CHAPTER II

REVIEW OF THE LITERATURES

INTRODUCTION

Before doing any research it is necessary for the researcher to study and understand the significance of the researches already alone in the area of his choice such a faculty of studying the previous published researches is known as taking review. It involves identifying and locating the relevant information along with evaluating and studying published articles. It also involves referring topic connected portion of encyclopedias pertinent pages of books on the subjects and not only this but also referring manuscripts as well as non-book material. Such a well-studied review is very helpful and valuable for the new researcher in the successful completion of his research. The statistical methods of data collections tools and the variable used in the present study of the questionnaires available librarians.

Adeyoyin S. O. (2005) In this paper he has focused on the marketing of library and information services and attempted to associate marketing as an idea to the provider of library services. In view of the social, economic and technological changes, library should be changing with advanced information services and techniques. It is necessary to create the educated class of users through the medium of schools levels only and also to make the common man aware about importance of library through some of Media activities like advertisements in newspapers, TV, radio etc.

Agavne R. B. (2015) Says marketing as an idea was conceived originally in the United States during 1960’s and later became a full-fledged discipline by the end of twentieth century. Basically the theory of Marketing of library products and its services is evolved in now only days some institutions have proceeded with information as a product or a commodity or as a marketable commodity. Marketing is the process by which precuts are made available to the ultimate customers from their point of origin. The process of Marketing has its own certain steps like from manufacturing a certain thing to last step of delivering the prepared thing to useful customers. Earlier days when marketing was in its basics companies use to concentrate only on Production and Delivery of their products; but now as most of the customers are aware about benefits and
harms due to increased span of education; all the marketing activities are convinced about the social importance of Marketing.

Alemno (2001) According to studies conducted in libraries of Ghana, the author suggest the most important need to develop new marketing strategies and also the implementation also latest theology to save the life of running libraries. Author evaluates the importance of quality management with marketing in direct and indirect ways while on the other hand the management of various libraries did ‘not show much of interest in these studies and suggestions alone by author.

Amudha G. M. (2010) Are taking the view of marketing activities in VHNSN college library in Tamil Nadu and he has suggested that library should design a marketing plan for growing library utilization. They discuss about the publicity of library; the available resources and services provided by library and how the library sector is getting affected by various changes in Information Technology tools and techniques. According to them, the areas of library for marketing are product development, digital services, physical supply of information tools, advertising, promotion of products and services, publicity, public relations and pricing. The paper also examined the marketing activities in library of VHNSN College in Tamil Nadu and suggested the college authorities and faculties to undertake marketing in order to strengthen the marketing plan of the library.

Angelica D. A. (1992) Authors did a survey to analyze the knowledge of marketing possessed in Mineral technology libraries in Brazilian Geosciences. For this survey required data was collected through a structured questionnaire form library manager. The study highlighted the importance of accepting marketing-oriented management and full development of information sector activities. The analysis of collected data highlights that there is noticeable lack of proper knowledge about the material available in library itself the study also suggested some improvement measures for the present condition.

Angus E. and Oppenhein C.(2004) Conducted a study of web world related services and the process of Marketing based on big names in market related to I.T. products in the University of Southborough. Online information services were analyzed across three different categories and More than 600 brand names. The data were collected through questionnaire and total 530 questionnaires were distributed among
working peoples and also to students of the university. 3 questionnaires were distributed among users. The questionnaires prepared for this purpose were in objectives format giving 99 to 299 specific well-known names of the internet service providers. They were divided into three categories depending on the mode of services they use to provide and these names were selected randomly from internet resources. The linguistic characters were considered while selecting them for questionnaire. Total three questionnaires were given to volunteers. The base of questionnaire was to detect the use of characters by the users by which they will get the desired information easily and in less efforts. The results suggested an amazing fact that most well-known characteristics of information service providers used by the users were not the most efficient service providers for them as they were not providing the necessary services with less importance of information which the users needed.

Aschcroft (2002) In these paper discusses about evaluation of e-journal collection a study was carried for at examined the promotion and evaluation of electronic journals in academic library collection. Data were collected through e-mail questionnaire from in UK and North American Higher Education libraries. The study found that e-journals are important section of academic library. The study also focused on benefits of purchasing consortia.

Shuter (1989) Author has discussed about the change in library at a time such as library infrastructure, changes in technology in accordance with changes in user’s demands; change of sources, and services. The author states in conclusion that the changes in sector of marketing should result in actual productivity with responsiveness to personal needs of customers. If the marketing tools are examined in this way then it will more easily for librarians to cope up with daily as well as unusual problems.

Bansa (2011) According to his paper non-profit organizations marketing is in a subject of growing interest. Especially utility service organizations and institutes such as Library, hospitals, etc. Objective of marketing is something more than personal selling, publicity and advertising to create or maintain user demand. The department of library is a social utility unit which provides information product and services free of cost.
Banun S. (1998) Discussed in his paper about the development of a country by making change in the sources available in information sector. According to him libraries play a vital role in developing the young generation as well as the qualified class of any country. The study was conducted in Malaysia and as most of the subjects in country are well informed in I.T. sector the author tries to explain the importance of using modified I.T. tools in all libraries.

The use of digital services in libraries will help in turning more students as well as qualified peoples towards libraries for getting new sort of information they need with latest modifications in respective subjects of interest. Author while explaining the need of digitalization of libraries gives the suggestion to understand the trend of market and its specific needs. According to him it is necessary to know the trends before applying any of new marketing strategy or tool in libraries. As this survey for search of market trend will give the exact idea as well as will help in providing best of the I.T. tools for users. In conclusion he suggests that it’s not enough only to apply the digital strategies but one has to monitor and modify the applied systems on regular basis.

Bellardo and Waldhart (1977) In this paper the Authors have discussed about the use of marketing techniques to academic libraries. The article has pointed out that the library community has demonstrated a growing but fragmented interest in marketing information products and services during the last five years. The time has come for a coherent marketing program to be integrated into a library’s organizational structure and it will not solve all the problems facing an academic library but will help it to be more responsive to the requirements and necessities of students as well as Teachers.

Besant and Sharp (2000) The article gives information about relations of marketing and the library users. By giving the reference of Adrian Payne, a pioneer in relationship marketing, is quoted as “When traditional marketing has been interested with getting customers, relationship marketing is interested in getting and keeping the customers. The article throws light on one important point saying that, because libraries involve ongoing relationships with diverse entities, libraries offer a natural home for relationship marketing.
**Bharati(2010)** In the paper gives her views and ideas about Marketing of Library Resources; according to her marketing is a continuous process in which the producers are reaching to right customers through the medium of advertising and various related services. If we consider the Marketing in library sector the link goes to printed or processed material which is made available through the medium of libraries of several institutions. The services provided by library should be kept in proper and previously planned manner in present condition for the good results and opportunities in future. Author also throws light on the duties and preparations in case of Academic libraries; certain ways should be always kept open to accept the changes in field of academics by the institution as well as by the library itself. All the material available in academic libraries should be able to handle the basic and continuously changing demands of students and Teachers. The librarians need to understand the importance of marketing their services with the routine library practice and duties.

