Chapter 2

Literature Review
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2.1 Introduction

A review of related literature provides an opportunity to assess the quality and quantity of literature generated on the theme. One of the main objectives of the literature survey was to understand the basic trends and growth in accepting marketing concepts in the library and information service, and product environment. Another important objective was to uncover related work on the research study. And the third one was to compile a comprehensive bibliography of available literature, so as to make it available for further research. Research papers on marketing of information concept have been published in different journals and other media of publication across the world.

The researcher has found existing literature on this topic by consulting several primary resources and secondary resources of information. Along with the above resources he also consulted the following sources of information:

1. Books
2. LISA (1980-2011)
3. Dissertation abstracts and reports
4. Full text at Emaraldinsight under UGC-Infonet Consortium
5. Internet

The period of literature search covers from 1970 to the early part of 2012. Important articles and books were referred, studied critically, and the observations were recorded for the purpose of the study. By consulting LISA abstracts the researcher made an effort to identify and collect the full original text articles. If full text articles could not be located then the available abstracts have been used for the review. Besides the journals, books, reports and information on the Internet has also been used as sources of information.
The literature on information marketing is on the increase. Most papers have stressed the need for application of marketing concept in the library and information service environment for achieving overall efficiency, and better management of resources. For the purpose of review of literature, the review has been categorised on the sharing of information sources and managing resources through marketing of information products and services. The categorisation is as following:

2. Promotion of Products and Services in the Libraries
3. Marketing Mix
5. Challenges, Barriers, and Problems in Marketing
6. ICT and Marketing in Libraries

Before 1970, the concept of marketing was confined to organisations supplying products, rather than services. It was after the second world war, that the American marketing expert, Philip Kotler first suggested extending the application of marketing to services and non-profit making organisations. It was in 1970 that the public libraries in North America first applied the marketing concept to the library profession (Viji and Bedi, 1999). Till the middle of 1970s the concept of marketing library and information products had not grown. This is according to the remarks of Weinstock (1976), “the marketing of information services is perhaps best described as being in an immature stage of development as compared with most industrial goods”. The bibliography on marketing of library and information marketing was published by Raja (1998) who lists 260 references of which around 200 references relate to the marketing of electronic and online sources.
2.2 Marketing Concepts and Strategies

The library and information centres have products and services that can be marketed. Each library needs to identify their marketing opportunities. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of the existing services and products, and determining their appropriateness. Marketing plans need to be developed and implemented with ongoing enhancement of the services and products. Marketing planning must involve the creation of a marketing and promotional strategy, and the allocation of responsibility to the library staff to ensure that the plan is carried through. The marketing of library products and services is directly linked to the planning process. So library managers have to study the marketing concept and successfully develop marketing strategies.

Massey (1976) in his article described concepts, strategies, and the importance of simple market research techniques for libraries such as segmentation, observation of customers, research on customers image about the library, market experiments, etc. Further he opined that market research techniques appear to offer relatively simple and non-expensive means for libraries to generate useful data about their consumers and operations.

Christine (1977) discusses in his article how marketing principles and techniques can be of considerable value, both in the design and operation of library and information services. He stresses that information services have different characteristics, and at the same time, warns against the injudicious use of marketing techniques, as he examines the benefits to the libraries by adopting a more user oriented policy.

Yorke (1977) discussed in his article on the similarities between libraries and most other organisations in the application of marketing concepts, irrespective of their field of activity. Further, he explores the concept of marketing for academic and public libraries, and he suggested that the library
should organise itself and its activities from a marketing point of view. He felt that the application of marketing concepts in libraries improves the usage of library resources, services, and facilities.

Grunenwald, Felicetti, and Stewart (1990) envisaged that the workshop participants do learn about marketing and gain better understanding of library marketing, and the participants enjoyed learning about library marketing, and were less tending to view marketing as only publicity. The workshop experience also helped participants to realise that marketing has its own legitimate place in a library environment. However, it should be noted that participants attended the workshop on a voluntary basis. As a result, their attitude toward library marketing was likely to be more favourable, than attitudes held by librarians in general. Perhaps the individuals who need to learn more about library marketing are not the ones attending the workshops. However, workshop participants can be more influential in changing the negative attitudes towards marketing than that held by other librarians. But authors take note that workshop participation will not result in radical changes in the attitudes of the participants, but was likely to be gradual.

Kibat and Arnold (1991) brought out in their article that the increasing importance accorded to information is a reflection of the economic and social progress and as such information services in the national economic development are as vital as any other industrial sector. He reviewed the characteristics of information marketing services, particularly in the context of entrepreneurship and the conditions that prevail in Malaysia for the development of the information marketing services arguing that librarians will have to be vigilant lest other professionals seize the opportunities that are being presented.

Kotler, Andreasen, and Alan (1991) provided the details of the study that a market driven approach should be the focus of libraries, to reorganise their structure, to reengineer their activities, to redefine their goals, to redesign
their portfolio, and to reconsider their service delivery system. They have presented that the resources may be devoted only to satisfy the wants of the users. A customer orientation towards marketing holds that success will come to that organisation that best determines the perception, needs, and wants of the target markets and satisfies them through the design, communication, pricing, and delivery of appropriate and competitively viable offerings.

Oggel (1991) has defined marketing and describes phases in the practical use of a marketing programme by libraries, identifying the market, the planning process of marketing, and the three principal means of promotion and evaluation of the programme. Further, he describes the international trends in library marketing with examples of ideas from libraries in the USA, Finland, Netherlands, Sweden, Australia, UK, and Canada.

Baldock (1993) has presented the increasing necessity for co-operation and compromise between library services and marketing. He has given various definitions on marketing and has explored its potential and presented examples for strategies from different parts of United Kingdom, in particular the North West. The study included demonstrated their success with results. Further, the role of the client or customer is discussed, with reference to his or her needs and expectations. The author stressed on the image of libraries and the services they provide that can be enhanced by selective promotion, tailored to each particular need, thus helping to reach the widest possible number of users. Thus marketing strategies should be used more extensively in order to enable libraries to become virtually all things to all people.

Sison (1993) in his article provided the detail of the environment in which the marketing of information services is taking place, particularly in Asia. He presented his experiences of the Agricultural Information Bank for Asia in marketing its services and shows the evolution from reliance on traditional approaches to those that reflect user needs, such as the use of the strategies of service oriented businesses, closer alignment of information.
services to the goals of the parent organisation, and making use of advances in information technology to package and deliver quality information services to target users.

Ojambo (1994) briefly considers the concept of marketing and outlines the characteristics of marketing management. He discusses marketing for non-profit organisations and indicates the use of marketing techniques for libraries and information centres. Here the author indicates the concepts of marketing and the methods of applying the marketing techniques to library and information centres.

Jose (1995) in his article explains the concept of information as a commodity and suggests that it can be treated like any other product produced by a company. The products and services of the libraries are capable of being marketed, and he describes the methods, guidelines, and implementation of information marketing.

