and it has been reviewed.

1. Studies on University libraries
2. Studies on Public libraries
3. General Studies

2.1 Studies on Universities Libraries

There were 19 studies on university libraries on marketing of library and information products and services from 1978 to 2011. From the review of literature and the studies it has been found that the authors have focused on the following area’s in marketing of library and information products and services.

1. Use of Library materials
2. Information Products and Services
3. Information services provide
4. Marketing approach

1. Use of Library materials

The first study is conducted in the year 1978. There is increasing evidence that fewer and fewer the library users if colleges and universities are really availing to cope with the complexity of bibliographic systems in modern academic
libraries. Emphasizes the importance of practical library user education and briefly reviews studies of user education in the USA (Shibukawa, 1978).

A need for a high level of familiarity with the major sources of information in engineering disciplines and increased use of library materials for project work in new degree courses, lecture programmes were developed for the four engineering departments in the Edward Boyle Library of Leeds University concentrating on serials literature (Green, 1989).

The library and information products and services are now being recognized as commodities that can be sold, exchanged, lent and transmitted. University libraries relay 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 (Narayana, 1991).

2. Information Products and Services

Today’s business environment, libraries who take marketing seriously will earn “street cred” in their organization. It is a debatable issue whether the information services and products in university libraries should be priced or not. There is still a widespread expectation that information services should be free (Coote 1994). It is often argued that since university libraries are funded by the UGC, state government etc. why should the end users be asked to pay.
Market plan in university libraries adopting by various methods for promoting information services such as publicity through brochures, pamphlets, guides, journals, handbooks, public media, direct mail, demonstrations, and exhibitions at conference seminars. Seetharama (1998) claimed that ‘word of mouthy’ campaign is the best mechanism for promoting the use of libraries.

The information services and products is an endeavor to accelerate the services to provide the researcher and scholars with the required information support. The budget cutback and the advent of sophisticated technology in the university libraries have opened up the view for marketing information products and services (Kaur 1999). If the libraries fail to catch hold of the opportunities, the scene will be captured by the commercial vendors.

M S University, Baroda explores the feasibility of marketing library and information services and products. They found that more than 80% of the research scholars and 92% of the deposit members are ready to pay library members fee on yearly basis which indicates that money is not a constraint if quality services and products are provided on time. Respondents ranging from 52% to 72% are ready to pay for value added services such as CD-ROM searches, on-line services translation services, email, SDI and CAS which are likely to be introduced in future by the library (Pandya, 2001).
Marketing is a complex activity, marketing is surrounded by mystical. At present more than 90 percent of the cost of products and services of the university libraries is met by the UGC and the respective state governments but these financial bodies are considering of withdrawing/curtailing financial support to the universities for they want the universities to generate their own resources (Arthur, 1984).

3. Information services provide

A survey on faculty, research scholars and students of Nagpur University were conducted to know their awareness level and utilization pattern of computerized information services provided by the university library. The findings of the survey reveal that more than 70% of the users are not satisfied indicating the lacunae in marketing efforts of the established services for reaching the targeted users (Rajyalakshmi and Waghmare, 2001).

A study on Rod Library, University of Northern Iowa. The Marketing Committee created by dean of library services in 1999 to co-ordinate the library marketing. Various marketing efforts and experiments such as promotional newsletters, email postings, students surveys were employed to do the purpose (Neuhaus and Snowden, 2003).

The library develops products and services according to the needs expressed by their users and keeps their users aware through means such as media,
exhibitions, users education, internet, new arrival lists etc. It can be concluded that marketing methods if applied appropriately can make a vital contribution to library and information work (Morei, 2004). The study on Dr. Babasaheb Ambedkar Marathwada University library is an attempt to assess the attitude of the users towards the marketing of information services and products of university libraries.

Customers of an academic library are to a large extent “captive” they are required to use the services over an extended period. This provides ample opportunity for progressive participation and role development. In informing customers about e-resources and service processes, and training them to participate competently, which is useful to present their roles in specific services with a more holistic framework that relates to the users’ broader purposes and activities in the university (Hafner, 2007).