**Bhat(1988)** In his research paper the author narrates the marketing efforts of the British Council Library network in India. The objective of marketing approach was to maintain excellent customer relations for providing quality service. Customer interactions were carried out on a regular basis to ensure their involvement in the product and service design.

**Block and Edzan (2002)** In this paper they discussed about providing free information services to all the academic libraries for their users only excluding to provide the free of cost facilities of Xerox and direct to home deliveries. A study was conducted based on interest and data was collected through interview of total five senior academic libraries and all of 250 users answered the questionnaires. The academic libraries should market their information product and services with IT based tools.

**Block M.(2001)** The paper has done survey about ‘how the libraries can become more visible or accessible to the users’ using various internet tools. The paper gives a complete new vision in developing the social relations like relationships with journalists, local government leaders and also with business personalities. Author suggests some techniques like the relations with government leaders do have their own issues related to politics, how they dealt with issues of their field, their solutions and after getting acquaintance with them proper research material can be supplied to them in big
quantities. Other ways are also mentioned in case of building relationships, that is to provide proper informational material to business and community leaders is to prepare block notes taking help of colleagues and also students. Author states the reason behind this view that if the library wants to survive for longer time in competition then it is necessary be a part of maximum social events happening around or can get involved with community projects supported by local shakers and movers. The point of such plotting of community involvement is to woo to the library's side the live wires who make things happen in a community.

**Boudreau G.D. and Manley C.G. (2004)** An exclusive data was created by the ORNL library to study the interactions between library and its users. Some of the services were included like resources but mainly the reference service was targeted for the study purpose. The design of database was in such a way that it will identify and track the information along with inter library loans and the quantity of customer books. The design also calculated the electronic exchange between users. The librarians also got involved as the system was installed in direct main server of the university as a supporting and sub database. This feature gave additional benefit that whatever online transactions were done got registered automatically in the information data base including the working method of the librarian with users and vice versa. All the reference queries gave brief idea about the interest field of users indirectly through the sub data base. Author adds up in the conclusion that such systems if prepared according to the nature of the surrounding population of users and applied then these can give a supporting hand to enhance the basic services provided by the respective libraries. If the systems are appropriately designed and applied they will attract to more users than earlier base sub sequentially resulting in the increased and continuous funds in the future.

**Brewerton (2008)** Brewerton in his report explains the marketing activities controlled and carried out by a info professionals appointed from various departments of oxford Brokers’ University library. The main aim of the group was to work out a marketing orientation to the library the necessary data was collected from selected group of library users to identity the requirements. Various data collection methods like questionnaire; information feedback, suggestion letters were used to develop proper and adequate services the library persons were given proper training’s to ensure proper
workout of marketing activities. To raise the image of library inside outside of university various ideas were used like electronic publications; newsletter’s from library information networks working as media for communication with members of library. These activities were observed carefully were made a part of regular practice for day today use.

**Broady and Steel (2002)** For the study and selection of samples author’s selected public libraries working in London and the targets were librarians for survey the first aim for of the study was to check there public libraries from the angle of marketing .the basic method was based on questionnaire but to support this main aim observation technique was also used and the questionnaire was designed in this purpose also for collection of necessary data the survey resulted in finding a relation between quality of delivery in service and the basic quality of service the report also thrown light on the role of librarians in the success of exchanging the service and satisfaction of customer’s according to author it’s very important point and related suggestions were given for perfectly planned strategy of marketing will definitely help in improving the image and success of public libraries.

**Brodsky (1990)** For his paper conducted a study in University Library in Sonoma state. According to him many of the college institutions have strong support for libraries because of heavy competition among the universities and many of them are with limited economical resources. Author strongly supports to the new ideas of marketing and gives a very basic suggestion that libraries should make the users aware about the basic and complex structures of maintaining the library services also the libraries should think to take initiative in making the users a part to overcome the problems raising due to ups and downs on economical basis.

**Chandratrey and Chanarahe (2013)** The new developments in I.T. sector are giving more and more opportunities for everyone at any time and from throughout the world. Various platforms are available for users to get desired information within no time. It is necessary for all libraries to get equipped with latest tools to survive in future. Though marketing is a popular trend in librarianship but the concept of marketing is not used as widely and freely as expected. . Library marketing involves 3P’s i.e. Plan, Prepare, and Promote. General strategic marketing planning involves mission statement,
overall assumptions, target markets, core customers. All libraries need to look at their value. Most of the libraries do have their own group or fixed set of customers as a part of their routine working. Librarian must fulfill user’s gap. Library is a brand and professional librarian can develop a relationship to give brand quality services. Librarian should think of charge services instead of free services or only thanks of customer’s feedback.

**Chikkamallaiuh and Shridhar (1998)** In the Indian institute of marketing Bangalore (IIMB) an objective study was carried out to find out marketing potentials of various services conducted by IIMB. Inform products services provided by the library were the base of study. Study show’s fantastic results in case of potential demand in priced information in between Indian institute of marketing Bangalore clients. The internal sources of income were used to find out the income of library. The fees which were collected from various sources like business personalities, students people. Attending short term development programs. Researchers from different fields are the major source of internal income.

**Cuesta Y. J. and Mcgovern G. (2002)** Author provides a check list for checking and overcoming the basic problems of library. Paper emphasizes on understanding the needs of selective groups. The checklist helps to analyze near about all the sections of users. Some of the objectives of checklist are planning of the library, reutilizing the collections, certain programs and related services, relations with mewed for purpose of advertizing. The paper gives additional information about other all main issues related to development of a library. The basic thing the paper explains is the early detection of problem. According to author if the problem is detected in earlier stage then it’s easy to understand its nature and also easy to find out the solutions on permanent basis.

**Dange andKadbe (2014)** Studied in their paper advertising of information tools and the libraries. According to authors it is a basic need in today’s fast life. The paper covers many of important topics related to library such as the management; promises made by libraries to customers and also ways used by libraries to fulfill them. While discussing the same issue at global level they underline the client’s related topic of user priorities. They state in conclusion that; the basic aim of the library is to serve people and
develop them intellectually as well as socially and for this purpose the highly professional skills are necessary to develop among libraries.

Diamond and Oppenheim (2004) The paper takes in to consideration the students who are studying and planning to become a marketer in near future. The paper is not prepared to function as a guide book or trace book for the students, but the aim of this paper is to provide only necessary and actual information. The paper keeps the track up to the mark of its name and gives information related to that only.

DineshanK, et.al. (2008) Discuss in his paper about determination the marketing possibilities of various information products and services such as abstract of article, bibliography, document delivery services, research in progress bulletin and current awareness bulletin. It was tested by respondent research scholars on their purchase purpose, value, need level etc. The sample of the study was taken from selected 100 full time research scholars in number of universities in Kerala. The data were collected through a pre-structured questionnaire. Total 100 questionnaires were distributed and 86 questionnaires were received back. All received questionnaires were analyzed using percentage method. The studies conclude that the research scholars are in favor of marketing of the Information products and services. They were ready to pay for them, if libraries provide useful information services. Full text article is the important information products by the research scholars. Also, the research scholars felt that marketing of information products will increase the importance of libraries in research.

