CHAPTER IV
MARKETING OF LIBRARY AND INFORMATION
PRODUCT AN OVERVIEW

4.1 INTRODUCTION

The basic concept of marketing has been changed to great extent due to fast changes in I.C.T. sector. Now the libraries are up to accept all necessary changes in their marketing patterns. The changes are not only applicable in the field of information but also the marketing field is affected from inside out. The definition of marketing changes from person to person.

Customer satisfaction is the base of every activity in marketing. Marketing has now become a vast subject of study itself. Several systems and patterns are added on everyday basis. By the addition of this data and various methods the marketing of libraries is touching to new heights. Now the aim of only providing books to users has been shifted to bringing excellence in all sectors and services provided by library.

Heavy changes in the sector of information analysis and transfer according to need of users has created a great challenge in front of all libraries, without getting affected by its size or oldness according to its establishment. The pressure on libraries has been changed from the earlier format of keeping and maintaining stock of books to maintaining the total data in electronic format of E-books, E- journals etc. Libraries now are not only expected to maintain the printed material but users need the latest tools available sector of technology.

The regular ‘user’ has now become ‘customer’ of library with his own demands, needs, understandings, expectations and above all the view of users towards looking at information has been totally changed. Now users are not interested in keeping or reading the heavy stock of books which have less durability. Now the huge challenge in front of the library experts is not about maintaining the stock or keeping face to face relations with users or to understand the new coming technologies but this pressure has taken a new face and that is of changing the available informational resources in to proper and regular services according to the needs of customers.
Certain other issues are also there in front of librarian like price factor, dealing with users and at the same time with favorable or unfavorable decisions of management, to handle vendors with their continuously changing demands, as also the changing nature of users.

Marketing is a technique to identify the target users including current non-users and their needs, marking user that services fit the target making sure that services fit the targeted users need and promoting the services to the targeted users. Market, is derived from the Latin word 'machetes which includes buyers and seller who negotiate with one another on the terms and conditions. It can be a physical or an informal place with inter linter -linked network of middlemen.

More aptly, it can be explained as the social and managerial process by which individuals and groups obtained their needs and want trough creating offering and exchanging production of value with others in time.

Marketing as defined by the informational labor organization is the performance by an enterprise of all the activities required in order to create, promote, and distribute products in accordance with the present and potential customers demand and firm ability to produce.

4.2 DEFINITION OF MARKETING

Phillip Kotler has proposed a definition of marketing that is rooted in human behavior as marketing is human activity directed process an exchange relationship is the act of offering something of value such as a product or service to someone who voluntarily accepts the offer in exchange for something else of value.

Peter drucker has mentioned marketing as the only distinguishing and unique functioning of business. If we want to know what a business is we having to start with its purpose and its purpose must lie outside the business itself. In fact, it must lie in society since a business enterprise is an organ of society. There is only one valid definition of business purpose to create a customer. Information with the acceleration of the process of liberalization privatization and globalization couples with unprecedented technological development in vast information flow the need for timely, pinpointed correct and reliable information in India is more realized then ever before by all they need information continuously in progress, for sound decision making and even for survival. According to
peter drucker information is now crucial resource which has enabled decision makers to take better decisions information today is valued product is a commodity to be consumed. It is an established fact the information provided helps users directly /indirectly in earning money, increasing knowledge or solving problems etc. and there by to arrangement the avenues of resourceful incomes.

4.3 MARKETING AS A PHILOSOPHY

The premise of marketing is simple and appealing as the user or customer is the beginning and end of every library activity the satisfaction of a customer is primary concern of marketing and the entire ethos and shared values of the library owe the responsibility of satisfying the customer. Everyone in the library, from top to bottom has a role to play in rendering maximum satisfaction to the customer. As such the attitude of service providers becomes important

It is up to the librarian about how to maintain the relations with the users. New comers in the library have a little hesitation about their demands about desired literature or information. Most of them don’t know how to get the desired information. Librarian only can help and find out some solutions in these situations. Not only in case of the new comers but in case of old and routine customers also, as many of them are interested in their selected subjects only. Many times routine users are not aware about the latest updates in their related field.

4.4 MARKETING AS AN APPROACH

In libraries, marketing does not require the creation of a separate department and the appointment of adperson to look after this department, but marketing is every one’s function from top management to the front liners, it is a total organizational effort. Inter-functional coordination and cross-cultural perspective becomes important in order to remove communication barriers, work in teams and empower the work force.