Powers (1995) in his article described the marketing concepts of library and information services in special libraries. He observed that special libraries developed in response to a need for specific information, and the emerging recognition that an organisation with quick access to good information may have a competitive advantage. Effective marketing is an ongoing and well-executed process of planning for favourable exchange to help achieve the organisational objectives. Marketing plans in special libraries integrate library services and functions with the organisational goals and objectives, influencing the behaviour and performance of the organisation. Further he pointed out that integrated strategic marketing planning within the special library environment focuses the library toward organisational strategic thinking and planning, and offers the opportunity to develop more effective library services, which may lead to overall improved organisational decision making.

Rowley (1995) suggests that library and information managers have tended to hold a too narrow concept of marketing, confining it to income...
generation. Adopting a fuller definition might be hindered by the fact that libraries offer services rather than products, and improve their relationship to parent organisations such as local authorities or universities. The strong tradition in libraries of matching services to need is itself a marketing concept, but managers need to identify a marketing strategy linking marketing and organisational objectives.

Weingand (1995) in his article presented marketing of library and information services and its marketing components in the context of a customer orientation. As the new millennium approaches, libraries must develop creative problem solving strategies if they are not only to survive, but also to thrive. Societal change, technological development, and economic retrenchment all pose significant challenges for libraries. He proposes that the former positive and comfortable attitude toward libraries no longer holds true, and that marketing must be added to the managerial toolbox so that libraries can become client centered and client focused institutions.

Rowley (1997) reviewed the important role played by marketing in the work of Library and Information Science (LIS) professionals and draws parallels between the concepts of marketing and satisfying customer needs, inherent in both. The author illustrates the argument with particular reference to a review analysis of seven representative marketing textbooks. Further, he identifies the most topical issues covered by each book and points to the differences in emphasis between them. The advent of the global business world and associated global marketing is supported by powerful communication technologies and it is bound to pull together the LIS and marketing professions.

Raina (1998) has discussed in his article about information marketing. He emphasises the increasing recognition by library and information managers that merely acquiring and storing information serves little purpose unless it can be delivered and put to an effective use by those who need it. The author suggested that information managers to put extra pressure on library
managements for adopting technological advances, often leading to greater user expectations. He also considers the costs of information including its processing and repackaging, and he argues that library and information centres need to provide a greater variety of information products and services tailored for the specific needs of their different users, and these must also be effectively marketed.

Wayne, Judith, and Tim (1998) presented in their paper the pressing need for British Council libraries and information services in Italy to respond positively to British and international forces for change. Social, economic, cultural, and technological developments over the past twenty years meant that lending libraries are no longer an appropriate or effective model for the British Council when serving the information needs of priority groups in Western European countries. It is argued that the restructuring of the Council’s information services in Italy had become a necessity. They suggested that marketing concepts and techniques are relevant both to non-profit making services in general, and to the British Council information services in particular. The marketing implications of a range of possible alternative services for non-user priority groups are considered and the recommendations were made for the British Council to adopt a marketing orientation when planning and implementing the future of its information services in Italy.

Hoey (1999) describes in his article how the Library and Information Centre at the Royal Society of Chemistry in the UK markets its services to its users. He concludes by saying that “marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

Jackson (2001) reviewed the experience of marketing a hybrid library project in an academic library, drawing on the mainstream literature of marketing. He comments on the provision of a quality product, promotion of the interfaces, selection of the right time for promotion, and the use of a variety
of methods to attract users. And he emphasises the need to involve all members of a project team, and to evaluate the marketing strategy, recounts feedback from the academic and library staff, and users. He concludes with advice to the information and library professionals to develop marketing concepts and techniques if services are to survive and prosper.

Koontz and Rockwood (2001) pointed out the concept of placing performance measures within a marketing frame that builds upon the main goal of satisfying user needs. The satisfaction of user needs can be calculated by the ratio of service output to input, which provides critical data to use in adjusting the library's marketing strategy. The library's products and services, the price or cost of these to the user. Further, they explained where these will be delivered, and how the library's products and services are communicated to the users with an example, utilising the general information services department, and illustrate a marketing strategy built upon performance measures.

Brian and Heike (2003) reported the output of a study on Birmingham libraries. The study included the marketing campaign of Birmingham libraries' image and introduction of a new branding. The authors argued that an integrated approach to strategic planning, performance measurement, and marketing techniques enabled the campaign to achieve its objectives. They gave the example of Birmingham libraries which illustrated the various stages of a marketing campaign through planning, market research, defining objectives, target groups and messages, media planning, implementation, and evaluation. The study emphasises the link between the libraries' strategy and concrete marketing targets.

Gupta (2003) explained that the concept of marketing is widely applicable in the library and information environment. Marketing concept itself is changing and it has different meaning for different people. Now marketing is a whole organisation concept and organisationwide philosophy, which requires
years of continual work. It is a way of working and a way of serving the customers in which every activity is committed to customer satisfaction. Marketing of library services is an effective execution of all activities involved in increasing the satisfaction of users by providing maximum value to them. It is a total solution for library and information centres. There have been enormous developments in marketing of library and information services around the world. This paper explores the discipline of marketing of library services as a new academic subject in library and information education focusing on the Indian experience.

Shontz, Parker, and Parker (2004) examined the various attitudes of public librarians toward the marketing of library services and related to this attitude selected independent variables. Although most of the respondents had generally positive attitude toward library marketing there were statistically significant differences between sub-groups, more positive attitude toward marketing were expressed by library administrators. The study proves that librarians who have taken a course in marketing in the past five years hold a more positive attitude towards marketing. And librarians who had taken a course or workshop in marketing, and those who perceived marketing positively consider marketing practice to be a high priority in their libraries. That's why the authors relate the bad attitude for marketing 'if it exist' to a lack of knowledge about marketing. Marketing knowledge and experience also positively correlate with years of library experience. This may indicate that marketing techniques are learned over the course of a librarian's career, or perhaps late in one's career. Librarians who work in libraries that offer a broader range of services learn to appreciate the importance of making the public fully aware of these services.

Samuel (2005) reviewed the library management in relation to marketing its products and services for user groups which are identified with classification. This paper aims to centre on marketing of library and information services, and attempts to correlate marketing as a concept to the
provision of library services. In this article, the author provided useful information on the marketing of library and information services. The author summarised that social, economic, and technological changes advocate a paradigm shift from the traditional marketing system to a more vibrant, dynamic, and strategic marketing of library services and products. The paper concluded that a major marketing campaign is necessary to increase awareness and educate library users about available library resources. The paper suggested that the library and information centre strengthened by the provision of the right service at the right time and the right price to the right users in the right place while supported by a quality management team. Strategic planning is improving the marketing of library and information services.

Jia and Frederick (2006) in their paper examined the role of marketing to the new generation of library users. This paper reviewed classical marketing texts and current user studies for applicability to library service. The authors found that libraries can apply classic marketing principles to attract and better serve new generations of users. Although libraries no longer have a monopoly on information sources, libraries do offer value-added services. Further, they suggested understanding the users and their contexts, and proposed various strategies of value to market librarians and library resources.