The internet is one of the most important information media and it is influencing in the development of other media, as for example, newspapers, journals, books, and libraries. In this paper the author analyzed the logical extensions of traditional libraries in the information society and presents a model of a fuzzy linguistic recommender system to help the University Digital Library users to access for their research resources (Porcel and Moreno, 2009). This system recommended research specialized in complementary resources to discover collaboration possibilities to form multidisciplinary group.
An user education is mainly concerned with providing guidance and instruction to the user in the proper use of library collections, individually or collectively and the difference between user education, orientation and irritation, and emphasizes the need for user education in the libraries, provides objectives and methods of user education (Kumar.S, 2009). Though many institutions, universities and associations in India may organized seminars and conferences on the topic in the necessary infrastructure and innovation of suitable library instruction methods to suit the Indian conditions.

4. Marketing approach

In University libraries, a huge amount invests on collection development, processing and storage of information resources. Effective utilization of these resources and services can be achieved through new marketing approach and this type of tools is assisting in the universities. (Shukla and Tripath, 2009).

The library should give priority to provide excellent user service enhancing its image as information provider in the information era. Marketing of library and information service includes users’ priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services, etc. Therefore, university libraries must develop a process for understanding the information needs, wants and opinions of
clients from the industries, and develop products and services which satisfy these information needs (Bhatt, 2009).

Academic libraries will need to provide a range of new value-added resources and services, for internally generated and externally acquired and academic scholarly information, and may be involved in the delivery of administrative information as well (Verma and Pateria, 2010). However, the first priority of the electronic academic libraries will be to support the institution’s teaching and learning and research activities.

The marketing is a process which carries goods and produces to ultimate users. Marketing in the library context, reference to those instrument through which information (both raw and processed) are transmitted to its members. Marketing approaches are providing to be effective in assisting academic libraries to adjust to changes in its client base and will ensure that services delivered continue to fit the needs Bharti (2010). Therefore, the marketing policy of the libraries needs careful planning, structuring, execution and evaluation with regular review. The librarians need to understand the importance of the service marketing mix the library service.

The market approach to information services and products is an endeavor to accelerate the services to provide the researchers and scholars with the required information support. The budget cuts and the advent of sophisticated technology in
the university libraries have opened up the new vistas for marketing information products and services. If the university libraries fail to catch hold of the opportunities, the scene will be captured by the commercial vendors (Pathak and Ansari, 2011).

The following are the authors who have contributed to the literature on marketing of library and information products and services on university libraries.

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<tr>
<th>S.no.</th>
<th>Year</th>
<th>Authors Name</th>
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<tr>
<td>1</td>
<td>1978</td>
<td>Shibukawa</td>
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<td>1</td>
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<td>1994</td>
<td>Coote</td>
<td>How to Market your library Services effectively</td>
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<td>1998</td>
<td>Seetharam</td>
<td>Guidelines for marketing for information services and products</td>
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<td>5</td>
<td>1999</td>
<td>Kaur</td>
<td>Information marketing in university libraries in India: problems and perspectives</td>
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<td>6</td>
<td>2001</td>
<td>Pandya</td>
<td>Information marketing: needs of the hour. Library practices for effective management</td>
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<td>7</td>
<td>2001</td>
<td>Rajyalakshmi and Wagmore</td>
<td>Need for marketing of information services and products in academic libraries with special reference to Nagpur University automated services.</td>
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<td>8</td>
<td>2003</td>
<td>Neuhaus and Snowden</td>
<td>Public relations for a university library: A marketing programme is born</td>
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<td>2004</td>
<td>Morei</td>
<td>Marketing of library services, Responding to users’ needs in changing information landscapes</td>
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<td>10</td>
<td>2007</td>
<td>Hafner</td>
<td>Marketing e-resources task force for expanded utilization for teaching and learning</td>
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<td>12</td>
<td>2009</td>
<td>Shukla, and Tripath</td>
<td>New marketing strategies of information services in university libraries.</td>
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<td>13</td>
<td>2009</td>
<td>Bhatt</td>
<td>Marketing of LIS products and services for industries by the university libraries: a strategic solution to the problem of financial crunch</td>
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<td>14</td>
<td>2010</td>
<td>Verma and Pateria</td>
<td>Electronic academic library: information resources and services in Marketing.</td>
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<td>15</td>
<td>2010</td>
<td>Bharti</td>
<td>Marketing of library services: a study of the service marketing</td>
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<td>16</td>
<td>2011</td>
<td>Pathak and Ansari</td>
<td>Marketing of library and information services.</td>
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From the above literature it is clear that there is no much studies on marketing of information products and services on university libraries, so it helps the investigator to conduct a research study on state university libraries at uttarkhand.

