Chapter : Three

Marketing
for
Consumer's Satisfaction
MARKETING FOR CONSUMERS

SATISFACTION

Information is recognized as national product and contribute a substantial share to the national income. It is considered a tool in the hands of decision-makers. 'Right information to Right person at Right time' assists in improving the ability of an Individual, a business firm, a government agency or other kind of similar institution to take the right decision which assist in achieving the aim of the information. Without Information the countries can not develop or a developed country can not stay developed for a long time. So it is important to study the concept of marketing in the field of library and Information Science. Before going to analyze the main topic of this paper it is better to study first the concept of 'marketing' and 'Information Science' than to study the main theme i.e. Symbiosis between marketing and Information Science profession.

Traditionally, marketing means selling and buying the product to earn profit. Profit was the first and primary task in the traditional marketing. Quality of product and satisfaction of customer was the secondary motto in that type of marketing. Now in modern marketing, which is known as customer oriented marketing, primary task of an enterprise is to study the
needs, desires and value of the potential consumer, and on the basis of accurate knowledge of demand an enterprise must produce a Product which will provide desired satisfaction to Customer. Customer is the heart of an enterprise in modern marketing system. All business operations are framed and operated around customer satisfaction and services. Marketing plans, Policies and Programmes are formulated to serve efficiently customer demand. Marketing research must be expected to provide adequate, accurate and latest information, which will assist in framing the policies for customers. Modern marketer thus opined "Marketing is ongoing process of

(a) Discovering and translating consumer needs and desired product and service;

(b) Creating demand for these products and services;

(c) Serving the consumer with the help of marketing channels; and then

(d) Expanding the market even in the face of keen competition"

On the basis of modern marketer consumer needs can be found out through planning and producing product; demand can be created through promotion and pricing and consumer demand can be fulfilled through physical distribution of the product. Thus marketing covers all business
activities necessary, for ascertaining and identifying of product, physical
distribution of product by facilitating the entire marketing process.

A library is the trinity of user, document and staff. Staff functions as a
bridge between document and user. The basic job of a librarian or an
Information officer is to provide pinpointed, expeditious and exhaustive
information to the Right user in Right way. It is one of the service-
oriented professions like medical profession; teaching profession; and
lawyer's profession where basic emphasis is given on user satisfaction.
From book selection is withdrawal of documents from stack is always
done by the librarian on the basis of user satisfaction. Information Science
has been opined by Prof. P.B. Mangla as a 'discipline which is
concerned with properties and behaviour of information as well as
factors influencing the flow of information' Thus, properties, behaviour
and the factors responsible for generating the speed of new information
constitute the basic element for information as a discipline.

To cope up with this new challenge of knowledge, librarian always
conducts research not only in acquisition of information but also to know
the actual demand of user community. For effective and speedy
communication of information, latest information centers. Should act suitably if we comprehend this is ongoing profession of:

(a) Discovering user need (through planning)
(b) Creating demand for information (through library publicity and extensions services)
(c) Serving the user demand (through effective communication of informing)
(d) Expanding the profession (through effecting of user)

3.1 Information As Commodity

Information consists of classified and interpreted data that are used for decision making. Though the term’s data, information and knowledge are used synonymously, there is a basic difference between them. Data is the raw material is processed and interpreted to Form information. Knowledge is a stock of all information.

Consumption of information as a commodity is characterized by attributes like public goods, concepts, indivisibility, inherent uncertainty and risk in transition and other special features like sharability, compressibility, substitutability etc. All these attributer create problems in the market development for information.
Information as such is not commodity. Information as a commodity is represented by the products, service and channels, which carry information.

Like other consumable items, information gets produced as a result of activities and events that take place in everyday life. Growing recognition of it's role as a vital input to the economic, cultural and sociological progress of humanity, is causing more and more attention to be paid to methods of information access and use, resulting in the development of an industry in its own. Information products and services like any other commodity are demanded in the market and the demand is affected by factors like price, preferences, income, population, expectations and seasons. Except the price and technology of other goods, information is demanded only when there is value or utility to the consumer.

The supply of information products and service depends on the price of the product, the cost involved in its production and the technology used. Libraries, Information centers, information Analysis Centers, Referral Centers, etc. function as the distribution channels for information products and services. Information is an elusive commodity. Not only it is difficult
to define, but also it appears in various guises in different places. Many authors have tried to define information in different ways. However, the main point that emerges out of these definitions of classified and interpreted data that are used for decision marking. It is needed for a variety of purposes contributing to decision making or problem solving. The term's data, information and knowledge are used synonymously. However there is a basic difference between these terms. Data refers to individual facts, statistics or group of facts, or the like. This means that data consists of discreet and unorganized pieces of information. When these facts, statistics etc. are processed, interpreted and presented and organized or logical from to facilitate a better comprehension of the concerned topic or issue, or are used for the purpose of problem solving or decision making, it become information. In other words data become information when we establish a relationship among different pieces of data. Information is therefore more valuable than data as data is transformed into a meaningful guide for specific purposes. Access to data does not automatically convert itself into information. Inference and interpretations are required. Thus data is the raw material from which information can be created by a process of human cognition resulting in knowledge creation. In order to establish information as a marketable
commodity and the user of information as a consumer, it is necessary to understand the characteristics or important features of information.