4.5 CUSTOMER- DRIVEN MARKETING

The role of marketing is more than finding customers for the available information sources, services and technologies. Among others, marketing formats a partnership with the user who becomes the central part of the total service efforts. It requires an in-depth understanding greater intimacy and mutual trust among library and
its users, this comes through increasing the benefits to users in relation to the efforts and cost, for a library that recognizes marketing concept and has this orientation in its services will be the closest to its users. Marketing must be understood and implemented in a comprehensive way. No one concept will serve the purpose. Customer is at the heart of all marketing concepts.

The topic of marketing of information and library services has been included in the syllabi of many universities in the country. The Indian national scientific documentation center’s (INSDOC) MLIS program of the India Gandhi national Open University (IGNOU) has a block on marketing of information products and services. Some other universities also give emphasis on this area in the syllabi but to limited extent.

4.6 MARKET POSITIONING

It is process of prioritizing different groups of clients that provide the best opportunity for the company. It is a marketing activity intended to place a product into a desired position in a market and to have it perceived in that way by consumers. The market passion takes place when an organization makes a careful study of the structure of the market in order to identify a valuable niche in which its own distinctive contribution. Market positioning to a library means taking in the account where existing other organizations are positioned in the array of information services to the users and defined distinctive roll that it might play. The process involves in policy making having the market segmentation of the library. The librarian decides the major target group according to the objectives of the library and available resources.

4.7 CONSUMER ANALYSIS

The process of determining the needs and preferences of the target group is known as consumer analysis. In libraries, we do users survey to know the needs and preferences of the users and call them information gathering habits information seeking behavior information needs etc. Now two clients have the same information needed and hence in special libraries user profiles are prepared to provide services.
4.8 NECESSITY OF MARKETING IN LIBRARY AND INFORMATION CENTERS

Today, marketing is extremely important for any business sector. It is only essential for manufacturing industries but also service industries, government enterprises and non-profit organizations like libraries. It has also become an essential component of library services to enable them to survive and succeed. Due to the rapid change in the scenario of constraints, resources, cost inflation and competition, marketing has become necessary for libraries. Increasing competition of commercial information suppliers has compelled libraries to consider implementing marketing techniques and their services. Library marketing consists of users and library activities and exchange relationship created through the creation Distribution promotion and pricing. The concept of tools of marketing have often been successfully applied by the premier institutions like DESIDOC, INSDOC, IITs and other special libraries in India but, still many libraries are failure in satisfying their users requirement and many resources are underutilized.

The marketing known as the four P’s is combinations of interrelated elements that help organization meet their objectives. These elements are basic and controllable as the marketer is able to make change. The four P’s are-product (or service), pricing, place and promotion. So marketing is not just advertising but it’s about identifying anticipating, supplying and meeting customer needs and demands.

Necessity of Marketing

In today’s period of competition if libraries want to survive and grow in continuous manner there is no option except marketing and advertising their resources and services. There is no specific one reason why in last few years most of the world famous libraries have chosen to apply marketing methods as the tool for survival in future.

Some of the reasons for selection of marketing in various libraries are for more effective management; customer focus is the base of all marketing tools and methods, its better way to understand the needs of customers while at the same time the services are also getting publicized. Various schemes and methods attract the users for getting more and more in library a service which helps to enhance the image of library. One of another
reason to introduce marketing in libraries is not to increase the benefit but to increase the users with same quality of services which in turn ultimately gives more returns of provided services. Enhancement in the goodwill and view of users will definitely allow them for paying more to the same library for increased services and offers.

**4.9 DIFFERENT VIEW TO THE CONCEPT OF MARKETING**

**4.9.1 Exchange Concept**

The word exchange refers to sharing of anything or concept or information from one person to other or from one community to other either to fulfill the necessity or to gain extra information for better options of future and this exchange or sharing when done with specific purpose is known as marketing.

Exchange the earliest concept of getting information from rest of the world. Whenever a person visit to library for either receiving or submitting the earlier book he is following this concept of exchange unconsciously.

**4.9.2 The Product Concept**

The concept of product is direct reflection on mindset of management or manufacturer. The thinking of management or management is in specific way that whatever quality and quantity they are offering is the best one in all markets. According to them consumers will or have to respond in and only in positive way to all the offerings.