2.2 Studies on Public Libraries

Today libraries and information centers are accountable to the parent body, funders and users. So there is a strong need for assessing the quality of libraries. The major objective for libraries, in an environment of increasing economic pressure, structural change, and technology innovation, is to align themselves with the criteria by which the parent institutions and user are judging the quality of the library. Quality is physical or non-physical characteristic that constitute the basic
nature of a things or is one of its distinguishing features. Today public libraries play a vital role in disseminating information to their users in time.

There were six studies on university library on marketing of library and information products and services from 1998 to 2011. From the review of literature and the studies it has been found that the authors have focused on the following areas have been identified in marketing of library and information products and services.

1. Marketing skills
2. Resources and Services
3. Marketing of Products

1. Marketing skills

The first study has been conducted in the year 1998 by Bhatt. Professional marketing techniques have been of great help in the success of British Council and British Library network in India. Customer care continues to be the main method of retaining the customers and it fetches new customers too by word of publicity. At the same time, library staff have developed the proactive marketing skills too which helps in marketing penetration. Quality service coupled with customer touch goes a long way in the continuous evaluation of library services in tune with customers’ requirements.
2. **Resources and Services**

The strengths and weakness to meet library and information science goals and the relative abilities of the clienteles to utilize the various Library and Information Science resources and services. Both realities require an ongoing skill audit process to ensure optimal library and information science delivery and use (Goldsmith, 1999).

The users of the city central library of Gulbarga to find out the extent of awareness and utilization of resources, services and facilities provided by the library. The findings of the surveyed reveal that a significant proportion of services and facilities of the library and there is a need for organizing regular awareness programmes to increase the optimum utilization of the resources, services and facilities of the library (Tadasad and Talikoti, 2000).

An excellent collection of handy tips and tricks librarians can use to assure success in promoting, defending, and assuring funding for their libraries. It was also explained various public relations and marketing materials for creating, developing, and sharing the messages librarians wants to get out to the public (Schuman, 2000). These include fund raising techniques, negotiating with the media, writing editorials and preparing public service announcements and presentations.
The marketing of library services is much required, if we want people to come to library. Government has to play a very important role in this issue. It is the duty of every state to pass library acts and take the role of libraries seriously. Libraries are like a ‘temple of knowledge’ for the society. The library staff should be aware with all the latest techniques for providing all the modern service to users (Sharma, 2011). More public libraries should be opened in the country to increase the reading habits of public and also make them intellectually competent.

3. Marketing of Products

The libraries and information centers have form a tradition of being public librarians have historically been confident that their products had such intrinsic merit that users would automatically be attracted; they believed that people should use the library (Weingand, 1999).

2.3 General studies in Marketing

The review of literature reveals that the marketing of library services and products is rendered a viable tool to create awareness among the users and to decide the efficiency and effectiveness of the library services and products and that majority of the users are willing to pay for the value-added services and products. There are 79 general studies and theories reported in the literature of marketing of library Information products and services. From the literature review
the following areas were identified and the literatures are classified according to four types.

i. Information systems
ii. Products and Services
iii. Information Services
iv. Marketing Methods

(i) Information systems

There are two types of industrial information which can also considered as useful business and management information system, namely ‘suggestive’ and ‘decisive’ information systems. Among the two the information system has decisive character always come to the help of managers. In this case, the information carries the manager from a state of puzzlement to some kind of response to the situation. In case of suggestive information system it gives only internal statistics about production, process, market and other personal matters that pass through every manager’s table. In the success of an industry, the information system plays a significant role ‘Business successes’ is the ambition of each every industry (Churchman 1975).

The new trends in information technology have changed the images of the library and information profession the world over. Information as a resource is in demand. A continuous system to analyses the needs of their users and potential users will be conducive in equipping the libraries to achieve its objective (Basu,
To prepare for marketing the information a much more professionalized input is required which can be both capital and professional intensive project.

The library 2.0 has the application on interactive, collaborative and multimedia web based technologies to web based library services. The collections and suggestions should be invited and adopted by the library users. So that the concept of library 2.0 could be understood by the consumers (Maness, 2006). Now a days libraries have started creating their own pages either separately or below the organization’s web page. It is displayed for the user to access and retrieve the information about services and program that creates values in the minds of customers. The value of a web site to a user is determined by the quality, performance, durability, reliability, image, trends, accessibility and the availability (Natarajan, 2002).