Ravichandran and Dhinesh Babu (2008) in their article said that the foundation for the marketing of library and information services is to examine the library mission, values, and philosophy of service and analyse library capabilities and research customer needs to find out what works or what needs improvement. And then they argued that research and analysis was needed to establish goals, select strategies for promotion, develop the marketing plan of action, implement, and evaluate how well the libraries reach their goals. The results of the evaluation can be used to make changes or to develop a new marketing plan that responds to changes in the library, in the community, and in the world of information. The authors opined that marketing is not exclusively for businessmen. It is the "science of strategy", and its main
objective is client or user satisfaction. So it is necessary that the librarians act enthusiastically on marketing applications.

Cynthia (2012) in her article provided a viewpoint based on the author's experience and teachings of Peter Drucker. This paper also employed a case study to demonstrate the library's attempt to integrate a marketing plan into the library's overall strategic planning activity, using this process to move the library towards a marketing orientation. This paper examined Peter Drucker's theory of business and marketing as it applies to libraries and highlights the systems framework called the Drucker Management System. The author discussed on Peter Drucker's theory of marketing in the context of strategic planning and change or innovation in libraries, and she argued that with change and innovation accelerating within all types of libraries, it is increasingly important for libraries to adopt a marketing orientation, integrating a marketing plan into the overall strategic planning process. It is observed from the study that libraries understand their customer values and needs in order to develop services, and provide resources to meet these needs. Libraries must adopt a marketing orientation to remain viable in the future.

David and Sagun (2012) presented results of a study of the Rizal Library of Ateneo de Manila University with special reference to a relationship marketing programme. This study covered three segments of the market such as the faculty, the graduate students, and the undergraduate students. This paper reports the results of a relationship marketing programme over a period of time to compare usage before and after the programme was implemented. The application of the strategy increased library customer satisfaction. The study indicated that the programme was successful in its implementation. Success indicators showed a marked increase in the use of its resources and services. The author suggested that application of relationship marketing programme and marketing strategies is to increase the usage of their resources and facilities in all types of libraries.
2.3 Challenges, Barriers, and Problems in Marketing

Marketing of information products and services is not an easy job. While implementing marketing concepts in libraries several challenges and difficulties are faced by the users, but it is equally important to consider the challenges to information librarians. The major challenges faced by information librarians is creating a positive image as most users hold negative attitudes towards librarians, language and communication problem, building good relationship with the users while creating a welcoming environment, and developing professional skills. The challenge, barriers, and problems for marketing of libraries are discussed by several professional experts.

Seetharama (1988) described the importance of the marketing concept of information services and products to be attributed to the following negative reasons that create confusion at the conceptual level among librarians and information scientists that marketing is nothing but promotion and sales, lack of definite marketing policy; user needs assessment studies are inadequate, lack of market research and segmentation studies; product development and targeting levels much to be desired due to the absence of market research and segmentation; reluctance on the part of the users to pay for the information resulting in economy measures on the part of libraries; evaluation of information services and products is conspicuous by its absence, marketing concepts are either not thought or least emphasised in library schools, information is low priority item for users and the motivation to share is even lower; and information consolidation products and value added products are not generated to the extent needed. The author suggested to irradiate the above mentioned problems, and to apply the marketing concept in the libraries for efficient user satisfaction.

Carpenter (1988) suggested ways in which libraries can market their electronic services to their communities In order to be able to market libraries through technology, the technology itself must be usable and friendly; and
customers must be trained on how to use it. He suggested to include offering services through a library website; creating a brochure describing the library's Internet services and distributing it throughout the community; creating newsletters, press and news releases for local media; local newspaper advertising; use of electronic flyers in targeted list serves, and securing positive word-of-mouth advertising by ensuring that each patron's experience of library service is as good as it can be.

Janet (1989) in his article argued that this is a time when librarians are faced with greater and more diverse community needs, coupled with changes in technology and available resources, the development of a marketing approach should result in increased objectivity and responsiveness to individual needs. He suggested marketing techniques to be examined which should help librarians avoid the usual pitfalls and rescue difficult situations.

Kar (1992) in his article studied and classified the various categories for marketing information services and products such as market research, clientele segmentation, product design, distribution, and evaluation. He discusses these aspects in detail and highlights the limitations of traditional marketing approaches to information services within an Indian context.

Baldock (1993) examines the necessity for cooperation and compromise between library services and marketing. He gives definitions of marketing, and explores its potential, and includes examples from different parts of the United Kingdom focusing on the North West and finds reasons for their success or failure. The author discusses the role of the client and customer, referring to their needs and expectations. He stresses on the image of libraries and their services that may be enhanced by selective promotion and comprehensive marketing to be used more extensively to reach a wider audience.

Marks (1994) explored in his work about ways and some of the difficulties that need to be considered when applying a marketing model to a public library. The first is the lack of a direct link between usage and revenue.
The author expressed that successful marketing is supposed to result in more clients, and unless the library has an ample supply of under-used resources, an influx of clients will be a problem. While increased usage can be used as an argument for increased funding, there is no guarantee that it will result in increased funding. The second is the conflict between professionalism and the client-centered approach, the core of marketing the professional librarian's "culturally given right and responsibility to exercise judgment in diagnosing problems and prescribing solutions or appropriate actions according to certain standards that are set and monitored by a professional association" versus the commercial precept that the customer is always right. Charging for services creates another dilemma, since it can result in the downgrading and/or diversion of resources from what the librarian considers core library services to popular services. Finally, the author points out that the ultimate aim of the public sector organisation is long term 'social profit' rather than short term 'customer satisfaction'.

Evan-Wong and Freitas (1995) described the results of a case study of a methodology for marketing of information service which focuses on information users in the strategic marketing planning process based on the Organisation of Eastern Caribbean States and Economic Affairs Secretariat Documentation Centre, Antigua. He made an attempt to rationalise the development of services and to deepen and broaden the base of information products and services offered, beginning with preparation for market growth through analysis, and subsequent limitation of user groups. He identifies an approach to a marketing planning process and describes the stages in this process: analysis of the environment, information audit, information needs assessment, market opportunity analysis, tactical marketing programme, and evaluation. The exercise was simple and inexpensive to implement and therefore a good choice to try out the methodology developed for marketing.

Seetharaman (1995) in his article explored the impact of consortium approach which involves the participation of a group of individuals or
organisations in ventures of common interest. The author presents a model consortium for marketing of information products and services. The consortium is named as CSIR-INFOCON, i.e., CSIR Information Consortium. The details of its composition, participating organisations, and the services and products proposed to be marketed by the Consortium are also given in his article. Further, he concluded by suggesting that marketing information products and services more effectively, economically, and profitably can be done by a consortium rather than by an individual library or information centre as in its present condition.