But most of the time these calculations are not based on real market requirements. The mindset and exact desires of consumers are not taken in to account. Sometimes the selection of the market area for selling the specific product is wrong and the product oriented plans does not work out successfully. Basically the product concept is observed in case of libraries in terms of services they provide. The mindset behind this mentality is that whatever offers are made by library are to be accepted by the users automatically. Today many of the high profile libraries offer the best quality electronic setups for the convenience of their users, but reports of the library shows opposite picture that most of the high profile services are either not used only and many of the users are not aware of them.
4.9.3 The Sales Concept

This is the most dominant concept in today’s economic world. Companies are doing many activities to push in their products either in markets or directly to the customers. The manufacturer can’t expect that his production will be automatically purchased by the consumers. To achieve the purpose he has to apply various ideas for reaching out to consumers and convince them about the quality also with quantity. One of the major problems is available stock is more in market than the quantity of consumers for whom it has been manufactured.

4.10 THE CONCEPT OF MARKETING MIX

Marketing mix can be simply explained as to reach out for exact customer on exact time with necessary quantity and satisfying quality with reasonable rates, availability and services. The marketing mix is a combination of certain basic things which are most commonly used by a consumer before purchasing anything.

4.10.1 Product

There is no specific definition for this word, as the product could be anything which is useful for the consumer in his specific time of need. It can be anything from asking an address in new city to purchase a new chartered airplane. Rest all things under the sun are also coming in heading of product.

4.10.2 Price

Price is the most important thing from the view of marketer and manufacturer. Cost factor only determines the mentality of consumer directly in favor or to make the consumer total negative in approach. The costing of product always creates problems for the marketing persons, whether they are selling any solid goods or something untouchable like insurance or E-books.

4.10.3 Place

The delivery of prepared product by manufacturer to the right consumer at right place and on right time with expected quantity is the idea behind the word place in marketing mix. The service offered by manufacturer directly affects on the quantity.

If we consider the same in case of libraries then the delivery of expected information in expected format whether in printed or electronic is working as the concept
of place. Libraries generally have their branches for this purpose. In most of the libraries the departments are prepared for this purpose only. Some of the institutions are taking help of franchisees also for proper dissemination of their informational products. Some of the ways to distribute the informational products are

1) By hand delivery.
2) Delivery to selected group of persons.
3) Tactical displacement.
4) Direct to home distribution.
5) Use of local distribution network
6) Media and broadcasting
7) E-Mails and mobiles.
8) Internet as distribution network.

4.10.4 Promotion

The content, importance, cost, uses are the major factors which are affecting directly on mentality of consumer for purchasing the product. It is mandatory for the manufacturer to make the consumer aware about these basic facts. User education library extension services are the promotion aspects of the library.

a. Create build awareness and interest in library services among potential target users.

b. Differentiate the service offer and service organization from competitors.

c. Generate detailed knowledge of library services organization from competitors.

d. Build/maintain the overall image of library and users attitude.

e. Persuade customers to buy or user. The service through special offers or modifications in new services.

f. Advice the library and information centers about the new channels.

When the libraries first thought to start book mobile to take the library to the people rather than asking them to come to the library librarians were in fact concerned with distribution component of the marketing mix.
4.11 INFORMATION TECHNOLOGY MARKET RESEARCH

Before embarking on any marketing program it is essential for a library to conduct marketing research in order to determine information needs of its present and potential library users there by providing services that satisfy and meet their information needs. Introducing IT products and services is an integral part of library services accompanied by good advertisement as well as introducing systematic user education programs will encourage library users to come to library. Strategic marketing requires library to maintain an information system that collect data pertaining to library users for planning future library services throughout the country. Information needs of library users compiled from regular surveys. Trends relating to subject topics that are frequently referred to by library resources profile of library users registered for special services profile of expert groups who can be tapped for specialized information sources directory of libraries and the strength of their special collections and services rendered, directory of library IT vendors and IT publishers.