The information needs of the organization and library users has also found that it is essential in determining the role and the value of the library. Understanding the organization and the users will identify what parts of the services are valued most by particular individual users. Information professionals need to recognize what is needed and the value of what is needed. The value of information, and will depend on how closely it is perceived to influence the ability to reach both organizational and personal goals and objectives.
Explosion of information at global level, the more information available in the market, therefore management of libraries is necessary to meet information needs of users. The world in which libraries exist has changed dramatically. It moves faster, relies on technology and completes more intensely. Fearful that change may threaten our existence, and to marketing to help and manage better (Cram, 1995), (Keiser and Galvin, 1994 & 1995).

The library makes information available wherever and whenever the user requires it, and seeks to ensure that barriers to use and reuse are removed. Library 2.0 can be seen as a reaction from libraries to the increasingly relevant developments in web 2.0 social software, library environment that is saturated with information available through more easily accessible channels (Curran, 2007).

The systematic policy of marketing should be able to support education and research carried out by the outside community. However, there are some risk factors also associated with allowing outside in the library. Marketing may lead to the loss and damage of reading materials in the library. Proper evaluation of the plan is required to decide alterations, modification and improvements (Kumar, 2009).
(ii) **Products and Services**

Information can be transformed into product and service, involving processes and vice-versa. Information products are varied and every changing and consists of core product, tangible product and augmented product. The tangible product is the core product and the actual benefit offered. The core product is the actual benefit offered and the augmented product is the totality of benefit anti cost that a person receives or experiences in obtaining the product (Tucci, 1988).

Library products and services which provide benefits for users and which answer users most important needs are the core business of the library and information service. Marketing is a systematic approach to planning and achieving desired exchange relations with other group. Marketing is concerned with developing maintaining, and regulating exchange relations involving products, services, organizations, persons, places or causes. Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the material goods and culture of a society are transmitted to its members. Marketing, in its library sense, refers to the instrument through which information are transmitted to its members (De Aze, 2002), (Dragon, 1979).

Nonprofit organization like a library is basically engaged in the production of services rather than goods. Services are distinct in nature primarily due to the
characteristics of being intangible, inseparable, variable and perishable (Zeithaml et. al., 1985). Thus there is also a need of different approach towards marketing of services vis-à-vis marketing of goods.

The products’ availability, advantages and price must be made known to the purchasing public. This may be accomplished through a variety of approaches ranging from word of mouth to aggressive advertising. To put the ‘Marketing Mix’ in the library context, the product of the library includes its resources and services such as reference service, SDI service, production of current awareness list, bibliography and information products like trend reports, state of the art report, abstracts, indexes, etc (Murphy, 1991). As far as the pricing of services and products of the library is concerned, it is almost available free except in certain cases like that of some of the services provided by INSDOC.

Librarians are always reluctant in properly “pricing” their products. People used to think that a service like the library service should be free. However, the escalating cost of library resources makes the librarians to be more realistic. People do not mind spending on services once they are convinced of its worth. In a knowledge economy, people appreciate the value of timely information. Libraries can think of having flexible pricing structure for different types of services (Jose, 1995).
The quality of a product or service is the ability of the product or service to meet customer’s requirements. Here customers are the real authority who can clearly dictate the quality of a product or service provided. Quality of a product or service may be of three types: (a) Quality of Design, (b) Quality of Conformance and (c) Quality of Performance (Sarkar, 1995).

Marketing is a vital function in libraries and information centers to keep themselves in constant touch with the customers, to understand their needs, to develop products and services that meet these needs and finally, to build up a regular channel of communication. The choice before librarians and information centers is not whether to market their products or services because none of them can avoid marketing, if they have to become self-supporting eventually, but to do it well. This is the fundamental principle on marketing is based. Marketing offers both a theory and a process by which libraries can link products, results and roles. A marketing orientation can assist libraries in defining their role and in guaranteeing their future. What the library will look like and what it will offer as products can be determined through the use of modern marketing theory and practice (Seetharama, 1995), (Jain, 1999).

Marketing a complex activity with many facets. Even through information is often intangible and has an unknown value and cost, electronic information products can be marketed using the standard techniques. Libraries being the
institution which transfer the knowledge and contents to the society, need to make
an available the resources, keep to the users. Information libraries are playing a
vital role in disseminations of information. The concept making it available is the
work of information the users of libraries and information centers about the
information products and services to the end users (Tiwari, 2008).