Smith (1995) in his article argued that marketing is frequently viewed as a set of strategies and techniques that belong to administrators or to individuals outside of librarianship as a set of highly specialised skills and tools which reside only with experts. He examines the experiences of four librarians who adopted a marketing stance as they attempted to improve not only their practice, but also the services of their institution. Further, he examines the role of marketing in assisting the profession in defining a role for itself in the current information society.

Gupta (1996) pointed out that the today is a competitive and market driven information environment. He argued that library and information centres have to promote their products and services. The key to the success of any library or information centre lies in the relationship between the user and the library. He discusses the nature of this relationship and the importance of developing strategies to meet user needs. And he presents a model for the user-library relationship based on the need for user satisfaction. Further, he discusses the challenging skills required by the library staff in order to deliver user satisfaction.

Patnaik (1996) explained in his paper the marketing concepts, techniques, and strategies relevant for library and information centres. He differentiates between the marketing task for profit and non-profit
organisations He identified the challenges and problems facing the library and
information centres, and suggests marketing strategies and concepts that can be
harnessed to counter threats to libraries' role in society

Rozum and Brewer (1997) provided the details of a study of how
cooperative extension staff are responsible for disseminating the information of
university-based research to the people of their state. At Utah State University,
there were no library services in place to assist this population in meeting the
demands for information. The extension staff were surveyed to identify useful
library services, and the results were used to develop and market library
services.

Balmisa (1997) has described the characteristics of customers and users
of business information resources in companies, and formulates a strategy for
the information service change to enable this new vision of information
services provision to be realised. He pays particular attention to challenging
areas such as information systems and processes, information professionals,
development of information culture, and effective information communication.

Brown (1997) describes the corporate information centre that needs to
add a marketing component to the information centre's responsibilities.
Marketing techniques that can be employed are: definition of a mission
statement, assessment of customer satisfaction, definition of market segments,
definition and management of products, identify competitors, establish
objective and measuring progress, and selling and promotion. Creation and
development of a marketing plan can help increase the library's visibility and
usefulness in an organisation.

Peters (1997) asserted that information is an essential ingredient in a
knowledge based economy, it is dynamic, expensive, and is continually being
reconfigured and repackaged. Surviving in the corporate environment demands
that information professionals reinvent partnerships, and reposition themselves
to take advantage of these new marketing opportunities. He identifies four
areas in which information professionals can capitalise for the transformation of the information resource function: information anxiety; intellectual capital and knowledge management, the information resource audit; and virtual information networks. Further, he concludes that effective use of these tools can provide information professionals with the key to personal and professional competitive advantage.

Dodsworth (1998) described the importance of academic libraries and cautions them against complacency, and to market their products. An aggressive written marketing plan in which he identifies the actions needed to be taken by the library to promote itself or its services, should be an integral part of a library's strategic plan, and be written as an information policy. He identifies four component activities of a traditional marketing plan and applies them to the academic library setting. He further provides suggestions for library promotional activities and forms of publicity, drawing on the experience of the Government Documents and Microforms Department at Lauinger Library, Georgetown University, Washington D.C.

Gupta (1998) claimed that the marketing is gaining importance in library and information centres in a fast-changing environment. He reveals some myths prevailing in the minds of library and information professionals making them reluctant to accept marketing as a viable tool. He clarifies that marketing is not just selling, promotion or advertising, but these are only parts of the marketing concept. Also, that marketing is not only useful for consumables to maximise profits, but equally valid in non-profit service organisations such as library and information centres. He argues that marketing in library and information centres does not need specialists, but some new skills and change of attitude of everyone in the organisation. The approach must be customer rather than organisation centered. Further, he concludes that marketing can be used as a strategic tool in a time of discontinuity.
Morgan (1998) stresses in his article, that libraries have to think more aggressively about marketing their information and knowledge products and services in order to survive in the increasingly competitive information provision market place. Marketing includes not only publicity or promotion, but also product creation, pricing, and distribution. He discusses ways in which libraries' marketing efforts can be improved, including understanding their customers through market research, developing a product line—a list of information and knowledge product services, and making their clientele aware of the services they provide. He concludes with the emphasis on customer satisfaction and meeting the expectations of customers. The librarians of the future must learn to balance professional ethics and teaching with the environment of consumerism in which they work.

Shah (1998) describes the importance of absorbing marketing principles and techniques in designing, generating, and providing information products and services. He presents an informative study on the Indian National Information Centre (NIC) for Textile and Allied Subjects describing its marketing and publicity activities as well as its future plans in order to illustrate the point that it is the adoption of marketing approach that will help the library and information centres not only in their own self-sustenance, but also in the sustenance and self-sufficiency of their information products and services.

Baron (2000) calls upon a major challenge facing the librarians or managers of small parish and community libraries is that of marketing the libraries, and spreading the word about the value of their collections and services related to marketing. He argued that it is essential for these people to think of marketing as a form of religious ministry and presents quick, easy, and effective ways to market libraries, with appropriate strategies and tools for effective communication.

Brunsdale (2000) summarised that promotions are the fundamental aspect of library marketing. He further opined that academic libraries are
needed to assess past promotional campaigns, and evaluate quality and services regularly in order to meet the needs of users and challenges.

Martey (2000) discusses in his article the important variables involved in marketing the products and services of academic libraries. The importance of the quality of services, and a focus on the customer is emphasised. Though inadequate funding may affect the delivery of services, the academic librarian should be motivated by this challenge to plan and implement a marketing strategy to ensure heavy patronage, and author determines the worth and survival of the library in the face of stiff competition from new and aggressive entrants into the information market place.

Prabha and Bolander (2000) suggested that in the face of continuing technological, social, political, and economic changes, libraries are employing increasingly sophisticated techniques to pursue their missions. This provides the opportunity to chart a more stable future through the development of a better understanding of the constituencies that they serve, and to design activities which meet the specific needs of these groups. With the fundamentals of marketing, he demonstrates how to develop a vision of the preferred library future

Robinson (2000) analysed the various strategic and tactical approaches to marketing new business libraries or information services, based on the author's personal experiences in setting up a new information service. The focus is not restricted to the mechanics of marketing processes, but is more concerned with ways of winning the hearts and minds of prospective clients, and moving from a more traditional transactional relationship with users to a more consultative one. He suggests six rules to guide practitioners, with the provision that these are the core ones that worked for the author, and that there could be others equally valid. segment the service's market; adapt the products to make them relevant, define and position the service, build relationships; understand how people work, and manage expectations and maintain
momentum. He concludes that the underlying consideration governing all these rules is the shared values held throughout an organisation, which can provide a powerful driving force, and understanding this organisational culture and the critical business drivers is the key to how to adapt and develop the information service.

Dworkin (2001) have presented eight unconventional suggestions and strategies that libraries and information centres may care to adopt as a means of marketing their information services and attracting users to their company information resource centres. The tips are based on the experience gained at the Hewlett-Packard Laboratories Research Library.