4.12 MARKET STRATEGIES

Marketing strategy built on segmentation. Targeting and positioning. A company discovers different. Needs. And groups in the market place, targets those needs and groups that it can satisfy in superior way and then positions it offering so that the target market recognizes the company’s distinctive offering and image. Market leaders want to remain always as number one. These calls for action on three fronts the library must protect its current market share through good defensive and offensive actions. The library can try to increase its market share further even if market size remains constant. Expanding the total market- the market lead should look for new users, and more usage of its products. Besides quality and price, there are many other variables on the basis of which products can be positioned in a distinctive way. These include;

- Product differentiation: the main parameters in differentiating the product can be its features, performance, durability, reliability, reparation, style, and design.
- Services differentiation; here the main service variables for differentiation could be performance in deliver, of the product customer training, consulting service and repairs.
• Personnel differentiation: libraries again a strong competitive advantage through hiring and training better people than their competitors do. They train their marketing personnel so as to exhibit such characteristics as competence curtsey, credibility; reliability, and responsiveness and good communication skills, size the dominant firm must continuously defend its current business against rival attacks. The largest. And nastiest bee keeps buzzing around the leader. The leader refuses to be content with the things and leads the industry in developing new product ideas, customer services. Distribution effectiveness and cost cutting. It keeps increasing its competitive effectiveness and value to customers. The principle applied is the military principle of offensiveness; the commander exercises initiative, sets the pace and exploits enemy weakness. The best defense is a good offence.

• Position defense: the most basic idea of defense is to build an impregnable fortification around one’s territory. But simply defending one’s current position or product is a form of marketing myopia, so leaders under attack would be getting into diversification.

Flanking defense: the market leader should not only guard his territory but also erect some blanks or outposts to serve as a defensive corner to protect a weak front or possibly to face an invasion base for counter attacking were over necessary

4.13 MARKETING STRATEGY TECHNIQUE

Successful marketing includes the art of deciding which technique is to be used in different situations. Marketing strategy indicates what a library is going to do cater the needs of its clientele of current market. Marketing strategy means arraying various techniques in proper portion and balance.

A number of media can be used for effective marketing of information service /product some of them are given below.

1. Space advertising recent additions list of the library journal.
3. Direct mail information brochures.
4. Conference professional intuitions meeting publication exhibition etc.

5. Product (new letter market reports.)

6. Lectures, press coverage, inducements and so on.

**4.14 CUSTOMER SATISFACTION**

Libraries will continue to receive financial support from the government and public contributes. Libraries will be able to continuously add new IT products and services that will entice library users. Introducing IT products and services it will be create new images for libraries as info media, info entertainment and education centers, hence creating learning environment for library services.

**4.15 INTERNET MARKETING**

The internet is fast becoming an important new channel of marketing. The basic concepts and process of marketing remains essentially the same but the means and ways are changed. Let us say, a buyer is to be identified, quotations are to be sent, terms are to be fortified, quotations are to be sent, terms are to be finalized, goods are to be shipped and the payments are to be completed. For each of these functions the related transactions, data processing and form filling etc. is done using the computers. Suitable search engine is to be identified key words or terms are entered, suitable websites are identified, information, downloaded. The buyers and sellers and the bankers, librarians, users of information could all be at different locations anywhere in the world.

Amazon.com is an excellent example of how a company without any real estate or book on display set up the world’s largest bookstore that was accessible to the whole world. And that too at a small fraction of what it would cost to set a real one. The internet provides huge marketing opportunities to business concerns of our country. The information archives, database, business houses, in India are learning from the experiences of their counterparts in the developed world and they have now begun to exploit the internet to conduct business, information services. While the electronic mediums in marketing seems to be raising the future may well be decided by marketing through the electronic information sources.
4.16 APPOACHES TO THE STUDY OF MARKETING

The study of marketing can be approached in different ways. However these different approaches have immensely contributed to the evolution of the modern approaches and the concept of marketing different approaches may be broadly classified as commodity approach institutional approach managerial approach social approach and systems approach.

4.16.1 Customer –Focus

Focus works a tool for marketing purpose. Appropriate focus is the only way to get desired stage of success for any institution.

1. Customer focus is essential for libraries to remain and proper in competitive arena.
2. Marketing is the application of some common sense.
3. Customer focus is at the core of the marketing concept,
4. Library services should be customer focused this approach will help librarians to retain the attributes of librarianship as a service oriented profession in the new millennium.

The satisfaction of customer is the primary concern in the marketing approach entire ethos and shared values of the own the responsibility of satisfying the customers. Everyone in the library form top bottom has a role to play in rendering maximum satisfaction to the customer, marketing as an approach must become customer driven customer focus consents the relationship between the service organization and its customers.