Marketing of information and all products demands a highly personalized
service, proximit of the knowledge base of users and great care in packaging and
delivery in addition to product design and development, so that customer retain the
business for long time (Gopal Krishana, 1991).

A survey of libraries and information centers (LICs) in Jordan to examine
the application of the marketing concepts to the products and services of LICs.
The investigation users’ attitude towards free of survey reveal that 60.7% of the
respondents agree to pay fees for development services and 55.7% for
development information services and 55.7% for development information
products (Khali Klaib, 1994).

A study on information products and services, like any other commodity,
are demanded in the market and the demand is affected by factors like price,
preference, income, expectations, populations, seasons, technology, and price of
other goods. The study has followings: 1. Computer literate professionals are not
the majority. 2. Most widely used database is in form other man CD-ROM and are
bibliographical in nature. 3. Full text database are the most demanded type of databases. 4. Library information centre is satisfied with the current format of database. 5. Staff user interaction is quite relevant in order to uses indigenous databases. 6. Plans and policies are changing towards the development of indigenous databases. 7. Separate finance are not being provided. 8. Marketing of indigenous database is focused in national scenario as users are served, coming from distant places. 9. Government regulations are existing on pricing as the services are being provided free of cost to internet users and some priced services to external users (Kanaujia, 2004).

There is a demand for information as a commodity, library information centers need to develop a marketing approach to disseminate their products and services. Library Information Centers have enormous potential to earn revenue by marketing of information products and services. A systematic approach is essential to adopt marketing practices in Library Information Centers. Proper design and execution of marketing plan can help to achieve satisfactory utilization of Library Information Centers resources and also to improve its image (Vijaya, 2008).

The users want and how they think and then to design and market the products accordingly. Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving
organizational objectives. Libraries also need to provide services to an increasingly sophisticated need in a timely, convenient and equitable manner (Jharotia and Deepak Shukla, 2011).

(iii) Information Services

Librarians and information specialists have debated the idea of marketing for the information sector. Several things have compelled us to learn about marketing and being doing it. Librarianship is experiencing rapid change. Information technology has created a new gateway for information services (Luck, 1981).

The quality of a library can be evaluated in terms of whether or it is able to provide the material sought by users at the time they are needed. His famous work “Five Laws of Library Science” advocated that library collection and services are for use and necessary measures should be taken to connect the user with the information sources and services available in the library and save the valuable time of the user by providing quality services to them (Ranganathan, 1988). All the laws are guide principles for quality development and its improvement on a regular basis with a focus on the user in the library.

The quality of products is easy compared to that of service due to its inherent features. Services are performance rendered by one party for another. It often has a physical product component, but it is secondary to the delivery process.
that makes the services is a great challenge to the organizations, which make the measurement of service very different (Lewis, 1991), (Eagleton, 1992). Different kind of services, information service is not only considered as a valuable commodity but also a marketable commodity.

The whole range of products in a library and information centre may include material owned by the library and the service provided by staff of the library; contracted services from other provides for which the library serves as a type of agent for the client; electronic information or access to information actually held by other libraries; information packaging and organization of access between the client and information; cataloguing, classification, OPECs indexes and remote access to its own, and those of other libraries, collections, are all part of the library’s product line and are directly related to client market (Bushing, 1995).

Marketing of library and information services and products accepts that it integrates a large number of concepts already present in library and information science. This indeed provides a new dimension and image to information services and facilitates how to plan the right product and service for the right persons and user and provide it at the right time. It is the performance evaluation of the marketing programme in the light of the data gathered from market segmentation, consumers analysis and the objectives of the organization (Mishra, 1995).
Marketing of library and information services and products is a relatively new concept, and it is finding its way in all kind of libraries. In management libraries of NCR the level of awareness is high, but its implementation is still in its infant stage. Certain aspects such as charging the outside for services, visitors, membership fee and exchange of publications are already accepted, but only a few libraries have taken initiatives to formally launch the marketing of its products and services. There is still much room for initiating sincere efforts for strengthening using the concept of marketing of library and information services and products (Gaur, 2002). The marketing for library services will evolve because technology impact lifestyles and work locations, and because the percentage by age group in the world population is changing. Library operations will change as technology changes and so will market methods (Natarajan, 2008).