Dodsworth (1998) In his research paper he says that the academic libraries must guard against complacency and should market their information products and services. The study identified various component activities of a traditional marketing plan. A model plan incorporating the identified components was prepared and applied in the Government documents and microforms at the Department at Lounger Library of George Town University, Washington, DC and the result was encouraging. Suggestions for marketing library products and services based on the study were also included.
Dodsworth E. (1998) While taking various points in consideration author identifies the value of proper marketing plan in achieving overall success of college libraries. She strongly argues the necessity and importance of various marketing plans in the main working agenda of library. She not only identifies the problems but suggests some of the solutions also. According to author while preparing an effective plan of marketing plan it is necessary to understand the nature, severity of the problem is the first step then other factors like the thing/service to promote, selection of the target users, selection of tools helpful in reaching out maximum of people and most important in this process the continuous evaluation of work. One of the successful assets of the paper is the explanation of the marketing used and proved to be correct in Georgetown University’s Lauinger library where lecture series of experts and writers which was sponsored by library itself.

Elder J. J. etal. (2005) The paper covers an sensitive issue related to libraries i.e. relationships between users and library. The study was conducted in library of Emory University in Georgia. The study has been conducted by customer-centered market councils. The Undergraduate Market Council was given the responsibility to advertise and increase he library services and resources to especially for Undergraduates. The study was carried with full support of students. Author gives the conclusion that,” Market Councils are an innovative feature of the library's organizational structure and have brought user focus to the library's internal and external communication”.

Gaikwad A.H. (2013) According to the paper submitted by writer; every institution has two basic targets likewise production of quality goods and providing proper services to related customers. The author says that Marketing and the information center both have same objectives as both are serving to peoples. The definition of marketing according to author is; it is a planned service for appropriate results in prefixed timings. The main function behind working of academic libraries is to provide correct information to correct customer at correct time and for this marketing is necessary in all kinds of academic libraries. Author divides the process of marketing in certain steps by which one can reach to desired role of success.

Ganguly and Kar (2002) In this paper they have focused on the Marketing level of its information product and services in Tata Energy and Research Institute (TERI),
New Delhi. Its wide range of products and services has applied maximum penetration to the users. Important thing to notice here is most of the services provided by the institution are based on payment terms. It has highlighted the role of Tata Energy and Research Institute information and dissemination services, value added services and a number of related news, reviews and newswire functions.

Garusing (2002) Conducted a study in Sri Lankan libraries to check the marketing performance in private and academic libraries. The aim for the study was to find out possible market; to chalk down most necessary services to a specific class of users. Also to find out problems to which an average librarian faces while performing his work. The collected data has been analyzed with help of graphical presentation; some mathematical operations like percentage and qualitative descriptions make it easy to understand. According to author there are marketing opportunities available in Sri Lanka as the country has good source of information. From the view of marketing there are no efforts done by institutions for promotion. Two hypotheses were selected for the study and the required data was collected through questionnaires. In response to questionnaire 33 out of 50 and 20 out of 22 special and academic libraries took part.

Geethananda H. (1993) The study says that the concept of marketing is a good management tool for utilization value to target information services to the user of library. A study was conducted on the basis of information marketing in the Development of Information Network in South Asia. The main objective of library marketing is use of technical advantages and concepts to increase library utilization effectively.

Girish Kumar T. K. (2013) According to author we can bring almost every activity of library promotion under the heading of social marketing. Quick and reliable updates provided by library are the most effective measures taking the library on a new height. Today social media has covered almost everything in common lifestyle of a person. Whatever promotional activities done by library in sector of marketing can be easily put on chart with help of these media sites or tools. The social media apps are capable of giving users the services like interconnections in between users, to mix up the information and share it to more people. The paper gives a broad review the various concepts of marketing library services by taking help of social networking services. One can easily get acquainted with the effectiveness, necessity of the big names of social
media like face book, twitter, flicker, ding etc. The effect of these services in launching a proper marketing plan has been discussed.

**Gopalkrishnan (1998)** Author conducted a study in the dark periods of creating corporate identity of DEVINSA (Development information network for south Asia) in Colombo. Shrilanka the campaign structure and newly developed marketing mix was prepared and proposed for further development of DEVINSA. The major components of the study were.

1. How to a market research related to DEVINSA’s products services.
2. the marketing strategy and implementation elevated to products and services of DEVINSA.
3. Evaluation and earlier marketing activities with help of secretariats also to assist them for the same.
4. To expand DEVINSA’S covering area and newly planned marketing activities in also of timings. to collect the data past records of DEVIN were studied again with help of restructured and planned interviews of main personnel’s who were part of producing earlier various services and products the actual interviews taken of potential members of DEVIN and above said main personnel’s from various areas like Colombo; new Delhi and Bangkok stated that the quality and usefulness of services and products of DEVIN were excellent. DEVIN proved to be in good condition for launching 3 profitable and potential subsidiary products, the study further explains influence on marketing mix and was a crucial element in marketing mix and was a crucial element in marketing scheme of DEVINSA.

**Guldagad (2014)** The papers define the concept of marketing & explain six steps of marketing process. It also explains the 7ps marketing strategies of libraries. The marketing process is also discuss in this paper finally it recognizes some issues and challenges faced by the new age of librarians and highlights some solutions to it. Marketing of information products is now an important function for librarian all over the world to attract more users to the library.

The paper mainly deals with the issue of marketing libraries situated in college campuses. The author suggests immediate need for library persons to get acquainted with
the marketing rules and regulations. Most of the campus based libraries are not having interest in providing I.T. literacy services due to lower budgets. Instead of providing only free services the institutions should start to use new trends in developing increasing the capacity as well as the image of library with helping hand of latest technology and tools. Marketing of services and marketing of products are governed by the same marketing principles.

**Hahn S. et al. (2002)** The University of Oklahoma libraries in the 1990s, undertook detailed study about the issue of regular decline of students and users satisfaction in relation with various library services provided by library. This study focused on the groups giving opinions on various topics like Age necessary for signing in, the upgradation of copier services provided by library itself. The survey concludes that it is necessary to modify the basic rules in cases like the required age for signing in libraries. According to author knowledge should be freely available and accessible for all ages and genders irrespective of the subject.

**Elsinky (2006)** Argues in his paper the importance of marketing in all sorts of libraries. The article gives a brief idea about the inner edge and necessity of marketing in libraries. One gets the knowledge and conditions with increase in growing competition and the need for development in I.T. tools. While giving detailed information about internal and external factors necessary for development in libraries development; the paper also states the requirement of involvement of all the working staff to all basic activities of marketing.

**Herrington (2001)** Author explains the importance of e-mail server advertisements and professional network methods while using the benefits of internet. The required data for preparation of report was collected by means of virtual user’s community of library the method used was questionnaire for the report the librarians prepared a special website with help of technical expects of Texas ASM university the website provided collaborative discussions with new experiences of learning between the librarians and members who were interested in creating future library. The conclusion of report is website help’s to improve marketing effectiveness the project of website was named as academic library of 20th century.
Ekpenyong G.D.(2003)In this conducted a study of ways of marketing used in Kenneth Dike Library at University of Ibadan situated in Nigeria. The case study was focused on classical customers selected from the category of national and international Researchers; Lecturers; under graduate and Post graduate students. The analysis based on the statistics available from library records but not able to collect this data because of system problem. The library was not getting proper response from its members in accordance with the stock kept for users. The main reason behind less use done by Users was insufficient knowledge and adequate services provided by libraries. It was also found that only one fourth of the total members on list were interested in registering on Annual basis.