4.16.2 Commodity Approach

Selection of correct commodity for providing services and goods is one of the steps of marketing. Though it is a matter of long discussion that whether it is necessary or not but one fact is commodity affects the marketing and also in case of survival of small scale libraries. The process is performed by the various agencies and by repeating such studies in case of different commodities, we get a complete picture of the entire field of marketing.
4.16.3 Institutional Approach

In this approach the focus is on the study of the various channels and facilitating agencies. The study includes their existence the functions performed and services rendered by them their operating methods the cost involved and the problems faced by them. In order to obtain a comprehensive view of marketing the study is basically related to each type of institution.

4.16.4 Functional Approach

The emphasis is laid on different kinds of functions, which are recognized for their respective occurrences and necessities of performed user of the market transactions. In this approach, marketing is focusing on selling and buying including those business activities.

4.16.5 Societal Approach

In the societal approach the entire marketing process is regarded not as a means by which business meets the needs of consumers but as a means by which society meets its own consumption needs. In it the focus is on the interactions between the various environment factors (sociological, cultural, political, legal) and marketing decision and their impact on the well being of society. As such in this kind of approach, there is a significant element of normality and substantial reliance on the value judgments based on an accepted value system in the society at a point of time.

4.16.6 Systems Approach

Among the recent approaches to the study of marketing the one that has been engaging considerable attention lately is the system approach it is based on Von Bartleffy’s general systems theory he defined system as a set of objects together with the relationship among them and their attributes, systems thinking recognize the enter relations and inter connections among the components of a marketing system in which products services money equipment and information flow marketers to for you. These flows largely determine the survival and growth capacities of a firm. The focus of systems approach is therefore, the analysis others marketing flows and communication. It stresses in built of organizational capacity to adopt business to a changing ecosystem.
4.17 LIBRARY FORWARD MARKETING

When libraries take initiative in the process of satisfying their customers’ needs and expectations it is known as forward marketing. The role of I.T. services provided to customers is important in this manner. The customers can be a part of any group such as researchers, teachers, students of faculties, social communities etc in all above customers the librarian has to provide the services with at care and delicacy using available resources whether printed or in digital ones. Some of the services are proper responsiveness, dependency of users on librarian, to make sure about availability of desired information, taking care of stocks and lastly to provide a nourishing environment for further interaction by users. There has to be flexibility in term of time for the convenience of users.

4.18 INTERNAL MARKETING IN LIBRARIES

It’s not enough only to make available the IT tools in library premises. The staff working there must be aware of its functions and uses. Staff only shapes the image and quality of the institution. For getting better results in IT services being provided to users by respected libraries the staff is expected to know the ‘in’ and ‘out’ of every situation that might come while serving to users. Many of the earlier studies and reports have proven that the human resources are the most important assets for any organization. If the institute wants to apply any of marketing scheme then it is necessary to gain confidence of working staff first, then only it is possible to offer and serve the best of IT services.

4.19 REVERSE MARKETING

In reverse marketing all the vendors, service providers are coming in spectrum of library like the IT publishers, p.c. vendors, software companies, database providers, telecom partners etc. If proper contacts are maintained with these peoples it’s easy for them also to keep the library updated with latest changes in market and technologies. This process is known as reverse marketing with suppliers. The authors, high level IT professionals, publishers are invited as guest lecturers in seminars and workshops. This is helpful from the view of librarians and working staff as they can keep themselves updated in case of their basic knowledge.
4.19.1 Librarian and Users

The survival of any library depends upon the patronage and will of the users. The function of the library must be in accordance with user’s satisfaction. As such the librarian and his staff members through personal and friendly contacts with the users have to assess their needs and offer satisfactory services to gain their good will and support for the library.

4.19.2 Librarian and his Staff

The successful functioning of the library depends mainly upon the devoted service-spirited knowledgeable efficiency and experienced staff. The librarian has to meet his staff members periodically, assess their problems solve them through discussion to ensure coordination and discipline among them and take necessary steps to provide job satisfaction and improve their morale. This will result in service minded and devoted staff required for better performance of the library. Extension services are possible with involvement of each and every staff members voluntarily and take the problems as a challenge with uninterested spirit. Coordination and co-operation emerges in the organization while extension services are implemented with spirit.

4.19.3 Librarian and library committee

Every library whether it is public or academic will have a library committee consisting of members belonging to different groups appointed by the parent organization. The librarian has to maintain friendly and understandable relationship with the members of the library committee through loyal service to gain their good will and support for the library.