Sabra and Sara (2011) conducted a case study which aims to find the results of the class-faculty-librarian collaboration. This study started with the objective to create and develop new marketing ideas for the library to increase students' awareness and usage of the college library whereby an undergraduate marketing class collaborated with an academic librarian. This study was limited to one undergraduate college in a major northeastern city of the USA. This case study discussed about the use of a real-world problem in marketing a library from conceptualisation, class study, and original proposals, through to the implementation of ideas. The study concludes with nine recommendations for the practitioners. The study pointed out that the students became strong advocates of the library because they are familiar with its resources, and collections. A variety of feasible ideas for promoting the services and resources of the library resulted from the students. This study confirms the value of students or users in the development of library marketing plans. The study shows that engagement of users in the marketing plan significantly increases with the opportunity to solve a real-world problem. Further, the authors argued that user-centered and problem-based learning methods for marketing help in identifying and improving the students' information literacy skills.
2.4 Marketing Mix

In order to satisfy the needs of the users, a library and information service centre must determine a marketing mix. Marketing mix represents the total marketing programme of a library. It involves decision with regard to product, price, place, promotion, and process. The marketing mix serves as a link between a library and its users. It is a dynamic concept as it keeps on changing with changes in market conditions and environment.

Cronin (1982) suggested in his article important ideas and concepts that are applicable to the marketing of information in general. The theme of the paper is making the concept of marketing known to information professionals. Cronin defines marketing as a consumer-oriented philosophy, and urges his readers to make an effort to understand the users' needs, demands and wants, and to avoid assumptions where the users are concerned. Further, the author showed how marketing concepts, especially marketing research and marketing mix can be applied to libraries to enhance their success in this competitive age.

Char (1988) in his article provided the definition of marketing and claims that most libraries and documentation centres are already engaged in marketing activities without being aware of it. His argument was emphasised by quoting Andrea, that "although libraries do not usually acknowledge the fact, they have been using marketing techniques for a very long time. When a library tries to enhance its public image, it is marketing, when a program is planned in anticipation of attracting a particular audience, it is marketing." Further, the author discussed in detail about market planning, consumer analysis, market research, and marketing mix in relation to the library setting.

Smith and Saker (1992) have presented in their article the contribution to the special issue of public libraries and leisure services. This article defines marketing and describes marketing of public sector services, and marketing a service covering marketing mix, product and service, price, place, promotion, people, process, and physical evidence. They argued that marketing strategy
and leisure services in public libraries are the scale of the task of introducing marketing planning into libraries as alternative approaches

Rowley (1994) examines the changing role of marketing information systems. He identifies the types of questions to which marketing information systems need to respond, and the range of types of marketing information systems. The marketing mix should include product, price, place, promotion, and data processing. Marketing information systems will face a number of challenges over the next few years in response to changes in the marketing and information systems environment. They will need to handle more complex market analysis, and to accommodate challenges posed by new methods of marketing and selling such as teleshopping and direct marketing.

Norman (1995) in his paper explained marketing concept and its implication on reference services. The study follows a review of the literature, explores an overview of marketing, including research, the marketing mix, the strategic plan, the marketing plan, and the marketing audit. He felt that the application of marketing to reference services is made through the marketing mix elements of product, price, place, and promotion.

Janakiraman (1998) provided a broad outline of the marketing mix paradigm that has emerged as one of the dominant frameworks in the discipline of marketing, both in academic as well as practical approaches over the past half century. The four elements of the mix, namely product, place, price, and promotion, have emerged as the main set of marketing tools for planning and strategy formulation. He added three other elements: people, physical evidence, and process. These emerged as additional mix elements for marketing services. The author explores the application of these seven elements in the library and information context. And he suggests looking at these elements from the consumer's point of view. To facilitate this, he proposes the introduction of the 'Seven Cs', namely consumer needs and wants; convenience for the consumer;
cost to the consumer; communication with the consumer; company employees; concrete evidence; and course of action.

Rama (1998) has presented in his article about the absorption of marketing practices in the information context as a means to help libraries and information centres achieve their basic objective of providing the right information to the right user at the right time and at the right cost. He advocates that by bringing in a marketing orientation to the library and information centres, librarians and information managers will ensure increased information awareness or consciousness among their clientele, optimal utility of the rich learning resource base of their library and information centres; and sustained development of their library and information centres through income generation.

Koontz (2004) examined the various principles of marketing and the ‘four Ps’ namely product, price, place, and promotion used in the business world to extract a profit. Here the author argues that the above four-P strategy can and should be used in libraries to enable it to deliver optimal customer satisfaction. Libraries must rethink the concept of their product, which can be a good service, idea, place, or person. When the library can identify what the customer wants and needs, the library can market the right product. The price and place, from the library customer’s perspective, may involve the concepts of time, accessibility, and convenience. Promotion should involve market research as well as publicity and libraries must know first whether people want or need their services.

Das and Karn (2008) in their paper described the importance of marketing of library and information services in the global era. They discussed the marketing concept of library and information centres covering various topics such as management of libraries and commitment to customer’s satisfaction. They also defined the marketing and its current approach to library and information services at the global level. It also describes customer or user's
topic such as customers' priorities, customers' expectations, individuality responsiveness, relationships, quality of services, professional skills and competencies, and value added services. The five P's of marketing mix, i.e., product, pricing, place, promotion and person, i.e., staff have been discussed. They argued that marketing should aim at effective library and information services. The "service trinity," i.e., users, the staff, and the information resources and system should be taken care of from the view of these services. They summarised that the library and information services are customer or user oriented. Therefore, the users' priorities, expectations, and needs should be taken into account. The services should be value added according to the current requirement of the users. In this article the authors argued that modern libraries are information markets and library users are consumers of information. The author concludes that the ultimate objective of the marketing of library and information services should be the dissemination of the right information to the right user at the right time.

Steven (2012) in his paper highlighted some of Sprague Library's unique efforts in deploying Blackboard as a marketing tool, which included creating a library community. This paper also described marketing mix with one library's experience in using Blackboard to market library services and resources, in order to draw conclusions for other institutions. The author uses the case study of Montclair State University in developing a strategy by using Blackboard as a library promotional tool. The study concluded that with a modest commitment of time and staff, libraries can increase their presence and visibility in the course management systems. Further, the study found that Blackboard and other course management systems' platforms can be used successfully in library marketing efforts.

2.5 Case Studies Relating to Marketing of Information in India and Abroad Context

Centre for Documentation on Public Sector Institute of Public Enterprise, (CDPSIPE), Hyderabad (1989) reported the output of a survey on
representative sample of libraries and information centres in India regarding their marketing practices and problems. The research collected data through a questionnaire which was mailed to thirty institutions and returned by eighteen of them. It was noted that eleven of the libraries did not have any marketing policy, thirteen libraries did not set performance targets; majority of the products produced by the libraries were bibliographical in nature; personal contact was the most commonly used method of promotion, followed by brochures, posters, and advertisements. Of the twelve libraries who had priced products, one had a commercial pricing policy, and the rest were cost recovery-based. None had a well-defined marketing programme. The implications of the findings were discussed and some recommendations were made for implementing marketing in libraries.