Jharotia and Shukla (2011)In this paper they have focused on users demand and suggested to understand the user’s view mind about information requirement and needs and design and market the information products. ‘Marketing is a systematic process of analysis, analyzing the market conditions; requirements; proper preparations and finally execution of preparations to get the purpose of achieving organizational objectives’. There is also a need to provide information services accurate and on time basis to user.

Iwhiwhu E. B. (2008) The paper discusses on information repackaging and library services in the Nigeria. The population of the study conducted in two three research institutes and academic libraries in the ancient city of Ibadan. The Data was collected using the questionnaires method from the librarians. The responses were collected and the collected data was analyzed by using Frequency Distribution System. The study shows that Repackaging is one of the best ways to improve the quality and quantity of library. The report also flashes the importance of the same in relation with recent period of Electronic Media.

Jackson M. (2001)In this paper discussed about the provision of a quality product, follow ups from the academic library and information science staff and users, they were suggested number of plan for future development. It concluded with that Promotion of the interface with selection of right thing at right time on right place to right customer. The increase in variety of services will definitely help to attract more customers. Preparation of simple literatures for users; use of hybrid library projects in academic levels and regular feedback from users are some of the suggested ways by
author. The paper concludes with advice to all professionals for developing their own marketing concepts and tools for prospering services.

Jain (1999) In their paper they have focused on Marketing of libraries and information center. It is essential to understand use and their needs; to develop information products and services, to build up a regular system channel of communication. This is one of the important principles on which marketing is based. According to author proper view of marketing can give proper assistance in realizing their own role which in turn will help them not only to survive but also it will guarantee the increase in quantity of users. The look of library and the contents of it will assure the best of results in future. Some of the sample modems for marketing are also suggested by the author on basis of study.

Jayssundar (2001) The economical difficulties faced by the librarians to maximize their revenue generation capabilities was the base of the report for the author to find new ways for revenue generation following points were mainly considered.

1) to evaluate the income increasing capabilities of special libraries of Shrilanka
2) use of conventional ways of marketing and new ideas.
3) recommendation of new suggestion’s related to customer care using the new way of bonding in financial mean’s with wares for certain period of time like other business organizations companies the report explained about failure of Shrilankan libraries in case of new marketing techniques within fixed routine relations of were member’s some minor topics like quality of service, customer care, effective combination of management and marketing were also considered.

Kaane S. (2006) They conducted a study to understand about the number of marketing concepts and aptitudes needed for librarians in terms of library marketing. The questionnaires were designed in two parts first was consisted second part of questionnaire was about to understanding the need of marketing of information services.

It is presented on number of five scale linker. Required data was collected from library professional in various types of libraries. More than 50 percent respondents were from academic libraries. The main objective of study was how to provide the effective library services and information tools, when librarians are taking part in marketing of
their services. The library professionals must develop knowledge of models, theories and process of marketing reference services effectively. The study proposed a plan of staff competence in marketing reference and information services.

**Kamar and Nerisa (2008)** Stated through their study the complete scenario of Electronic Resources and Services i.e. the marketing and resources provided by the J. D. Rockefeller Research Library at Edgerton University. The paper gives various marketing ideas and systems for effective utilization of all available resources. These methods and systems will support and provide the best in teaching and learning for researchers. The report gives stress on various marketing strategies which are created and used by respective library. The library makes use of brochures; timely planned notices; simple yet meaningful posters; telecommunication services; small but effective services for new users; seminars for qualified peoples and most important of them all the decentralization of services among regular users as well as common people. The paper concludes that the effective economical source with perfectly planned marketing activities is the key factor in growth and development of any library.

**Kanaujia (2004)** According to author the I.T. products are basically affected by certain issues like customers preference; chances available for product availability; profitability; repetition of data; tools and technology used to production; raw materials; processing techniques for production. The paper shows following points

1) Computer literate professionals and manpower are noting the majority.

2) Mostly used and demanded type of are full text database, current format of database, CD-ROM database

3) Marketing of indigenous database is focused in national scenario as all users are served, coming from distant places

4) Staff user interaction is quite relevant in order to uses indigenous databases

5) Plans and policies are changing towards the development of indigenous databases.

6) Separate finance is not being provided.

7) As per the Government rules the services are being provided free of cost to internet users and some priced services to external users.
Karn (2008) Argues in his paper that today’s libraries are more preferably known as ‘Center for Information’, while the user is known as ‘Customer for Information’. Author refers to recent period as Information era and explains the importance of information in day to day life. Marketing is an important aspect when we discuss about any of development in libraries. Proper preparation; confirmed plans according to market needs and timely planned execution are the three basic pillars of marketing of any product or institution. The paper concludes that marketing of libraries is the only option remaining for all types of libraries if they want to stay for longer period in competition.

Kaul and Rani (2007) conducted a study on following objectives as

1) To find and confirm the ways by which the customers select their area of interest in case of required information.
2) To identify the exact services and products which are needed by the customer.
3) To get the criteria of customers when it comes to paid services. The case study for above mentioned objectives was conducted in University libraries of Punjab and Chandigarh states. Required data was collected by means of questionnaires provided to 1237 respondent users. The survey resulted that total 61 % of surveyed respondent users were ready to accept advanced and latest services even in paid status whereas 57% of the total respondent users were interested in giving new and thoughtful suggestions for development of libraries.

Kaur (1999) In the report says library should provide required valuable information quickly to researcher. In case of university libraries they should open up new options for marketing strategies and ideas for available information products as well as services with sophisticated mentality. If the university library is not successful to capture these opportunity, the same area will be captured by the commercial vendors.

Kavaran (1997) Conducted research in Iceland the subject was marketing and related issues the author used interview technique and met with directors of 5 public libraries. These libraries were serving 54% of the population of Iceland the study gave reason’s for lock of impact of marketing and public relation’s the research offer’s valuable suggestion’s for improvement in public libraries. According to author most of
the services were traditional with the number of peoples were the same as per others countries in case of targeting them.

**Kavulya J. M. (2004)** In paper discussion is about need of the information product orientation program to user. The study for the paper was conducted in some of the near to deadline libraries in Kenya. These libraries were suffering from economical problems and declined quantity of users. The main aims of the study were.

1) To find out the various marketing methods which are used in these libraries for survival of existence.

2) About which methods are used for marketing of available information services for various types of users. Also the problems encountered by the libraries due to above said issues. Total 6 libraries were selected for the purpose of study out of which one was government recognized and remaining five from private sector.

The method used for collection of data was interview. Chief librarians did this job in selected universities. The base of interview was to find out exact opinion whether marketing tools are able to find out solution or not. The survey confirmed with strong support that there is need for use of latest marketing techniques for survival of libraries.