4.19.4 Librarian and the faculty

With regard to the university library, the primary users of the library are staff, research scholars and students. The primary function of the librarian is to provide the necessary recorded knowledge conductive to support teaching and research programmer in various disciplines.

4.20 GENERAL PRINCIPLES

The following principles must be taken into consideration while planning extension library services:
1. Stock of books and other reading materials should be adequate at every point of services.

2. Particular reading material should be provided to meet individual reader’s demands.

3. Qualified, trained and experienced persons must staff library service point adequately.

4. Arrangements should be made to provide to every service point necessary information and guidance besides, efforts should be made to supplement the existing library services so as to make these as effective as possible.

5. All kinds of library service, both technical and readers services, should be as good as it is possible to make them.

The most senior people those who are responsible for shaping the policy should make themselves acquainted with what has been done in other countries. This is essential in all cases whether a library service is projected or an existing one is to be improved such people should visit and study existing services, discuss ideas and objectives with those concerned before them and plan for their own purpose. They should know what has been got attempted and how, what has failed and what has been got succeeded.

4.21 ENVIRONMENTAL ANALYSIS

Information needs of its present and potential customers. Advancement of technologies such as dramatic increase of digital storage media the convergence of telecommunication and broad casting, the availability of wealth of resources accessible through internet and reducing cost of computers with multimedia and internet capabilities will certainly have major influenced in information needs of library users. There are also exponential growths of electronic publications either online or In CD ROMs libraries in advanced countries are beginning to undertake digitalization projects to convert their national in prints into digital formats some make them available through the internets.

4.22 USER ATTITUDE TOWARDS LIBRARY MARKETING

Information seeking behavior is mainly concerned with understanding the user needs kind of information and reasons to search for information. The way the user is found; evaluated, procured and used information in library environment .user needs can
be identified and satisfied by knowing their attitude towards library and its services. Library user is the market in the library and information arena. The market characteristics or customer characteristics can be conveniently called user characteristics for our library purposes. The idea of marketing library services is something new. At the most, promoting of library services has taken place in the profession so far. The user and libraries, which function with the motto of free services to all can hardly claim selling or marketing its services. They will find it is meaningless to market a free service or product. Being paternalistic systems libraries provides orientation and thus to create awareness among users and persuade them to use information; their users need documents and other library services which they think. Under this situation any assessment of demand is uncertain. If we really mean selling and marketing of library services, many libraries around us may have to be heavily revolt or stripped down. Users also will be shocked to know the exorbitant cost of information and even cost per use of document, here we use the term market to mean the predetermined domain of our really in the broad sense in which a typical businessman use. No doubt that market research (user research) and customer (user) behavior studies are essential for libraries marketing. For studies are essential for libraries marketing. For achieving the objective of user satisfaction it is critical to understand his behavior. Understanding of user behavior can help in defining who the users are who the competitors are, what influences users, and how to approach them. Some of the key questions in understanding user behavior and its implications for marketing are provided below.

### 4.22.1 User Characteristics

The characteristics of the user the affect the buying process include:

- Age and life cycle stage
- Occupation
- Economic situation
- Life-style
- Personality and self –concept
- Psychological factors

a) **Age and life cycle stage**: Buying is influenced by the age and life cycle stages of people.
b) **Occupation:** Evidently, the goods and services bought by a person are influenced by the occupation of the individual. Farmer buys a tractor and carpenters busy a hacksaw. People who work in the fields buy shirts, dhoti and upper cloth and those who work in the offices were shirts and trousers.

c) **Economic situation:** the purchasing power of an individual is the prime consideration for marketers. If the disposable income of an individual is high obviously, he or she can buy a number of popular goods or a few expensive goods. Marketers have to find the income sensitivity of the goods and services they offer and make decisions like: 1) offer low priced pack sizes; 2) price the goods moderately.3) offer installment purchase schemes.4) give heavy discounts or incentive goods with the purchase

d) **Life style:** lifestyle is a person’s pattern of living the activities interests and opinions of people determine the pattern of living. Different researchers have identified different life style patters one way of life style classification is trendsetters, traditionalists and chameleons. The classification given by NCAER (National Council for Applied Economic Research) is destitute, aspirants. Climbers consuming class and very rich. A separate classification suggested for women is a capable homemaker a career women and a free spirit.

