CHAPTER- 4

APPLICATION OF MARKETING IN LIBRARY AND INFORMATION SCIENCE
APPLICATION OF MARKETING IN THE DISCIPLINE OF
LIBRARY AND INFORMATION SCIENCE

4.1 INTRODUCTION

University libraries are the integral part of the academic sector. The importance of university libraries and its services depends upon the fulfilling the users information needs. University Library is a non-profit service industry whose aim is to provide their services for the benefit of the academic communities for which they do not earn profit. Effective management with application of marketing techniques within the university library increases the possibilities of achieving its goals and objectives with greater efficiency. Effective management includes systematic monitoring, analysis of internal data, systematic and imaginative marketing. University libraries are use to promoting their products and services to their users for wider use. The university libraries are aware of market segments, stimulating demand, and user satisfaction; and managing to fulfill the needs and expectations of Library users. The market environment of university libraries includes its-geographical situation, status, financial back up and other characteristics, as well as users approach, motivation and stimulation.

Shapiro's pointed out "successful marketing techniques that were once considered to belong almost exclusively to profit-motivated business enterprises have been used advantageously by alert managers in private non-profit
organizations. However, many other managers of non-profit organization have failed to recognize that marketing is as intrinsic to non-profit sector as it is to the business community.

Weinstock has asserted that it is imperative for the information service producer to become more knowledge about marketing function.

4.2 MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

LIBRARIES:

Marketing for university Library products and services are occupying a new dimension due to technological change and economical a new dimension due to technological change and economical factors. The university libraries today are no longer confronted with the question whether or not to apply new IT to their operations, products and services. They are now more concerned with decisions about what technologies to use; and the costs; benefits and impacts or readers. On-line-Access through inter-Net, on line databases, microcomputers, tech communications Local Area Networking and other technological advancements have provided university Library with a new wealth of information capabilities. By combining the technology with current and retrospective research as well as e as well as expertise of information specialists, Popovich has stressed "Most Library
and information science centers have capacity to serve many of the information needs of the business community in a timely and efficient manner. By charging
corporate clientele a fee for such information, some libraries expected to recover, in part at least, the costs of the services”

In university Library the concept of information marketing pervades all facets of academic community to whom the Library goods and services are rendered and it is rationale to employ information marketing in university Library. The ten main reasons why university libraries must adopt the application of information marketing are:

I. To obtain increased operational efficiency.

II. To improve the quality of library services

III. To provide innovative library services not yet possible

IV. To improve library management

V. To improve physical and financial resources

VI. To improve image of university library

VII. To provide maximum satisfaction to library users

VIII. To utilized marketing strategies and techniques in planned manner for benefit of proper access and disseminate their information products/services.

IX. To promote its products/services

X. To introduce selling ideas.

4.3 LIBRARY PRODUCTS AND SERVICES

Library are place which collect, organize, provide and maintain documents for a particular type of users. Depending upon its function, service is based on demand and initiative of the users. In most of the cases the service is confined to
the document and not to the specific piece of information. Library provides service to the user both in anticipation as well as on demand. They also conduct retrospective searches for the users. Bibliographies, current awareness bulletins, state-of-the art report and accession lists etc. are their main information products.

4.4 LIBRARY SERVICES, THE USERS GETTING DIFFERENT SERVICES AND PRODUCTS SUCH AS

Product:

- Handbooks.
- Bibliographies.
- Data Sheet.
- Current awareness Bulletin
- Periodicals.
- Abstracts.
- Indexes.
- Newsletter
- Films.
- Directories.
- Translations
- Thesauri
- Recommendations.
- Correlations
- New acquisition lists
- New acquisition lists
- Conference proceedings

Services

- Consultation and advice.
- Replies to inquiries.
- Referral.
- Retrospective search
- Referral.
- Retrospective search
- SDI
- Serves visitors.
- Conduct seminars and conferences
- Conduct research
- Translation services.
- State-of-the art reports.
- Critical reviews.
- Critical compilations.