Sueli (1992) presented the results of a survey conducted in the Brazilian geo-science and mineral technology libraries. The survey was prompted by general user dissatisfaction with the libraries in question. The survey results demonstrated that majority of library managers and librarians lack marketing knowledge. Among those who claimed to be conversant with the concept, marketing was understood to mean only promotion or selling. The author recommends that marketing become an integral part of the curricula in the training of library managers, and that seminars and courses be given to existing managers to enhance their knowledge of marketing, and to encourage the application of marketing principles to information science.

Jennifer (1993) in her article presented the results of a study of the relationship between marketing theory and actual marketing practice in British public libraries. She applied the marketing theory as applied to libraries. This idealised view is then compared with what actually happens in the public library services of Newcastle upon Tyne and Liverpool, with special reference to the Central Library in each case. She concluded that the marketing of library services in the two cities bear little relationship to the marketing theory, and this situation must change if library services are to have a long future.
Roberts (1995) has described in her article that regular market research about library users not only helps determine what current and future collections and services the users may require, but also provides valuable information about how librarians might best communicate so that users know about and understand how to maximise the potential of the services available to them. The author in his study to determine how well informed about library services the faculties were at the University of the West Indies. She found that the faculties were aware of only 47% of the library services, creating a false understanding of the library’s usefulness to them.

Srivastava (1995) discusses the importance of the marketing approach in information services and products associated with the petroleum industry. He identifies information user groups and their needs and finally he suggests introducing services and products along with pricing policies.

White and Abels, (1995) as part of a project develop an instrument for measuring service quality in special libraries. The authors review the service marketing literature for models, and data gathering instruments for measuring service quality. The study emphasised on instruments like Service Quality (SERVQUAL) and SERVPERF. SERVQUAL developed in 1988 measures service quality on the basis of expectations and performance, SERVPERF is a modification of SERVQUAL devised in 1992, is based on performance alone. The authors analysed and assessed their applicability to special libraries and information centres.

Bhat (1998) has published the results of a survey on the marketing approaches used in the British Council Library Network in India. The aim of the study is to maintain excellent customer relations by delivering quality service. The results claimed that customer interaction is a continuous process, ensured by conscious listening to the customers, through the use of members' programmes, questionnaires, surveys, and suggestion boxes. The author suggested that libraries employ promotional techniques such as mail shots,
direct distribution of publicity material, and publicity through the press and advertising in order to increase the customer base. Extension activities such as lectures and seminars attract target customers to the library in addition to furthering social ends.

Hendriks (1998) studied the State Library of South Africa which has a marketing section with the aim of developing a market orientation among the staff, creating an environment conducive to the selling of the library's products and services, enhancing its visibility, and identifying and meeting market needs. He focuses on the road show developed as a means of establishing the national libraries. The professionals' role as an information provider, identify market opportunities and build up personal contacts. The study covered libraries in five of South Africa's 9 provinces through a series of 11 regional meetings, and 15 libraries were visited. His efforts were to assess the effectiveness of the road show, which was presented as informally and entertainingly as possible. The exercise was costly and time consuming, but the advantages to the library and the library staff were found to be considerable, though the real impact is not expected to be known for some time.

Hart, Coleman, and Yu (1999) reported the output of a study devoted to library outreach, partnerships, and distance education in the USA. In an effort to provide desktop access to information at Texas A and M University, an increasingly greater portion of the University Libraries' budget is being spent on electronic resources and services. This work covered a survey of a random sample of the faculty and teaching staff. It was designed to determine if these resources and services are being used by the targeted population. The results of the study indicated that lack of information is the greatest obstacle to the use of the electronic resources and services. They concluded the study and suggested that the libraries should place greater emphasis on outreach to the faculty and improved marketing strategies.
Keith Hart (1999) has discussed in his book on introducing marketing by library professionals at all levels to marketing techniques and it helps them to examine where their service is now and where they would like to be and how to start moving in the desired direction. This book also explains marketing techniques, specifically public relations, advertising, direct mail, and exhibitions. In addition to this concept, he illustrated four case studies which is used throughout the book to illustrate different marketing situations such as, a public library wants to provide business information to small local businesses; an academic library wants to improve its services to part-time students; a library in the commercial sector wants to address the needs of its main Board of Directors; and a library in a medical charity wants to provide services to the media. These case studies demonstrated and concluded with how marketing ideas can be applied in practice, and to the products and services offered by different libraries.

Sasikala and Patnaik (1999) has described the results of a questionnaire survey aimed at studying the application of marketing practices of three special libraries of Visakhapatnam City, Andhra Pradesh, India. Technical Information Cell, National Ship Design and Research Centre; Central Library, Visakhapatnam Steel Plant, and Technical Library, Bharat Heavy Plates and Vessels Ltd. They conclude that there is a passive approach to marketing on the part of the libraries and although the libraries are not explicitly marketing their information services, their activities include user segmentation, information needs assessment, use of promotional methods, introduction of new services based on users' demand, and these are done in an unplanned way. Further, the study finds that the understanding of the librarians to the user and user's needs are the main purpose and aim of library services; it is the key to library marketing and the positive attitude of the librarians toward marketing library services.

Adams and Cassner (2001) has published that in view of the fact that academic libraries and librarians experience an increasingly complex higher
education environment, it is essential to market library resources and services effectively. They point out that the component of a library's marketing plan for distance learners can be an assessment of the needs of distance faculty and teaching faculty are influential in affecting student perceptions and their use of the library. They report on an assessment of the needs of the faculty who teach classes in distance graduate degree programmes. The study outputs from the survey provide strategic direction for delivering and marketing services to distance learners and faculty.

Manjunatha and Shivalingaiah (2001) have published the results of a survey conducted in Indian Institutes of Technology, Regional Engineering Colleges, Indian Institutes of Managements, national level research and development organisations, and universities in South India. Their study revealed that 84 percent of the total sample disagreed that marketing was concerned only with industrial or profit oriented products. The result of the study, 91 percent agreed that marketing principles could also be applied to library services. They concluded that the application of marketing principles improve the efficiency of the staff and satisfies the users effectively.