e) **Personality and self–concept:** Personality refers to the unique, psychological characteristics that lead to relatively consistent and lasting responses to one’s own environment. To relate personality to products people purchase, there are two aspects to be considered situation and person. While traveling people prefer to buy newspaper, books journals, mineral water bottles or sachets. Food packets, etc. Given the situation the response pattern varies from individual to individual. A conservative person may offer tea, whereas a jovial, hedonistic type may buy Pepsi cola for his friends. A person low on sociability will prefer drinking tea standing alone at a corner tea stall.

f) **Psychological factors:** the three psychological factors which help describe what goes on in the minds of consumers, have influence on his decision making they are;

- Perception,
• Cognition and
• Motivation

4.22.2 Planning of User Education

The establishment of the UNISIST program within UNESCO as an inter-Governmental program to stimulate and guide voluntary cooperation in the flow of S&T information at the national, regional and international levels, and the launching of national information systems, such as NISSAT in India, has focused attention on the need for training the users in the effective information. The UNESCO general information program (PGI) has been making organized efforts to promote user education and training programmers through organizing seminars, workshops, and developing tools, publications and guidelines. The “UNISIST Guide for teachers” and the “guidelines for developing & implementing a national plan for training in information use “are the two very useful publications. Several countries, particularly USA and UK, have made organized efforts in promoting program for education and training information users an extensive literature in the field is available to guide the formulation of such program in India.

Libraries provide a support service to the institutions they serve. It is important to understand the goals of the institution served to enable librarians to come up with mission statement which should reflect that all activities carried out are to works meeting the institutional goals. Commitment to educate users should be reflected in the mission statement of the library. This should be followed by a written user education policy. User education programmes should aim to make all users aware of the information resources available, both directly in the library and from external sources and enable users to enjoy the search for information. It is interesting to note that many of the objectives listed by libraries in this study stressed the self sufficiency of users through a successful user education program.

Written policies and objectives on user education provide a basis for self-evaluation. This could be used to answer questions like, is the user education program achieving what it was set out to achieve? If not more detailed studies on user information needs should be conducted. User education program need continuous revision to keep up to date with the changing information environment. Written objectives for instruction
should be derived from the written profiles of the information needs of the users. Universities have unique identities “each university library must design its own course to meet the immediate needs of its clientele as well as fit into the university teaching program.” This is evident in the response; some libraries concern is introducing first year students to the library “some of whom have never used a library before”.

4.22.3 Marketing Support Services

No product is complete without support services, although its level may vary depending on the nature of the product/service. For example supplying the full text of an article which is requested on the perusal of an index of articles (product) could be a major support service to the product.

4.23 THE PRODUCT / SERVICE OFFERS

Each of the elements mentioned, as a product attribute, by itself, does not have meaning unless it either individually or collectively, offers some benefits to the customer. Following are some examples of attributes of products/services in the library-

a. number of journals covered,

b. contents of the journal,

c. extensiveness and exhaustiveness of the information provided,

d. Number of books that a client can borrow, etc.

4.24 PRICING OF THE PRODUCT

Pricing is one of the important decision areas of marketing. It is a dynamic and multi-stage process. Pricing decisions are based on the demand and supply of goods on one hand and cost of production and benefits gained by the consumers on the other. So, pricing policy of library and information products and services mainly depends on the goals and objectives of organization. Pricing decisions mainly depends on the cost of production, the demand for the product and the price of other competitors.

4.25 ROLE OF MARKETING CHANNELS

Distribution channels play a very important role in achieving marketing objectives of a company. Undoubtedly loyalty is created by the manufacture of product or service but distribution channels create time and place utilities. The distribution system creates time and place utilities. The distribution system creates a value added to almost all
products in the case of consumer goods the value added in distribution is significant as compared to the value added during manufacture.

4.25.1 Minimum transactions

Distribution channels and intermediaries increase efficiency in exchange process this is based on the premise that a decentralized system of exchange with manufacturers directly interacting with consumers is less efficient relative to the centralized network employing intermediaries. Moreover the number of transaction that takes place between producer and customer will be drastically reduced with the induction of middleman between producer and consumer.

4.25.2 Functions of channel

The marketing channel performs the work of moving goods form producers to users. It overcomes the time place and possession gaps that separate goods and services from those who would use them. Members in the marketing channel perform a number of key functions.