The marketing of library services or the library marketing where library is a social utility institution – a non profit organization, rendering services free of cost, the infrastructure of public relations there in is a vital input for the projected output basing library marketing principles and techniques. Marketing is a subject of growing interest to non-profit especially utility service organizations such as hospitals, etc. Marketing is something more than personal selling, advertising and publicity to create or maintain demand (Bansal, 2011).
Marketing is not subject in library and information services yet at the same time it is not assumed to be skillfully used. Marketing is rather the method to realizing the main basis of the library mission and planning of future techniques. Marketing concepts and relationship marketing in particular, offer challenging possibility for libraries especially for library 2.0 to see and understand how to develop successful strategies for prospective partnerships (Verma and Dominic, 2011).

Information is becoming a source of income and to increase the income of the information can be taken as a saleable product. Other commodity exhausts after purchase but information has multifold utility and it never finishes, so its profits are multifold. On the other hand professional marketing approaches will help in achieving maximum utilization of information services, products and generate maximum utilization of information services, products and generate more revenue for this purpose. It is the job of librarians and information managers to opt for this new buzz word of information products (Saksena, 1999).

The design of marketing of information services can be operationalised in terms of the perceived usefulness of following seven information characteristics: (a) Broad scope information, (b) Timely information (c) Accurate information, (d) Current information (e) Personal information sources and (f) Impersonal information sources (Ashill and Jobber, 2001).
Libraries are in the business of providing information services to its clientele. Thus the libraries’ core activity resides in the intangible services of facilitating access to information and they seek to influence the use of their services (Mittermeyer, 2003).

A case study on All India Management Association (AIMA) library. The authors found that experience of marketing of information services and products is very encouraging at the AIMA Library. The users’ satisfaction assessment is overall good, which is evident from the fact that users are constantly asking for information through all possible means say email, telephone, fax, mail and personal visits. Revenues generation of AIMA library through products and services is also good and it is moving towards self sufficiency. The authors’ opinion that at present when library budgets are shrinking, marketing of its products is earnestly required (Sharma and Chaudhary, 2003).

The library can use the user information data to identify its target users and their information needs, preferences and area of their specification in research, training and education. Librarians to be actively marketing and promoting our library services. The basic aim of marketing is to know and understand our users in order that the library is able to satisfy those needs in an effective way. A marketing plan is an essential tool which will enable to focus the efforts. The
market plan should assess market research objectives and strategies (Koontz, 2007) (Srivastava, 2008).

Information has become one of the most important resources. The need for up to date, precise and reliable information for management decision making, research and development in any organization and enterprise has become sin-qua-non for its survival, development and growth. The need and provision of right information up to date and exhaustive information urges for the marketing information. The marketing of information thereby promotes the use of information for decision making and for the research and development and for over all progress (Khan and Naika, 2008).

The modern library is now generally called an information market and the library user is a consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent customer service enhancing its image as information provider in the information era (Das, 2008).

The modern library is now generally called an information market and the library user is a consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the
proper planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent customer service enhancing its image as information provider in the information era (Karn, 2008).

Libraries should provide actively marketing services. The basic aim of marketing is to know and understand the users in order to satisfy their needs in an effective way. A marketing plan is an essential tool, which enables the librarian to focus the objectives of library. Right information to the right people at right time will be the mantra for any library and information centers. The delayed information doesn’t yield any productive result. Hence the librarians should be able to market and promote the library collections and services among its users, to utilize them at right time a right way (Panneerselvam, 2008).

New resources are available and new ways exist to market library services, communicate the value of the library, respond to increasing demands for mobile services, and meet the growing need to integrate delivery of services for users involved in online communities. The library can be called an information market and the library user is a user of information. Information is a vital resource for national development. Increasing realization of the role of information has resulted in the establishment of information systems to provide variety of information services and products. It is a essential step in the planning, designing
and use of such service and products for optimal use of information. Library acquisition, organization and dissemination must be based on the modern concept of marketing to achieve reader satisfaction (Dhiman and Sharma, 2009), (Verma and Dominic, 2010).

Librarians must realize the fact that it is their ethical as well as professional responsibility to actively market and promote library services in Institutions. This is also required in order that the library is able to gratify its users in a full-fledged mode. Thus libraries can facilitate increasingly classy and demanding computer users by providing admittance to the world’s wide information that they need is a timely, expedient and evenhanded manner (Rajput and Gautam, 2010).