Anthony (2003) described the impotence of information professionals and librarians, particularly those referred to as "one-man bands," who can ensure a vibrant use of the library and information centre in their organisations. The author notes that more often than not, lone information professionals and librarians believe the argument that because they have not been trained to "sell," there is no point for them to market their units. But, as the author argues, lone librarians, and indeed all involved in the profession, should embrace marketing as an ally and use it to promote their work in a structured way both within and without the organisation. A number of practical ideas are presented to ensure that information and library units justify their existence within an organisation. The author suggested that observations made will help in the formulating of a marketing strategy for an information unit whether it is in the public or private sector.
Chris and Kent (2003) analysed the public relations of the University of Northern Iowa campus, Cedar Falls, Iowa, US. The study identified that in 1999 a library marketing committee was created on the University of Northern Iowa campus. The main aim of the library marketing committee was to heighten the administrator, faculty, and student awareness of the library resources and services. This marketing committee was charged with helping administrators, faculty, and students realise what librarians already know, that the library is capable of galvanising, nurturing, and supporting the research of the university community. Further, the study identified that in the year 2000 and 2001 various marketing efforts and experiments were employed by this committee such as promotional newsletters and e-mail postings, student surveys, co-operative marketing studies conducted with marketing students, participation in student and faculty orientations, and creative advertising via library pens, library shirts, online library newsletters and sidewalk slogans. At the end the author discussed and proved that these experiments were encouraging to committee members. The author discovered that significant time, effort and money can be expended in marketing a library.

Kavulya (2004) has published the result of a survey of university libraries in Kenya and justifies their existence and funding through provision of customer-oriented and market-oriented services. This was achieved through shift from product or service orientation to customer or need orientation. The marketing concepts provide libraries with the tools for collecting and analysing useful data about the information needs of customers, which assists in designing, developing, and delivering appropriate services. This paper examines the methods used by the university libraries in Kenya to market their services to different categories of users and the problems experienced by them. He concludes that to achieve the goals, more emphasis must be put on promotion of the already existing services, and therefore there is a need for the university libraries in Kenya to adapt more systematic techniques in collecting data on their user needs, and they have to design and deliver services that fit for
Further, he suggests marketing is more than advertising what services are available, but is also a process by which research is gathered for institutional goals and the strategic actions needed to achieve those goals.

Kanaujia (2004) reported the output of a study on the gradual change in the need and use of the marketing concepts in libraries and information centres. The author conducted a study on marketing of information products and services in library and information centres of Research and Development institutions of Council of Scientific and Industrial Research of India. He also discussed the role of these library and information centres including marketing approach, need and application of a marketing programme with the help of a survey. In his study he finds that librarians have a positive attitude towards the different aspects of marketing of a library's information products and services. The problem is that librarians are not getting the chance to apply their lessons into marketing practices and application planning for the library. All librarians in the study agree that ignorance with marketing is responsible for discouraging marketing applications. The study recommends that currently efforts for increasing user-awareness and separate financial support are necessary for efficient marketing. Further, they strongly suggest the need for proper training and teaching of marketing for library professionals.

Gust and Haka (2006) conducted a case study of the promotional steps taken by MSU Library to draw users back into the physical library space. They suggested steps for promotion including adding a coffee shop, sponsoring university events, and renovations, and they observed that changes alone may not constitute an increase in patron usage, but that there has been an increase in the number of people at the library and it has led to a more "welcoming" environment.

Heesop and Yongje (2006) reported the output of a study with the objective to measure the extent of the seven Ps of the marketing mix adopted by Korean libraries and to compare the performance between different groups,
i.e., public, academic, special and school libraries, and to identify the marketing activities of Korean libraries. The major findings from this study are the seven Ps of marketing mix performed relatively well, except 'price.' The special libraries performed best among the four groups in the seven Ps marketing mix followed by academic libraries. Majority of the Korean libraries provided their reference and information service through the combination of online-offline methods, and home page seemed to be most popular tool for promotion of the reference and information service in Korean libraries.

Helen and Wang (2006) in their paper explained how the marketing concept was applied in practice to the marketing of academic library services through the experiences of academic libraries across the United States of America. The authors in their paper focus on using marketing as a managerial tool to accomplish strategic organizational goals and objectives, they discussed challenges and opportunities in academic library marketing, present examples demonstrating innovative methods that academic libraries have used to market their images and services, and offer suggestions for developing marketing plans and strategies. This paper finds that market research allows libraries to understand better the points of view of their student and faculty library users, as well as the perspectives of campus administrations, and the community external to the college. The result of the study is that the library is more successful in gaining visibility and support for its efforts, and library users are more successful in making the best use of the services available to them to meet their academic and research goals. At end of the study the authors suggested practical solutions for academic libraries in the global community.

Mills and Lodge (2006) provided the details of the study of selected thirty-four academics interviewed on their information seeking behaviour. In this study the concepts of influence and emotional intelligence have been introduced; information professionals can obtain a more clear understanding of the information environment. The paper builds research on the information seeking behaviour of academics and explores the idea that users select
information sources for more than cognitive reasons. The importance of the emotional aspect of user interaction with sources, including information professionals, in their search for information has been neglected. He concludes that it is necessary to re-examine why and for what reasons users discriminate in their choice of information sources.

Wenhong (2006) presented the results of his case study on the Library of Chinese Academy of Sciences and National Library of Sciences for China. He described in detail the different tools and methods used for applying the marketing principles in the library. He draws directly on his experience in the library of the Chinese Academy of Sciences. He explores and evaluates the use of marketing tools, service promotion experiences, and new techniques in a large library context, and explores the boundaries between real and virtual libraries and service provision. Further, he explained the promotion practices, and discussed user-centered website design, and how market-oriented problem solutions can help to enhance a library’s customer relationships. The researcher concluded that though there had been a lot of activity relating to marketing, the library had no marketing strategy at the organisational level and no sustainable plan to do the marketing.

Kamosho and Kigongo (2006) have described the results of the study that was undertaken in Kampala City, Uganda, in nine libraries belonging to the private sector, government, academic, and diplomatic-related institutions. The aim of the study was to establish trends in marketing library services in urban areas with a view to identify marketing strategies of library services in Kampala City, and to establish the opportunities available, and the challenges that librarians encounter when marketing library services. The data was collected using questionnaires, interviews, focus group discussion, observation, and document content analysis. The study revealed that majority of the librarians in Kampala City appreciates the importance of marketing library services in the competitive information market. However, many librarians face
challenges, among which is lack of marketing skills. The study recommended retraining of library staff in marketing techniques.

Kaur and Rani (2008) in their paper determine the attitude of library professionals towards the concept of marketing and also how it is applied in practice to marketing of university library products and services. Their research reveals that 84.6% of the librarians and professionals under study have not studied marketing in their schools of library and information science. As many as 94.2%, have not attended any workshops and seminars on marketing of information services and products. The positive response to all the statements shows that librarians feel the need of applying the marketing principles in the libraries in an era of global competitiveness and shrinking resources. From the same study, the researchers found that 84.6% of the population of the study, agree that libraries conduct marketing programmes at random rather than develop a consistent programme. Further, in their study they find that librarians/professional staff are positively in-favour of introducing and implementing the basic marketing mix and the four P's of marketing. They conclude their study with the possibilities of adopting marketing strategies in university libraries by providing value-added, need-based, and user-oriented services/products.