4.5 THE MARKET OF LIBRARIES:

A market is a pub Library with which the Library service wishes to do some kind of exchange. The Library is offering the members the greater satisfaction of their constituents in exchange for the resources to provide the
satisfactions. So Library must know to which part of the market they are aiming, what of each of its major markets, and then design products to satisfy them. Library are not serving all men and never, in view to do so. Librarians/information specialists must differentiate and carefully choose appropriate segments of each of their various markets if they are to have any kind of impact in those markets. Sometimes the non-user general public Library is the market of Library. So the concept of the target market and market segmentation strategies should be considered in relation to those public Library as well as to the real users and potential users of the service. The aim market segmentation is to identify though members of the total marketing, which have similar characteristics, so that the product or service can be designed to attract them.

4.6 DISTRIBUTION AND SALE OF LIBRARY PRODUCTS AND SERVICES:

In an information system placed in a market-like environment, all of the economic and marketing implications of this environment must be considered. However, unlike the situation in most marketing environments, the distribution and sale of information products and services are interrelated and the functions involved in document transfer may be performed in many ways.

One will be faced with several decisions concerning marketing of new services and modification of old. These decisions include questions of pricing, promotion and advertising policies, and channels of distribution and must be based on considerations of cost, income demand, and the effect of the decisions on other components of the system. The adoption of marketing techniques in
Library represents and effort aimed at innovation, modifying traditional activities, developing strategies for change and preparing these organizations for future trends. It implies satisfying the information needs of previously identified users. The adoption of marketing techniques in Library demands many management procedures such as analyzing and identifying the market; defining market strategies to optimize information use, and providing for interaction with productive sector. Silveira is convinced that only in the context of these basic concepts can information exchange be initially encouraged where it does not exit, and intensified where it is already taking place. Thesis means making potential users more aware, having them become benefit of the system, thus stimulating the use of the system by effective users.

4.7 USER ORIENTED LIBRARY:

There is also a control element as management seeks to determine, if goals are being met, and such goals may be customer satisfaction, high profits from high volume sales, and improved efficiency. This activity, of finding out and making known, and of reducing the possibility of error in getting goods to the customer, is not just a suitable metaphor of library and information services: it is inherent in information work and the marketing approach, in being intensively user-oriented, is a particularly valuable approach for contemporary libraries. It makes sense for libraries to know.

- Market characteristics.
- Market segment.
- Market research techniques
- Motivates the user
- The product and service cycle concept.

4.8 EMPHASIS ON USERS’ SATISFACTION:

The administration of marketing-oriented libraries is a means of guaranteeing user satisfaction that ultimately will contribute to the development of the information sector as a whole. The adoption of marketing techniques in demands many management procedures such as analyzing and identifying the market defining market strategies to optimize information users and providing for interaction with the productive sector. Silver is convinced that only in the contest of these basic concepts can information exchange be initially encouraged when it does not exist, and intensified where it is already taking place. The marketing means making potential users more aware, having then become beneficiaries of the system thus is stimulating the use of the system by effective users. Marketing is more than creating an awareness of a product or selling it. Marketing involves understanding the role of the product and the needs of the user, defining the product range and the needs of the user, defining the product range of the producer organization, identifying the optimum channels for distribution of the product, stimulation repeat sales, creating confidence and many other factors and all these are the functions of Library.
4.9 MARKETING FUNCTIONS OF LIBRARY:

Information is becoming more and essential nowadays. No one can do without information and the information marketing is the management function which organizes and direct all Library business activities involved in assessing and converting customer purchase power into effective demands for a specific information products or service, and in moving the product or service to the reveal customer to achieve the profit target on other objectives set by Library. From that it may said that the marketing function are.

a) Evaluation (by market research and sales forecasting) and exploitation of marketing opportunities.

b) Formulation of marketing policies.

c) Planning, design and control of the total marketing organization and specific campaigns.

d) Sales promotion, in all its diverse forms.

e) Budgetary control and costing of the market effort.

f) Measurement, analysis and control of sales from those functions.

Marketing is an effective method of gathering information about the market place within which the Library is operating, helping it to focus an service demand as well as service provision, and it is also a useful means of promoting the Library service both to its potential user-base and to its funding body.
4.10. MARKET SEGMENTS:

It can be defined as “by the process by which heterogeneous market is subdivided on some common characteristics. Each segment is homogeneous within itself and heterogeneous between segment” in other wards we can say it involves the identification and specification of signification of significant groups within the total market.

Segmentation of the library has special sections developed to different types of users: children, young adults; the handicapped; ethnic minorities. But some Library has taken this a step further by actively targeting their services towards one or more of these groups.