4.25.3 Environment information

The collection and dissemination of marketing research information about potential and current consumer’s competitors and other actors and forces in the marketing environment of persuasive communication about the offer designed to attract customers.

Negotiation: the attempt to reach final agreement on price other terms that transfer of ownership or possession can be effected.

Order: The backward communication with the manufacturer in intention to buy the marketing channel.

Financing: The acquisition and allocation of funds required to finance inventories at different levels of the marketing channel.

4.26 MAJOR CHANNELS OF DISTRIBUTION

Services Wood identified by him following major channels for dissemination:

a. Interpersonal delivery-products personally delivered either on request or in anticipation of a need. It is the most costly and time consuming method.
b. Group personal delivery products delivered to a whole group of users at meetings, conferences, seminars, demonstration etc.
c. Strategic placement products placed at strategic locations.
d. In – house dissemination reference referral etc.
e. Local depository’s products through cooperative arrangements with an information system.
f. Mass media dissemination through newspaper professional journals, magazines etc., products to be in narrative style.
g. Broadcasting radio and television.
h. Mailing of products through postal facilities.
i. Telephone

4.27 NEW MEDIA

Advances in human civilization can wholly be attributed to the human ingenuity of storing and presentation of human knowledge for contemporary generation and posterity through space and time. This has been possible only because of the invention of language, scrip and printing each in turn introducing modes of new communication. Oral tradition, writing print media and now the electronic media aiding the communication process all these can be regarded as important and sufficient landmarks contributing to and enriching human achievements. Such as transfusion of media as a social heritage of knowledge has given a kind of corporate memory. The print media has generated variety of documents; primary secondary and tertiary, such as periodical publication bibliographies and bibliography of bibliographies respectively. The consenting information technology has unleashed a variety of new media such as:

4.28 ADVERTISING PLANS

The advertising plan prepared in the beginning of academic year has following aspects mission statement, target for the year services offered pricing policy and promotion. The plan has a set of action points as time scale and ‘who does what’ schedule. The action points serve as a checklist input forms all the library staff are taken in the preparation of the marketing plan, itself is worked out in the list of the major policy
implications held in February every year and librarians review their individual marketing plans every month. Marketing plans serve both as a strategic planning document and an working tool.

4.29 NEED OF PLANNING OF LIBRARY PRODUCT

The necessity of planning the library services and products arose due to following reasons:

- Continuous changes in IT technologies.
- Change in customer views, ideas and expectations
- Change in customer profile
- Change in competition of products.

4.29.1 Market Plan To Libraries

The market plan should include the following services:

- **Remote access to library services:** Presently libraries certain reference and referral services received through phones, mails, and those who come personally public can also access libraries OPAC from homes and offices. Libraries can introduce online reference inquiry form in their home page. Library users will be able to key in reference enquiries through the online reference inquiry form to search libraries databases from any location of any time.

- **On-line community information services:** Libraries can develop on-line community information services and have it on the net. The on line community information services can include the following information community leaders, local community events, local sport events, directories of public utilization and youth associations, local entertainment centers, local communities and youth local news and community forum.

- **Hyperlinks with specialized information services:** Libraries can introduce specialized information services to specialize user groups for nominal fees. Library will maintain a database on user profile for users that register under this program. The database will include information about their specific subject interests. Current awareness services on information of user’s subject interest will be delivered at regular interval.
• **Special services:** Incubator service is a special service given to researchers, small scale entrepreneurs or publishers that do not have computer facilities. They can make use of computer facilities in libraries to produce their project reports or to advertise their new products in the internet available at the library. Secretarial services can also be introduced so that user can do fast binding for the project papers.

**CONCLUSION**

Library and information centers, as the resource centers are of vital role in serving informative material to users. Library and information managers need to give adequate attention to market the services in order to survive in the highly competitive world. It helps us to focus the efforts, ensures the use of resources and makes a professional impact. Every organization needs marketing whether they intend on making a profit or not, library and information services need it too, either to increase the use of their service and materials or for social benefit. The main function of marketing is generation of product pricing of product, distribution of product and promotion of product. Library and information managers of today can make their library more responsive and service oriented towards users’ needs and wants to improve their user’s satisfaction with library. The final and the most important thing in marketing of library and information products and services is that it should be supplied at the right time and place, otherwise it would be of no value to the user it will lose its utility.