(iv) Marketing methods

Marketing is more than idle speculation and it does work; but to do so, passive marketing requires loyal audience, the absence of an acceptable loyal audience, the absence of an acceptable alternative and much more good fortune. Until recently many librarians help the view that there is no room for marketing in a not for profit profession like librarianship. For some service industries, marketing meant promotion, advertising and selling (Carrol, 1982). For some it meant exploitation, hidden persuasion, and a force to manipulate the users to buy goods he does not need with money he does not have. Most librarians even today regard marketing only as promotion and public relations. Marketing and planning
are combined into a single process, the resultant management tool is one of power and clarity Weingand (1987). It is an innovative approach that can make the difference between an information service that is adequate and one that shines.

A web site marketing plan specific evaluation methods for marketing goals. The marketing for library services will evolve because technology impact lifestyles and work locations, and because the percentage by age group in the world population is changing. Library operations will change as technology changes and so will market methods. Consider new methods of marketing to reach all users: blogs, wikis, gaming, RSS feeds, photo sharing book marketing, etc. There is mounting evidence that marketing, with its emphasis on meeting user needs and on adopting overall systematic plan to meet library objectives, can help libraries operate more efficiently, provide collections and services that will better satisfy patrons and attract more resources (Strandvik and Kvalitet, 1995),(Baker, 1993).

The survival of a library depends among other things on its image in the minds the users and fund allocators. This image should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirements of actual and potential users and their fulfillment (Vishwa Mohan and Shakuntala, 1996). Marketing is the instrument through which these library
objectives can be fulfilled. He also observed that marketing is essential, because those who lack information may not even be aware of this need.

Management of library and its organization may have different characteristics such as. Something to build on (strength), something to eliminate (weakness), something to anticipate (opportunity), or something to out man over (threat). Hence, it identifies the external threats and opportunities and internal strategies (Cram, 1996). Thus marketing audit sets the stage for next cycle of planning, implementation and reviewing the marketing programme.

The marketing could be one approach for library and information science professionals. The digital library services are to identify and establish, maintain and enhance and when necessary also to terminate relationship with customers and other stakeholders, at a profit, so that the objectives of all parties are met and this is done by mutual exchange and fulfillment of promises (Gronroos, 1996). The Marketing efforts strike a balance between the organization’s resources and customer needs. Marketing is inextricably linked to customers freed and fulfilling them satisfactorily. But users needs in library and information centers is not universal and static. It keeps changing from user to user and also for one user it changes with the passage of time (Jain and Gupta, 1996).

The absorption of marketing approaches in the information context as a means to help the libraries and information centers (LICs) achieve their basic
objective of providing right information to the right user at the right time and at a right cost and also said that bringing in marketing orientation in the LICs, librarians and information managers (LIMs) will ensure: (i) increased information awareness or consciousness among their clientele; (ii) optimal utility of the rich learning resources base of their LICs; (iii) sustained development of their LICs; through revenue generation (Raina, 1998).

The librarians assume that marketing orientation in a library and information centre needs a ‘good marketing person’ to run marketing operations. Like a business firm, that person would immediately go to hire an advertising agency, change the add campaign, redesign the company logo, redo the brochures, train the sales force, retain a high powered public relation firm, and alter or otherwise reposition the company’s complete image (Mc Keena, 1999).

The closeness of library staff with customer is a prerequisite to the marketing success. The culture of customer oriented needs to be emphasizes in all strategic plan documents. The staff must ‘think’ the customer. This attitude must permeate the organization’s culture. The library staff should have the right attitude of open mindedness and readiness to act in response to customer needs (Hill, 2001). The following reasons for the libraries to have marketing strategies: (a) To development new services or change existing ones to satisfy their users, (b) To improve their organizational status and image to different stakeholders and (c)
Improve their performance in general like timely procurement of books. Possession of marketing skills will contribute to better performances, more aggressive marketing and professional library and information service (Snoj and Petermanec, 2001).

The 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. Unfortunately, marketing is often reduced, when reading habits among people declining due to reasons such as onslaught of television and internet Gupta and Janbherkar (2003).

The marketing is not exclusively for businessmen. It is the “science of strategy” and its main objective is to make customer satisfaction, so it is necessary that the librarians are welcome to act enthusiastically on marketing applications. It is a total solution for library and information centers. Marketing is the only to which will be helpful in overcoming the challenges of Library and Information Services (Rathore, 2009).