Market segmentation is an important concept for the library managers, making it more likely that products will be emphasizing some needs and ignoring others. It is also possible to identify trends in segments, which might not have been noticed; otherwise also it makes the planning of the other elements of the marketing mix more effective.

4.11. SYMBIOSIS BETWEEN MARKETING AND LIBRARIES:

The basic element of a market is a seller, a buyer and a product, which constitute a market. Similarly in library profession librarian can be considered as seller, user as buyer and desired information as product. The qualities of good shopkeepers is to possess attractive personality, cheerful nature; good shopkeepers is to possess attractive personality, cheerful nature good knowledge about the product encyclopedic memory, and ability to judge the
psychology of consumer. If we compare these we will find a successful librarian must have these qualities.

The principle of 4 P’s is important in marketing segmentation, i.e. People, Product, Price and Profit. Segmentation is a customer-oriented strategy, which gives special emphasis on the demand side of the market. It recognizes that there is several demand schedules, each demand schedule representing a group of buyer with similar needs. It is a method for achieving maximum response from limited resources by differencing various parts of the market. The benefits from market segmentations are.

1. Market is in better positions to located and compares marketing opportunities. Similarly a librarian is in a better position to know the best use of information by group of users.

2. When customer needs are fully understood, marketers can effectively formulate and implement the market programs. Similarly a librarian can be very well aware with users need. He acquires, organizes and communicates the information in the way, which is most suitable to the users. To know the actual need of users a librarian can keep suggestions box at the appropriate place in the library. He conducts orientation courses, exhibitions and users survey to know the actual needs of the users.

3. Weakness and wastage can be overcome both by the marketers are will as librarian. They can use the resources more effectively by creating demand. A librarian displays new document in the display box,
organizes library unit of users, provides extension services to create user's demand.

4. Buyer's is a person who is ready to pay money for a product or a service. In marketing study buyer behaviour is new field of study. It can be defined as "all Psychological, Social and Physical behavior of potential customers as they become aware of, evaluate, purchase consume and tell other price product and services."

4.12 THE FOUR PS OF LIBRARY MARKETING:

In order to serve a market more effectively the LIBRARY managers need to identify in relation to each of the marketing mix elements those features, which will best satisfy that market.

The first element of marketing mix is the product, which means any thing capable has satisfied a need, want or demand.

The second element of the marketing mix involves all aspect of the distribution of the product on service concerned. This is a rather complex element in the case of information services, distribution covering the entire concept of the access to the service. It includes; the opening hours of the center its location, the rules for the lending of documents, etc.

The third element is promotion. The main purpose of promotional campaigns is to identify the information agency and its products and services and to acquaint the prospective user with the library records in meeting its commitments.
Andrea Dragon has attempted to illustrate how some of the techniques may be used in libraries. She concludes that Library can no longer assume that the public library will continue to accept increases longer assume that the public library will continue to accept increases in taxation for the support of libraries with no provisions for price. The price is to be paid in information. Services, even where public library bodies are concerned. Furthermore, many non-profit information services, faced with financial constraints have already adopted a public library of charging for some of their products. Weinstock aptly suggests that one of the major problems of marketing information is the assessment of value contributed by products and services to parent organizations. Kotler, on the other hand has asserted that “the first thing an organization must decide in attempting the developing a price or pricing policy is the objective that it is trying to achieve.

Marketing communication, mainly advertising, constitutes the last element in the marketing mix. Marketing communication is a series of the techniques, often referred to as the communication in (x) which makes it possible to maintain systematic contract with market available. As Lovelock and Weinberg point out, there is a certain amount to confusion regarding the ingredients in the communication mix.

There is no problem in relation to advertising, which is undoubtedly the most visible component of marketing communication, when it is defined as the entire range of techniques for direct communication with the market.
The term public relations cover the entire range of techniques for indirect communication with the market, it is important for non-profit organizations as it enables them to acquire a sort of free advertising. Other components of communication are what marketing specialists refer to as promotional activities. Darmon defines them as communication activities that don not fall into either of other two categories. They are special activities organized in support of the advertising effort and the sales force. In the business world this means competition, free samples, etc. In the information field the techniques can be applied without modification or they can be adapted to the context of non-profit organizations. It also means that it is essential to understand customers' motives and habits in order to communicate properly with them.