3.2 Public Good Characteristics

Like other public things information may owned by more then one person and it is difficult to exclude non payers from the benefits of consuming or processing the information, in this sense it is a public good. Though it is difficult to find out the borderline between public and private goods, it is obvious that many available information products and services have some characteristics of public goods. Most of the stock of valuable information is produced or financed by government which makes it difficult to privatize information. However, there have been attempts to information in some from or the other, for instance patents etc. The facts remain that it is mainly a public good. These characteristics of information have been given rise to much discussion among economists and scientists. One line of thought is that only partly a public good and its market can be developed. On the other hand, some are opposed to the privatization of information on the basis that the wide use of information gives rise to benefits to the individuals as well as to the society as a whole. So it should be treated as public goods only.
3.3 Indivisibility

Information a public good is supplied to the community as a whole, which means that benefits accrue collectively to the society. In this sense, one can say that it is not divisible into units, which van is provided to the individuals separately. It is only supplied as a whole, even though most of it may be useless to individuals. On the contrary, if we see the recent development of SDI (Selective Dissemination of Information) where each individual is provided with the information actually acquired by him, then we can say that it is divisible like other commodities. In this sense information can be considered as a commodity with potential of marketability.

3.4 Non-delectability

Another important characteristics of information are its non-delectability, which means that like other commodities it can be exhausted.

Inherent uncertainty and risk in transition: The inherent risk in the purchase of information is related to its other attributes. A consumer of information cannot be certain of the value of a bit of information until he knows what it is. For a consumer there is risk in a sense that, when he purchases a bit of information, he cannot be sure of its value i.e. whether it
will be of any use to him or not. On the other hand, if he has perfect knowledge about what information to him is for sale, then he would no longer need to purchase it. This way it becomes difficult for the producers of the information, to assess the demand for information.

Apart from these attributes there are other special features, like share ability, like, compressibility and substitutability, which characterize information products. This gives rise to doubts about the treatment of information pose difficulties in the development of markets for them. Having looked into the attributes of information, let us examine what constitutes information as a product or a commodity. According to Marco Porat ‘Information is a collection of many heterogeneous goods and service that together comprise an activity in the economy’. Information as commodity is thus, represented by the products, service systems and channels, which carry information. A clear distinction about information product and services are as follows:

Information products comprise three types of documents: 1) primary 2) Secondary and 3) Tertiary. Primary information is newly generated information and therefore the documents, which record and disseminate or communicate it, are known as primary documents.
3.5 Primary Documents


3.6 Secondary Documents

Secondary information is derived from primary information and the documents in which they are recorded are known as secondary documents. Secondary documents are created to facilitate access to information contents of primary documents.

3.7 Tertiary Documents

Tertiary documents are those that record information about secondary
documents. They facilitate access to secondary documents.

Include Bibliography of bibliographies, literature guides, directories etc.

In the recent past there has been exponential growth of information. It is
not only the volume of primary documents that is increasing at rapid pace.
But there has been increase in the specialization in all branches of
knowledge, which is becoming more and more multi-disciplinary in nature.

On the other hand, the time available of the users remains almost the
same. Added to this, there is a need to have quick access to the vast
amount of information. Provision of information services, therefore,
becomes an urgent necessity. Information service may be basically of
bibliographic type like, current awareness service, SDI service, indexing
and abstracting service, literature searching, where the user is guided to
the primary documents. It may also include a reference service, which
provides the answer, rather than the techniques through which the answer
could be found. Also included is a translation service, where the contents
of the documents are translated in the language of the user, document
The idea of marketing information as a commodity is closely connected to the concept of economic change and information is exchanged through information products and services. Information is considered to be one of the basic resources for the basis resources for development and hence sold and consumed. In this sense, information handling in its entirety is regarded as an industry, i.e. information industry. Multimedia through which information can be accessed introduces another dimension to the problem. The process of information generation or production is a continuous one. With the advancement of IT and tremendous growth of population, the amount of information produced and transmitted has grown at an explosively high rate causing an information explosion. The concept of ‘marketing of information products and services through libraries’ is of recent origin. The idea got momentum with the advancement of information technology, more specifically Internet and World Wide Web.
3.8 Marketing for Libraries

Modern marketing not only covers buying and selling the product but also include services rendered to the customers. When a customer enters.

When a customer enters the service market and buys a service, he busies the time knowledge, skill or resources of someone who is the provider or supplier of that service. The buyer receives satisfactions or benefits from the activities of the provider. For example, a private practitioner doctor sells the knowledge to the patient community. He charges fees from the patient and patient receives is buyer and advice of the doctor works as product.