The study concluded that, though efforts have been made to achieve this, more attention must be put on promotion of the already existing services and therefore on the need for university libraries in Kenya.

**Kendadamath G. C. (2009)** The marketing of library services is newly developing in our country. The paper mainly focuses on acceptance and publicity of these concepts by University libraries which is necessary. The paper also gives idea about how universities can boost up their Marketing approach by giving economical support also by preparing and using new software technique to develop the libraries further more.

According to author new software’s will help to gain more users as well will create some new trends in society. Various marketing activities have been discussed, with their effects and uses for customers.

The necessary guidance, while applying these services for that of new libraries has also discussed in brief. The basic problems which are faced by librarian and the users while establishing new services are also discussed with solutions. The paper helps in
understanding various marketing definitions which are most frequently used. The view of UGC and State Government is also discussed in detail with available options. The paper finally concludes that basic evaluation of all factors of library, proper structure formation and new additions, patiently planned schemes and most value has been given to execution of these plans. Author discusses about the popularity of social services took place in nearest times and also considers the controversies created about the basic concepts of marketing of libraries. Author takes worth enough places to explain place to discuss the services provided by libraries these days and the tremendous changes occurring in same field.

The concept of marketing not accepted as frequently as it should be among users as well as librarians, these view are working like barriers in developments in new trends in library marketing. The management part does not paid necessary attention for these kinds of developments. In final conclusion of the paper it is proved that Marketing aspect and its use is as necessary as all other facilities provided by all institutions. If the librarians want increase their image among users as well as among competitors and attract the number of users there is no equivalent and effective way like Marketing.

Khan and Naika (2008) According to their work the Information is one of the most important products for library. This information values very high when it current and up to date as it is most essential factor in life day by day. The need and provision of right information, right time, up to date and exhaustive information urges for the marketing of information. The marketing of information there by promotes the use of information for over all progress decision making and for the growth and development.

King, (1982) In this paper he has discussed the information products and services marketing are important in many ways. The author has focused on product development advertisement, sale and promotion, packaging of distribution, price and marketing research. He also explains how information products and services related to those components and the price of multiple products produced from bibliographic databases.

Kolhe R. D. (2015) The paper argues about ‘Marketing of libraries and related information services used in Information and communication technologySector’. Author
states that concepts of marketing and technology work as important factor in libraries as marketing and libraries have same role in social networks of any country. Correct information must be provided to correct user at maximum speed by taking help of latest technologies. By developing the basic image of librarian desired development of library can be done within short period of time.

**Koontz (2001)** Author states in his article that it is not enough for libraries to get themselves digitalized; heavily occupied with services and planning advertising activities. Libraries also need to chalk down some frames to keep check on the marketing activities for understanding the exact effects of these planned activities in case of users. Then only the respective library will come to know whether the system is achieving the preplanned goals or aims. Some of the major factors effect on the marketing strategies of libraries like mentality of the users, the capacity of selected market and various other surrounding factors which effect on the services and plans made by libraries.

It is necessary for the library to select the services or offers according to need of market unnecessary and rarely accepted services will definitely have adverse effects on the image and working of libraries. The paper finally concludes that it’s not enough to only plan big things on paper but one should also see the need of market; capacity and mentality of the users; acceptance of users for services to be provided by libraries; price or cost factor of market these are the basic things which directly effect on the Marketing on specific library.

**Kumbhar (2004)** Author stated in his paper the importance of advertising in case of libraries and the various services provided by them. The author has listed some of important steps in promotion of libraries. The observation shows about insufficiency in funds provided in Asian libraries; whereas more economical support is necessary for further survival and development. In world of electronic media what we need is the brilliance of older minds with lifetime experiences to make sure that exact information is provided at exact time. According to author the marketing ways of libraries has gone beyond celebrating only special days and simple displays of books written by famous writers. The study also argued that library staff needs to develop and formalize their own marketing strategies and it is high time to give the marketing function as a priority within our library duties.
Lali and Vijayakumar (2004) For the study they focused on the strength, weakness, opportunities and threats in Central library in the Kerala University. In their paper The SWOT analysis technique was main objective for this study of the university library. The strength in information collection, infrastructure, technical organization, manpower, equipment’s and services were the main aspects. The study also provided a marketing design with plan of the Kerala library by analyzing the strength, weakness, threats, segmentation and the marketing mix contains of information product; also with the service, price, place, and promotion. The study shown that though the problems are heavy in appearance but on other hand we have bunches of new opportunities on our side. The study suggested that the university should use balancing and providing SWOT technique for the best service.

Lefebvra (2002) The report shows the results of projects done by student for marketing to change the views of users of the libraries of Nova Scotia, St. Mary’s University and Patrice Power Library of Canada. Besides the aim of changing the views the other target was to develop a new image of profiles of these libraries within the community of university’s the most affecting factor which was pulling down the quality of working of staff was old building built in period of 1970 the data collected through the study gave a new way to enhance quality of service and making the libraries attractive welcoming for the students with less input of forms an dashing and aggressive marketing approach was suggested to publicity the library the author states noted improvement in the period of 2 years with the suggested changes of report and the new image of lib was created.

Lima (1999) defines the market segmentation as means of responding to the needs, demands and interests of the different sectors. He has discussed the various aspects of information products, like the life cycle of the product and the marketing mix in the library and information sector and suggested that personnel might be an additional component of the marketing mix.

Limaye S. (2014) Says the library professional can use any one of combination of idea to market their services and collection. In today’s world if we have to make our presence felt strongly then we want to market our products and services effectively. Most
of library management systems have the reedy report that gives the details of the library use. The library professional generates the list and display it on the notice board in the library. It is good idea to put comments or review by the readers about that title; it will add value to the list. The user who may not know about the available of reading material may not have got a chance to read it will try to get and read it for sure. He has also suggested and promotes to use of five law of library science.

**Mahesh (2002)** He has observed about barriers that have prevented libraries from applying marketing program. When libraries and information centers were recognized as possible sources of generation of revenue. Instead of that libraries expected to work as places to obtain free services, though pricing problems and low library budgets are major issue. The study pointed out that low quality of services and lack of trained manpower were affecting factors in the perfect penetrating way of available products and provided services.

**Malliah T.Y. etal. (1994)** Has focused about user satisfaction in providing the library as information source and services given by university library in Mangalore. The required data was collected through questionnaire and informal interaction with the users. A sample of 575 users was selected for purpose of study including Post Graduate students, research scholars and Teachers. After the data analysis it was found that the maximum users were not satisfied about information services and products offered by the University library. More than 90 percent respondent users were not satisfied in following services

1) Current awareness services.
2) Micro film
3) Interlibrary loan were partially
4) Reprographic services. The survey also gave confirmation of the customers that they were quiet satisfied with the proper assembly of materials, physical facilities and user orientation programs offered by the library.

**ManoramaSrinath (1992)** Says that the Information marketing can be introduced in library and it will provide an overview of the planning process necessary to implement the marketing strategy successfully. She has considered that the concept of information
marketing can be effectively accepted in libraries if it is considered as requirements in terms of profitably.