4.13. AN IMPORTANT AND SPECIALIZED JOB:

People are the key to the effective functioning of any Library. Library can have an excellent collection and a magnificent building, but if it does not have a well-trained, competent staff, the patrons using that Library may not be served effectively. One of the Library managers most critical functions is thus to provide for and coordinate the human resources of an organization. A Rensis Likert states, of all the tasks of management, managing the human component is the central and most important task because all else depends on how well it is done.

The professional staff works at the predominantly intellectual and no routine tasks, those requiring:
A special background and education on the basis of which LIBRARY needs are identified. Problems are analyzed, goals are set, and original and creative solutions are formulated for them, thereby integrating theory into practice, and planning, organizing, communicating, and administering successfully program of service to users of the Library material and services. Professional librarians provide the specialized expertise needed to fulfill the information needs of the library patrons.

1- Activism monitors to the needs of its customers (users and non-users)

2- Matches itself and its products or services with identified customer needs so as to satisfy them.

3- Subsequently makes itself known by communication with customers.

4- Finally, measures customer satisfaction in order to make any necessary adjustments.

4.14. PROFESSIONALS VIEWS ON SPECIALIZATION:

The treatment of staff as a separate component in the marketing mix is relatively recent. Most marketing experts have long ago recognized the importance of staff in marketing strategy. They were previously seen as part of another “P”, the people. I do can’t mean that the staffs are only those in direct contact with the customers but it is possible to take the view that all staff are involved in the marketing process. Particularly in the marketing of services where, as Leonard Berry Points out, it is performance that is being sold rather than a physical and impersonal product. In the information field, for example,
performance is the product of the entire information chain and not something supplied only by the staffs that come in contact with the customers.

The marketing approach makes librarians and information scientists more aware of the importance of taking the user and his needs into account in the management of an information service. It also provides them with a basic understanding of strategic planning essential to a modern manager.

Flipo adds that the need to take all staff into account reflects the production and sales are not separate in the service sector as they are in manufacturing. They occur simultaneously. What is more, customers play a part in production” as they interact with staff when they are several. Staffs are therefore a very important factor in formulation of marketing strategies.

The staff that come into contact with customers naturally still have a key role to play in making them welcome, Hobson, Moran and Stevens have shown how the front desk staff in Library can influence the way customers view an organization. They point out that the staff on the loans desk is often only the users’ who come into contact with the Library. “For many users, these Library staff members are the personification of the Library.

Other researchers have studied the relationship between staff and users. Information managers must therefore ensure the perfect functioning of the organization in all matters relating to that means appropriate recruitment and staffing level. In this Berry Makes the point that staff also represent a market to the conquered by the organization concerned. People now speak of marketing.
Competent staff must be attracted and retained in the same way as customers. They must also be sufficiently numerous satisfy user needs.

4.15 FUNCTIONS OF INFORMATION MARKETING MANAGER:

The efficient operation of any system, whether business or information, is based on certain functions. At every level in an organization, manager is the key person who carries out the assigned tasks to achieve a particular objective. Thus, management of any system is done through key persons, called managers, to be successful, information marketing manager is required to perform the following seven basic functions.

(a) CREATING:

Creativeness is one of the vital functions of management. A creative information-marketing manager can make the Library itself creative. Through his creative approaches of logical thing, idea, linking and problem solving, he can create new and better marketing ways of achieving objectives. Creative function adds innovation and improvement in the marketing activities and procedures of the Library.

(b) ORGANIZATION:

Organization is another basic function of management process. This function sets up authority; power, accountability, responsibility and communication flow in the organizational structure. Through organizing, information marketing is determined, in a logical way to achieve the desired objectives.
(c) MOTIVATING:

Motivating is another function of management. In Library, staff at all levels should be motivate by way o giving proper stimuli to them so as to achieve desired behavior that lead towards accomplishment of organizational marketing objectives.

(d) DIRECTING:

Direction is also an important element of the management chain. Direction creates co-ordination and participation in the management. Through directing information marketing managers transfer the messages, may it be facts, ideas, attitudes or opinions in all directions, to all concerned executives and subordinates to influence a particulars course of action to achieve a pre-planned common goal and objective.