The marketing programs, coupled with a will to improve the image of our libraries, a willingness to change, a more positive commitment to users and a dynamic approach to the cultivation of good rapport in all that is called for Indian libraries in general barring a few specialist libraries, mostly provide the routine and traditional services. Marketing of information is more meaningful in the
Marketing information does not only concern with information services and products, but also other information relevant to various other departments, like selling the idea of information consolidation to research workers and selling the idea of record maintenance to administration, personnel and accounts departments.

The marketing offers both a theory and a process that marketing by which libraries can link products, results and roles. Marketing can assist libraries in determining their future and in identifying quality marketing audit and the resulting plan can contribute to a library’s ability to find a niche in the present as well as in the future and to fill that niche by an optimal allocation of resources (Ansari and Kumar, 2011).

The marketing is taking place in an information scenario, the library and information centres are developing marketing strategies and becoming aware of marketing. These library and information centres are interested in marketing approach, as it an essential weapon in the competition age. Currently, efforts for increasing use awareness are taking place for efficient marketing (Tyagi, 2011).

An application of marketing techniques are very important in improving the capabilities of library’s information services towards attaining satisfaction of users. The market philosophy also requires that management focuses on the identification of users’ needs rather than library needs (Munshi, 2004). The
concept of marketing revolves on the three pillars namely, marketing: (i) is consumer – centered; (ii) is profit-centered; (iii) is anticipating of changes through time. He applied the marketing concept in library services (Adeyoyin, 2005).

The concepts like building user’s relationships, branding and corporate identity, marketing communications, price and pricing policy, collecting marketing data and marketing strategy and planning. Libraries are being forced to explore the possibilities of cost recovery and profit potentials for their survival. Libraries must change according to changing market conditions. Libraries need to achieve an imaginative design of service and products, and develop communication methods and a feedback mechanism to improve service (Madhusadhan, 2008).

Library information has always played a central role in our economy a simple fact that too often gets lost in all the type about the information age. In technologies has helps to access at faster rate (Ashish and Deepak, 2011). The arrival of the internet is just the current clarion call a very big step in a process the continues to unfold. As access to information has expanded, so too have the opportunities for selling information to a broader and more diverse set users.

The modern library is now generally called an information market and the library user is a user of information. Information is a vital resource for research and development of any nation. Marketing is essential in marking the proper
planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent user service enhancing its images as information provider in the information era (Singh and Sharma, 2011).

The above comprehensive literature review has revealed the status of marketing of library and information products and services, the strength and weakness of the methodology used, and the interest, support, and negligence by researchers, agencies, and organisations towards different research areas and methods of marketing information’s. To accomplish their objectives, the authors from different countries have used different methods, and many authors have given only the theory and concepts.

2.4 Outcome of the Literature review

Jharotia and Shukla, (2011) describes about the marketing of library and information services used in the academic libraries and this can be used as framework for the study.

- Reference service
- Abstracting service
- Translation service
- Indexing service
- Bibliographic and literature search service
- Inter Library Loan service
- S.D.I. service
- Document delivery service
- Reprography service
- Database search service
- Internet related service
- Digital library service
- Virtual reference service (online reference service)

2.4.1 Marketing of library and information products

Jharotia and Shukla, (2011) describes the marketing of library and information products are used in academic libraries

- E-Journals
- E-Books
- Bibliographic services
- Indexing and abstracting service
- Reference tool
- Full text online
- Specialized database
- Find your book (online library catalogue product)
- Current content files
- Consolidation and repackaging of information

2.4.2 Function of marketing strategy

The Shah, (1998) gives brief account of the function of marketing strategy to be carried out by the library and information professionals:

- Analysis of users.
- Planning new products, marketing plans and target market.
- Implementation of the plans related to markets.
- Control with regard to standards, quality, process of marketing goals and expected results.
- Identification of objectives in line with parent organization’s goals and information centre requirements.
- Promoting demands for existing products and services.
- Development of new and viable product and services, which have a sound client base.
- Execution of preparatory analysis assists staff in developing a user oriented outlook.
• Preparation of the plan and the implementation of activities encourage and motivate information staff to develop a proactive stance in the target market.

2.4.3 In conclusion, this literature update helps to understand the facets of methodology and suitable quantifying techniques in the study of our proposed area of research.