Martey (1998) For the paper studied the important options involved in the publicity of information products and services provided by academic libraries. The quality services and customer satisfaction is most importance for the library and information center. The insufficient funding may effect on library services. It is decided with present situation of the library. In Ghana Academic Libraries clearly cannot market what was not available. Librarians are not providing quality services because of shortage of library funding.

Mehta and Jog (1996) To measure the marketing orientation score of Indian Industries a questionnaire was carried out by mean of survey. Another view was to investigate the relationship between quality of market performance & vicious marketing mixes. Mehta and Joag designed 5 point scale mailed the same to approx. 300 executives of Indian institute of management the survey was responded by 91 people denoting the conclusion that on a 5point scale Indian companies were on 2.6 points aware agley in marketing orientation. He conclusion of survey made one thing clear we are still at a stage where the orientation of sales has upper had on marketing one more thing was cleared in this survey that within any of organization has more effluence on marketing orientation than the product itself and pricing policies while the promotion and distribution has less effluence.

Miessin (2001) Author conducted a study to observe the penetration and effect of various promotion activities which were conducted by Dutch Centre for libraries and reading to aware people about services of Centre. Different age groups were selected as target for survey and the data was collected from them by means of questionnaire. Total 27 members took part in survey and the results with were observed. First thing the author observed was changing levels of effectiveness of promotional activities the other thing author observed was that the canter was more trusted for purpose of recreation and members shown less interest in promotional activities of librarians.

Mishra(1995) In this paper he has discussed about providing the advanced library and information services to user with new dimension and image. Presently information services and facilities should provide the right product and services to the right persons
and on the right time. Marketing of library and information services concepts were already used many times in various libraries and concluded to be a needful program.

**Morei (2004)** Author concludes in his paper that advertising methods if applied appropriately and at perfect time can give unbelievable contribution in development of image as well as future of any institution. The study was conducted in Dr. Babasaheb Ambedkar university with medium of questionnaires and it concluded that the services or products provided by any of library are basically dependent on the requirements given by customers which in turn makes it compulsory for the institution to conduct certain activities like E mail awareness; regular exhibitions; lists of newly arrived materials; making the customers aware though I.T. tools. In all the paper underlines the importance of marketing by means of I.T.

**Mu C. (2007)** Suggests in his paper about various plans which will help academic libraries for developing image and working efficiency. Considering the challenges faced by librarians while dealing with Asian International Students he states that Asian students were not properly informed about the importance and services provided by libraries. Surveys were conducted to diagnose exact condition in case of especially Asian students about their awareness of libraries. The required data was collected by means of interview of the librarian who works in close contact with these Asian International students. He gives suggestion that librarians should try to learn the basic languages of these students so that they can understand their problems as well as to gain the ability to cope up with the necessity of their desired knowledge. Librarians need to take seriously the issue of marketing of libraries for further promotion and growth.

**Gaikwad A. H. (2013)** Author takes a brief review on needs and possible developments in the sector of library developments. The paper comments on real value of library depending on the productivity of library. The real value of any marketing resource depends on certain things like proper preparation of available resources; the growth achieved by the institution in fixed period of time; social awareness created and information literacy provided by library and last whether the customers are satisfied with the services provided by library or no. To plan the marketing activities is the main key of success in case of any activity.
This only is the point where future of institution depends. Author argues that we should be able to identify our goals which are achievable. For this purpose one has to go with proper survey of analyzing the market requirements, flow of customers towards any specific information point / stream, while completing these we have to keep watch on the competitor’s activities also. In all marketing is an strategic level activity which needs senior advisory with young and enthusiastic energy of all working members in that specific institution. It depends thoroughly on the librarian or the information professional to identify; encourage and develop the sense of Marketing among the staff and users. They should be able with own talents; experiences and specific skills for further developments.

Marketing depends thoroughly on availability of resources. When Management as well as economical support and implementation work as team the process can’t be done by alone person. It works like recipe when conducted in group. Author suggests that there is no option other than conducting preplanned Marketing activities to get immense and outstanding results; everybody in the climate of specific library must come and work together with high level achievable goals.

**Natarajan M. (2002)** Has discussed about marketing tool for information products and services. Especially using E-mail as a tool. He has explained the definitions and strategies for marketing of into sources. The study offers details of reverse marketing and forward marketing. The paper also comments on promotional aspects and advertising of marketing. It also focuses the role of librarians with help of discussion group.

**Neuhaus C. and Snowden K. (2003)** In this paper discussed about number of marketing techniques used and trials in university of northern low such as email posting and promotional newsletter. The library committee formed and co-ordinate the library marketing for provide the effective library services to user. In thesis a study argued that without public relations, academic libraries may appear less essential to new generations of user. The library marketing committee conducted a survey in the University of Northern Iowa campus in 1991. The aim of the committee was
1) To increase utility of information sources and services for administrators and faculty students.

2) To understand the basic knowledge of librarians about the capacity of their own library tools and services which are supportive to university level researchers. In the period of 2000-2001 no. of advertising efforts and experiments were conducted by this committee which included newsletter promotions; regular E-mail follow ups; library T-shirts; sidewalk slogans; library pens and student surveys. The study finally concluded that even these activities were conducted and results were motivating but more efforts should be made; sufficient time with necessary economical support should be provided to get more proper results.

Nikumbh M.B. (2014) According to author the whole business of library management depends on marketing on which the results and growth of the respected university and library is dependent. The definition of marketing according to paper is systematic gathering of necessary things for satisfying human needs and wants. The one of basic problems in marketing process that is to keep the data and analyze it accordingly from time to time is one of the most tedious and neglected jobs of marketing. The paper also discusses some of today’s trends in library services; news techniques and library marketing. Marketing is an exchange process where a user who has resources to a nonprofit information services obtains document or information the cost of the service being met by the user of community through taxes.

Oak R.V. (2014) Explains services in marketing mix and its applications in information centers and In libraries. The paper aims to simplify the marketing process. According to author as a librarian every person in this field should be active and energetic while all advertising activities as it is an activation of previously planned things. Our energy and enthusiasm only make it alive and working efficiently.

Marketing is a concept to communicate and deliver the value of a product or a service to customers. Today marketing is required in all fields. Marketing is a tell that satisfies needs and wants through its various tools & processes and also builds long term relationships. The integration of various parts in marketing is always helpful for the librarian as it gives him a chance to rejuvenate and reinforce the self-basic concepts in continuously changing climate.
Ojiambo J. B. (1994) Author discusses about marketing in sector of non-profit organizations and explained the use of marketing techniques for libraries and information centers. The paper suggested number of marketing techniques to library and information centers. The paper also explains the concept of marketing management with outlines, planning, design and characteristics of marketing, the understanding about structure; needs of humans in case of information and also the process of transmission of required data between people for any specific purpose. Hence the author argues that Marketing will definitely help to increase in image as well as efficiency of the services provided by libraries.

Panda et.al. (1988) In this paper they have studied the information marketing activities in Behrampur University, Orissa University of Agriculture and Technology, Sri Jagannath Sanskrit ViswaVidyalaya and Utkal University. The main objective of the paper was to identify the marketing activities and to find the barriers of marketing. The information need of their users were not properly assessed and evaluated. Author found provided services and material for information made available by libraries in Orissa to be substandard, ineffective and outdated. The study also identified that the libraries were not marketing any advanced services. The reason for low level marketing was found to be inadequate technical manpower, poor collection, lack of moral and financial support from the authorities.