(e) CONTROLLING:

Controlling is yet another essential part of management. Controlling is the process by which the management gauges the progress of work against set targets, in information marketing breakeven analysis, where profits or losses are measured at different volume of sales. This concept in the form of cos-benefit analysis can also be profitably applied to a serve an organization like Library. Leadership aim of information marketing manager also plays an important role in controlling employee's behaviour in an organization. He is required for checking, regulation, and verification and overall supervision to actions for achieving desired objectives.
(f) **DECISION MAKING:**

A good manager has to make effective decisions continuously at all stages of creating, planning, organizing, motivating, communicating and controlling. Delay in decision-making delays the achievement of planned objectives. Quick and proper decision-making keeps the organization dynamic and moving continuously forward toward the achievement of set goals.

4.16. **DIFFERENT ROLE AT DIFFERENT LEVELS:**

Top Library management is required to formulate a strategy and manage the activities of marketing as a whole, as one of their main tasks, giving clear directions to all concerned, at the same time they, and the other staff, need to appreciate that they have to play an important role in the strategic planning for the system. Local librarians should see themselves as local sales managers and be concerned with conveying the correct corporate messages; adapting services to meet local needs in agreed corporate areas of development or concern aware, as only they can, pf trends and needs in the local environment and doing all this activity as contributing to the overall objectives.

This requires a management structure, which is flexible and decentralized, and a management style, which recognized the need for participation and hearing throughout the organization. To achieve such attitudes, staff at all levels will have to take on responsibilities which they have not recognized hither to
before in the vital area of the Library relationship with its external environment and providing of responsive services

4.17. DIFFICULTIES OF MARKETING:

The difficulties that characterize the marketing of information services are:

a) Less of Knowledge or no knowledge at all of marketing in library professionals.

b) The value of information products & services in any research & development activity is difficult to judge.

c) Library professionals are not geared to the marketing strategies. The library schools do not prepare them for the marketing environment.

d) The traditional role of librarians was passive. Library professionals till now never reached out to the users. Promoting library services in an unexplored area for them.

e) The controversy that information should be treated as a commodity or not is detrimental to marketing.

It is thus very important, to prepare the library personal to overcome these difficulties for sustainable librarianship. They need to inculcate a variety of skills to survive & sustain themselves in the competitive world of tomorrow.

4.18. CONCLUSION:

Thus the marketing experience of an organization cannot be properly assessed without reference to the organization's structure, operations and
external environment. According to Kotler, marketing is to do with optimizing the quality of supplier receiver exchange by matching the supplier’s capabilities and resources to the needs expressed by the (potential) receiver. Marketing is sometimes considered with various rather pejorative connotations “huckstering”, “profiteering” and “peddling”.

The concept of marketing in business administration is a clear and much broader concept. Several definitions are available in the standard literature of business administrations for instance, the American Marketing Association defines marketing as consisting of the performance of business activities that direct the flow of goods and services from producer to consumer or user. While such a definition sounds precise in a business context it is not broad enough for the Library and information field.

At the heart of strategic management are matters concerning markets and products. There has been recently a growing interest in marketing amongst Library. Marketing is a subject of growing interest to non-profit organizations such as Library. By definition, marketing could be considered as a planned approach to identifying and gaining the support of the users and then developing appropriate services in a manner, which benefits the users and furthers the aims and objectives of the information centers. In other word, marketing serves as a springboard to gaining new users, to serve better the existing users, to develop new services and to initiate as well as sustain a meaningful dialogue between the information centers and their users. However, there may be a danger in treating the marketing as yet another technique, which will solve all our problems. There
is even a greater danger when marketing is imperfectly understood and is envisaged as merely a promotional activity. Marketing has certain limitations for the non-profit organization but never-the less it can, like all other business management concepts, contribute a great deal to the solving some of our problems provide its base ideas are understood. Marketing is less a matter to technique than a comprehensive way of looking at the management of our services.

It is natural that information professionals and information organizations are now becoming familiar with the concept of marketing and are more and more convinced about the need to identify their user groups. Marketing activities ensure a more accurate definitions of information needs, a closer match of the information service to those needs, and a greater awareness on the part of the users, and sponsors to the value of the service. It is useful to examine how the basic concepts of marketing are applied in practice for information products and series being offered by Library and to study the marketing approach, especially the marketing strategies and practices, of some of the information facilities in Jordan, The present study is a step in this direction and its findings are given in the chapters that follow.
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