Similarly in library and information profession marketing can be equally applied as applied to other service oriented profession. A librarian always provides desired information to the user. A user consumes the time and skill for searching desired information of librarian. Thus user not only saves his time skill but also receives satisfaction from the service of librarian If he can start charging against desired information, marking in library science will take place and librarian will be termed as user will be as buyer and desired information will act as product. In countries like India marketing in libraries is in primary stage of its development. For example Photostat or Xeroxing facilities are more commonly used in all
type of libraries. A user of library can obtain a photocopy of a particular page of article after payment of 25 paise or 60 paise. This service is available after payment. In order words we can say Liberian is selling this service after payment. Whatever is the price for this service is other matter of discussion. Determination of price is market strategy. There are such other services which can be purchased by user after payment such as translation, compilation of bibliography, inter library loan, selective dissemination of information etc. price of service is always determined on no profit no loss basis because ultimate aim of library is to provide satisfaction to their clientele. Marketing in library profession can be defined as a management process, that identifies, anticipate and satisfies user’s information need with no earning profit.

3.9 Symbiosis Between Marketing and Library Information Science

3.9.1 Basic Element

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

3.9.2 Marketing Segmentation

It can be defined as by the process by which heterogeneous market are subdivided on some common characteristics. Each segment is homogenous within itself and heterogeneous between segment” In other wards we can be say it involves the identification and specification of significant group with in the total market. Differentiation can be on the basis of anyone of many characteristics such as age, sex, intelligence, occupation, and status. 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 are 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 differentiating various parts of the market. The benefits form market segmentation’s are:
3.9.3 Marketing and Promotion

Marketing is in better positions to locate and compare marketing opportunities. Similarly a librarian is in a better position to know.

We all need to promote our libraries and information services on continuous basis, whether or not we make a charge to the consumers. Consumers who are potential users need to be made aware of, and kept up to date with the range of services available to them. However we also need to inform our consumer-base of any changes in the procedures which underpin the services. Internal consumers need to be made aware of the fact that charges are going to be passed on the departments or individuals, and the reason for this should be made clear i.e. as part of a more efficient management and financial planning approach. If one plan to introduce any internal service level agreement or statement of service standards, it would be appropriate at the same time to set out the new charging arrangements and to promote any new methods of information provision. In the case of charging to external consumers we need to be able to set the notion of charging against the perceived additional benefits to the consumer of any new or enhance service.
There are a number of methods of communicating with both internal and external consumers. It will have to decide, given the mix of our consumer-base, just what sort of marketing and promotion techniques would be most appropriate and what kind of image are aiming to present - do the library need a trademark- an appropriate name or logo? Budget constants may mean that would want to produce a common core of publicity material so that it could be used both internally and externally, or easily adapted to cover both, by using separate supplementary inserts for ‘free’ and charged services.

3.9.4 Training Needs

What will become apparent is a range of staff training needs. Ways of addressing these must be into the project plan. Various skills and knowledge will be required if the new services are to be a long-term success. Attitude and understanding are equally important. For example, if the library is planning business information services, those dealing with the consumers of that services will need not only to understand the terminology, the language of services, and be aware of new issues and developments in what is rapidly moving filed, but also understand the commercial culture and the way in which it?
Training to put relevant skills into place will enable those involved to respond to demands in the most appropriate and efficient way. When consumers are charged for a service they tend to be more alert to, and critical of any perceived failings. The areas for training, whether knowledge or skills based, and the methods to be used will need to be considered in the light of the specific service offered and the previous experience and training of the individual members of staff. Some may need just a refreshers course in certain areas such as an update on sources, others will need more detailed training.

3.9.5 Internal Consumers Surveys

Consumer’s surveys will need to be carefully structured to ensure that they can be carried out as efficiently as possible, without taking too much of the consumers time. The most effective way is likely to be through the face to face interview but this requires planning. To save the consumers time by finding out beforehand as much as about their areas of responsibility and therefore, likely information needs.

3.9.6 External Consumers Surveys

External consumers will fall into two main categories:
• Regular Consumers: Possible already users of the library for other services

• Occasional (or possibly one-off) Consumers: Providing less opportunity for regular consultation and feedback

3.10 Consumer’s Relations (CR)

Library - consumer’s relations (LCR) requires a multifaceted description. It involves the various services which a library provides throughout the geographic area it serves; the qualities of that community which help shape library policy; and the actual interaction between a library and its consumers which result in tow kinds of major benefits; the consumers Effectivity and awareness and use of all the library has to offer, and the library’s assurance of its consumers continuing good will and support.

Librarian must strive to retain regular consumers and to reach out and attract great numbers of reluctant users who may fear the ‘intellectual’ label of an educational institution. No CR program is effective if, once attracted to the library, a consumers is faced with an uncooperative or actually hostile staff members. This holds true as well for those who phone, for if the librarian is rude and condescending in giving the requested information, the consumers will be quick to react.