Pandya (2001) The paper discuses about marketing of library and information to product source and services in M S University, Baroda. They founding this survey that from all the regular users of library 52% to 72% users who took part in the survey were ready to Baer with expenses for desired services of Information Technology sector such as database of CD-ROM; the translation facility, services provided online etc. More than 80percent of the research scholars and deposit customers were given green signal to pay the library fee according to the estimated rules; only if the Selective Dissemination of Information and Current Awareness Services which are required urgent basis are provided on time.

Pathak and Singh (1998) Says in the small-scale industries of Madhya Pradesh encountered market related problems. The data was collected through questionnaire out of 470 questionnaires were 202 responded to the survey. Total 1.87lakhsmal
industrial units are divided in nine zones of Madhya Pradesh. The sample were selected randomly, the research conclude that there is Lack of knowledge about the Modern marketing amount the small scale industries.

**Ponde A. B. (2013)** Author defines marketing as the continuous process of planning; promoting and distributing the goods to desired customers. It is most dynamic and forward moving act which preplanned for prefixed timings. Process of marketing keeps on changing because there are always changes in needs and availability of products in libraries.

The basic marketing concepts play a vital role in working as well as further development of libraries. The main aim of any type of marketing is to provide correct thing to correct user at correct place and that to in correct quantity. In case of library materials and services provided the main aim is to satisfy the highly qualified users. The librarian should keep himself aware and update with the changes in market as well as in the mentality of the users.

**Porcel and Moreno (2009)** They conducted a survey to analyze the extensions of conventional libraries and modern libraries in today’s society of information. The paper state about a Fuzzy model of linguistic system of recommending for giving an option to those users who recommend the services in digital format. The internet today work as a medium for transfer of information and it has a through impact on other media’s like books; newspapers; journals ultimately creating a better option to conventional libraries. Above mentioned technique is important and recommended in research field for specific and complementary resources to discover collaboration possibilities to form multidisciplinary group.

**Puacz (2002)** The author highlights use and importance of I.T. in marketing sector a website was created to enhance the image and the quality of Vigo County Public Library Indiana (US) itself. The reason for launching the website was to denote the quality of library resources which were remained untouched for a use by users period of time the percentage of use by users before and after launching the website was keenly observed after a regular period of time on comparing the statistics there was an visible
increase in the use of library service and resources this marketing approach was giving a helping hand to increase the image level of library itself some other net marketing methods were also suggested and discussed in report.

Rafi M. and Narassanna (2015) Paper gives a brief idea about slow but continuous changes in need as well as various uses of marketing concepts in LICs. The successful effects in services provided to customers. The paper throws light on the concepts of library marketing; information services and their uses. The paper concludes with the suggestion about how to make effective use of I.T. tools in library marketing and introducing new services with their uses.

Rajesh Singh (2009) This paper is a study about attitude and behavior of the librarian; the user and marketing concept in the library environment. A study conducted to identify the relation between the behavior of librarians and marketing attitude in 33 libraries in Finland. The sample was selected from home page of getaway which consisted of 10 special libraries and Twenty three university libraries in the South Finland. Data was collected between the years of 2002 to 2003. The interview method was used to collect the relative data. Effectively prepared close and open ended questions were prepared to get the desired information. In this study three types of libraries were found: strong, medium and weak; based on marketing-oriented behavior. The study concluded in strong co-relation between marketing techniques and attitude of librarian about his working.

Rajyalakshmi and Waghmare (2001) Reported the result of a study conducted in Nagpur University to check the users’ consciousness level and the digitalization of the services provided by University library. The data was collected from faculty wise research scholars and students by survey method. The survey concluded in amazing statement that more than 70% of the particular users were not fulfilled with the huge gaps in marketing activities reaching out for them.

Rajyalakshmi and Waghmare (2004) Discussed the concept of marketing, necessity for basic knowledge for marketing purposes while serving with latest I.T. tools in libraries. In the present context, the activities which can be undertaken for marketing of different products can also generate financial resources for libraries. It concluded by suggesting electronic information infrastructure has a great potential which the librarians
and managers of information centers can utilize and become the potential finance resource generators for their sustainability, which will effect on growth and image of libraries and information professionals in India.

**Rama P. K. (1998)** Paper explains about marketing concepts, analysis techniques, research, market segmentation and user studies. In his article relevance of marketing for library and information centers discussed the task of marketing in profit and nonprofit organizations and the deteriorating scenario of libraries and information centers. He identified various segments with varying specific needs want to be tackled by designing a marketing program. The study emphasized the application of various methods like marketing mix, evolving tools of product, price, promotion and proper marketing audit for developing marketing strategy to be undertaken by libraries. It demanded quality management programme for the success of marketing in libraries.

**Rama P. (1998)** Tells about the relevance of marketing for library and information centers. He has discussed the task of marketing in sector of profit and nonprofit organizations and the deteriorating scenario of libraries and information centers. The paper has explained marketing concepts, techniques, analysis, research, market segmentation and users studies.

**Sakseina(1999)** Says the information can be taken as a saleable product becoming a source of profit but information has multifold utility and it never ends, so its income or profits are multifold. The other expert marketing approaches will help in achieving most utilization of information services, information products and generate maximum utilization its more profits for this purpose. It is the work of librarians to choose for this new buzz word of information products

**Sewa Singh (1998)** In this paper focused and conducted a research to identify the marketing activities adopted to promote its resources and services in the Guru Nanakdev University. In the study questionnaire, interview and observation methods were used for required data collecting. Questionnaire was distributed to the respective library user and the staff interviewed. After that the received data was analyzed for the 4 marketing mix elements product, place, Promotion and price.
Sharma R and Choudhary P (2003) This case study was conducted in All India Management Association Library (AIMAL). For this study required data was collected from internal records if the institute. The marketing activities of AIMAL were carried out according to a well-organized marketing plan. The number of stages are used this marketing plan such as planning, product pricing and information services, promotion, new product planning, market research and preparing the organization to meet the future challenges. There were found positive result of marketing oriented approach in the management of AIMA Library

ShelkeB.B. (2015) Author gives a brief idea about the rules and regulations of UGC / Government funding for libraries to explain the role of economy and management in development of library. It is observed that all the libraries make good collection of books according to their surroundings and users demands. Now libraries are not working only as places for reading and to exchange heavy books. Rather the concept has thoroughly changed from the bottom; we recognize them today as E-Resource centers; where all kind of information is available at just a single click. Various data bases like INFLIBNET etc are most widely used among academic libraries.

The online program likes ‘N-list’, amazing quantity of 97000 books and 6000 E-Journals are available at fingertips of users. The study states that almost all the libraries are ready to provide or already providing all necessary services to their users but accordingly use is not done by the users. Most of the users are using new facilities as on one time / trial basis and then they are never turning back. The main drawback found by author is lack of proper marketing ideas and their implementation; libraries need to take this part seriously as most of the customers are not aware only about availability of the resources.

Shontz M.L etal. (2004) The survey was conducted in users of the New Jersey Library Association. Basically it was dependent on the attitudes of public librarians toward the new trends in marketing of libraries and services provided by them. Related attitudes of librarians were also tested in this study, which were dependent on some of the other variables of libraries. The survey resulted that most of the public library professionals had not taken any of necessary qualification in kind of marketing or
publicity activities but many of them had gone through short term courses or workshops in the margin of last 5 years. Results also revealed that, "negative attitudes about marketing may result from a lack of understanding about, and experience with, marketing techniques"

Shukla and Tripathi (2009) Says that the University libraries have invested large amounts in e-resources, Infrastructure, collection development, storage and information resources. University library should be changed these traditional approach about providing library services. The university library has accepted new marketing approach with tools for providing effective library source and services to user.

Siess J. A. (2003) The book mainly focuses on the development of techniques for librarian to gain new vision and to understand their own value among users and communities. The book starts with services provided to customers by various libraries. The basic issues like effects of library services and necessity of according changes, basic of marketing techniques, solution useful to upgrade the downfall of library are discussed in brief and in effective explanations. The book has got the value up to adding up in to syllabi of the course for Marketing in Library Services. The book is divided in 5 chapters and chapter is worth to study thoroughly in accordance to understand the message of the author. Each step that comes in every chapter that comes in book is perfect get away for many of problem faced on usual basis by the librarian.

Singh and Satinderjeet (1998) In their paper they focused on marketing activities to satisfy the needs of users in Guru Nanak Dev University. Use of questionnaire method for data collection to identify the level of marketing activities for use resources and services. The four P’s technique is used to analyze data of marketing mix namely; product, physical distribution, promotion and price. The study revealed that the library had developed its products and services to satisfy the information requirements of its users. The library was not conducted use of survey regarding the information services/products it provides to various segments of customers. The study suggested that the library must develop collections and services to serve its potential readers and must use modern techniques.

Suryavanshi S. J. (2014) This paper describes the need and importance of literacy in information and various measures of using information and communication
Technology for the purpose of getting new knowledge. Now in modern days the information overloads in many aspects. Information has become basic need to survive. An individual’s needs certain skills considered as information literacy to navigate through this information ocean. This paper discusses the concept of information literacy, its objectives and need in the present scenario it also suggests some methods and activates to be implemented in library to literate the information users.

**Tadasad and Talikoti (2000)** In this paper they has conducted a study in central library of Gulbarga. The aim was to find level of consciousness about availability of resources and related consumption in respective library. In the findings of the survey they have suggested that the libraries should provide their information course and services more effectively. The paper also focused on need of increased the best utilization of the services and facilities from the library.

**Taher (1997)** The author designed his study to get very first-hand knowledge of marketing Activities in (ASRC) i.e. American studies research Centre in Hyderabad. The author also considered the growth in between years of 1966 to 1986. By means of books their use by users. The result states that direct indirect methods of marketing were used for dissemination of information. One can observe the growth in use and user’s in a steady manner showing mainly the success of marketing techniques adopted by American studies research Centre. Some of the promotional methods recorded in the paper are lectures seminars; circulation of classified acquisition lists short term summer courses. These methods were found useful in developing excellent library services.

**Tiwari (2008)** Says marketing is a complex activity with many facets. Even though information is often intangible and has an unknown value. Libraries being the organization which transfer the knowledge; need to make available the resources and to keep updated for the users. Libraries are playing a dynamic role in disseminations of information services. As the users of libraries and information centers are the end users of info products and services.

**Toit (1992)** Suggests in his paper about two portfolio models that have been developed namely as the Boston Consulting group growth share matrix and the industry attractiveness business position matrix respectively. The paper also takes in to account the four of marketing strategies to consider in case of any product i.e. growth;
maintenance; harvesting or the fourth one as withdrawal. The paper strongly focuses on the need and implementation of marketing strategies in libraries.

**Ulhe U. S. (2015)** Author takes a completely new concept to focus on that is the pre-occupied mind of users, their previous experiences and the expectations they keep from the service provider not only in case of library but in all sectors of marketing irrespective of the product which they use or buy in cash. Any product is expected to satisfy all these needs at the same time. The paper aims at show up of Marketing in libraries. As Non Profitability is the base of library services throughout the world. The libraries today focus only on the stock made available and latest services that they provide to users. Basically today we are looking at ‘users’ as ‘customers’. The idea of advertising in libraries is now focusing on services rather than quality of goods in form of information material.

According to author in 21st century the satisfaction of customer was sufficient for existence of any kind of business. But today we are looking at libraries also as business and not like non profitable service for good social developments. Now maximum value is given to users feeling of pleasure for doing something new or purchasing something extra whether he or she needs it or not. If the services provided by library are matching to the expectations of users then only users are said to be satisfied. But the needs or demands of users are changing incredibly fast due to vast changes in technologies in surrounding climate of users.

**Vijaya (2008)** Suggested in her paper that the library and information centers need to develop a marketing approach to distribute their information material availabilities and services. According to her libraries and centers of information have number of possibilities to increase their economical sources by using various marketing strategies through information materials and kind of services they can or they are providing to users. Library Information Centers need to accept systematic approach in marketing practices. Proper and effective marketing plan can help to achieve satisfactory utilization of Library and Information resources and also to improve its library image.

**Vinod V. M. (2006)** For this paper conducted a study to identify the degree of marketing orientation in information dissemination activities in seven university libraries of Kerala. The data was collected using structured questionnaire. The study found that the
level of communication and co-ordination activities in the university libraries in Kerala were moderate. The level of intelligence generation among the university libraries in Kerala was also moderate. The study revealed that the university libraries in Kerala have a moderate degree of marketing orientation in their information dissemination activities. The management of the university libraries in Kerala had given a reasonable degree of importance to the user needs while offering their services.

**Viswamohan and Shashikala (1996)** The paper states that the developing nations like India should utilize the full potential of the strategic resource of Information. As information has got the value of key product and work’s as vital resource. In today’s environment of society. It we want development; we should keep ourselves ready to pay any cost to we full potential of information resource. Information marketing is considered to be positive and creative step towards the perfect slow of information while giving thanks’ to the clearly visible attributes the paper also indicates the complexity of marketing process. According to the suggestions of authors the some of useful components of marketing information products and services are new innovations, public relations with publicity. Surveys of several communities; the motivation and training and staff and lastly pricing and networking.

**Webber (2001)** For his study author conducted a survey in the summer of 2001 in library science schools to observe the effect of teaching of marketing concept in school level questionnaire method was used for purpose of survey and the targets were graduate and post graduated also with under graduate from three universities situated in U.S.A brazil and U.K. after the study of final analysis of samples author concluded about the slow speed of changes in library schools for a period of years in the methods of teaching marketing methods.

**Welch (2005)** The paper gives exact ideas about the ‘in’s’ and ‘outs’ of academic libraries. Their use of Information Technology Tools latest technologies etc. The Public relation purposes and plans. Author throws light on how and where the library website should be placed, what are the necessities while designing it etc. The paper covered a survey related to Marketing and public relations on web pages through the medium of various internet links.