Munshi (2008) described the results of a case study conducted on marketing of special library systems in Bangladesh. He explains that marketing approach aims at determining the needs, wants, and demands of target clients through designing and delivering appropriate products and services more effectively for the purpose of achieving organisational goals and objectives. He finds in his study that 72.2% libraries did not have a proper marketing plan, and 56.7% respondents opined they needed professional training on marketing. Further, he makes an attempt to conceptualise the strategic approaches of marketing mix to library sciences and the case study has drawn up a model plan of marketing for the special library systems of Bangladesh.
Noa (2009) presented the results of a study that explored the attitudes of school, academic, and public librarians towards marketing libraries. The main question examined in his study was how personality characteristics such as empowerment, extroversion, and resistance to change influence librarians' attitudes towards the marketing of libraries. One hundred and fifty-six participants took part in this study. The research tools included personal details questionnaire, extroversion, introversion questionnaire, attitudes towards marketing a library questionnaire, a resistance to change questionnaire, and an empowerment questionnaire. The most important finding of this research was the positive correlation between personal characteristics, empowerment, extroversion, and resistance to change, and attitudes towards marketing libraries. The results of the current research emphasise the idea that librarians of all branches should be exposed to marketing concepts in order to maintain their central position as information providers despite and within the new technologies.

Singh (2009) has published the results of his study on the pertinent issues underlying the marketing culture of Finnish research libraries and the library management's awareness of modern marketing theories and practices. An integrated research technique such as qualitative as well as quantitative methods was used to gain data and knowledge on the pertinent issues lying behind the marketing culture of research libraries. The directors and consumers of thirty three academic and special libraries participated as respondents in this study. The study explained about marketing cultures by analysing the libraries' marketing attitudes, knowledge, and behaviour permeating their organisations. This study shows the extent to which marketing attitudes, behaviour, and knowledge are related. Moreover, the results indicated serious implications, not only in the Finnish context, but also for other libraries. The study includes the framework showing on linkages between the critical components of the marketing culture of a library: antecedents, market orientation, facilitators and consequences. The study concluded with three kinds of marketing cultures the
strong, the medium, and the weak. The author suggested that the market culture should be market-oriented, and the ultimate result being higher customer satisfaction.

Kaur (2010) explored the perception of the academic staff on the quality of academic library services in the University of Malaysia Library and its branch libraries. The study also attempts to assess the impact of library services on the academic staff’s work and their perceived level of satisfaction in the university library services. The study generalized perception of academic staff of the university library and its services. The survey method was carried out for collecting data based on SERVQUAL dimensions. This paper has presented ways to improve the library services, especially in assisting the academic staff in teaching and research, utilisation of library resources by the academics, and their dependence on librarians for their information needs. The study reveals that the academic staff perceives the quality of library services to be just above average. The library staffs are considered to be quite helpful and able to instill confidence in the library users. The academic staff also believes that the library has a positive impact on their teaching, learning, and research. The overall satisfaction with the library services received a satisfactory rating. Further, the author suggested that measuring service quality is a marketing trend that is gradually proving its worth in the library and information science.

Mohammad and Reza (2011) have published the results of their study about the feasibility of implementing marketing principles within the academic libraries of the public universities in Tehran. The study focused on the attitude of library managers towards implementing marketing principles. This survey used a questionnaire as the data collection tool. The findings of the study demonstrated that the level of managerial familiarity with the concept of marketing in libraries was average, and that there was more than average familiarity with the components of a marketing plan. Further, the findings regarding the application propensity for each of the 4Ps marketing mix in libraries indicated that product, place, promotion, and price were the focus of
library managers, and with respect to the feasibility it was average on the implementation of marketing principles. They concluded the study with the perception of the necessity of applying marketing principles in academic libraries with suitable infrastructures, and the most important recognizing the target markets or library population and their needs as the factors that affect the process of marketing.

2.6 Promotion of Products and Services in the Libraries

Promotion is basically a communicating process. Promotion is the means of informing to the users. This has become necessary as the process of marketing is more complex today because products are more technical and specialized, and users are more sophisticated. Promotion is an important element of marketing because it provides the products and price knowledge to the users. The benefits of promoting library services include increased usage, increased value in the organization, education of users, and changed perceptions. The promotional plan for library and information centre emerges from the marketing plan.

Dragon (1983) analysed the various ideas for library managers to adopt in a marketing approach. The author suggested the following steps for implementing marketing programmes: achieving position-understanding the needs of target markets and communicating with target markets, balancing demands with resources; compensating performance; and rewarding the individuals who perform well in fulfilling the marketing objectives.

Wasserman and Ford (1990) in their article argued that there is a need for library and information managers to be trained in marketing techniques and market research techniques. They explained the training programmes which improve the marketing of information services, and for that they designed an outline for a marketing course. This course covers the following contents: introduction, market segmentation, the marketing environment, marketing research and identification of user needs, the marketing Programme, the
marketing mix and implementation, control and evaluation of marketing programme. The authors opine that the course contents are improving the professional skills of the information managers.

Guy (1990) stated that all libraries were already engaged in marketing and promotional activities, either active or passive, but believe that its importance need to be emphasised and the activity coordinated. This article argues that effective information marketing includes combining the concepts of marketing, promotion, and public relations once the marketing plan is laid out. The article attempts to reinforce the need for marketing amongst libraries and information documentation centres, and points out some of the benefits derived from it.

Manorama (1992) on his article explored the ways by which the marketing of information can be introduced in university libraries, and it provides an overview of the planning process necessary to implement the marketing strategy successfully. The article gives the concept of marketing information to be successfully adopted in libraries, and it is considered as a process of satisfying the users' requirements profitably. 'Salesmanship' in libraries may sound alien to library professionals in the situation where there is no profit to consider and no competitors to beat. This unique situation offers a challenging job situation and a chance to increase the job satisfaction and raise the profile of library professionals. The author also explained various situations, with regard to the close of library schools and declining opportunities, and suggested it may be considerably improved by introducing market orientation in libraries.

Guy (1995) analysed in his article about adhering to classic marketing practices and the librarian, a single person can promote the library's products and services to an organisation or community. The author suggests that the first step is to study the overall product situation to determine which products and services will fit which segment of the market. He distinguishes five marketing
elements which must be understood in terms of the one person library's overall function. These are product, target audiences for specific services, delivery system, communication strategy, and price. The author concludes his article feeling that whatever the product or service, the one person librarian is best advised to market it individually, and not attempt to lump it into an overall campaign to market the library as a whole.

Rowley (1995) stated in his article that all libraries are concerned with customer satisfaction. He argued a powerful philosophy that to assist an organisation towards customer satisfaction is the marketing concept. This involves identifying customer needs and requirements, and then seeking to meet those needs. The traditional role of the librarian is that of a storekeeper. It is not consistent with the adoption of the marketing concept. In addition, the role of libraries as service providers in the public sector has not led to a focus on marketing. In this article, the author reviews the basic concepts associated with the establishment and implementation of a marketing strategy, including the components of the marketing mix, appropriate planning to set objectives, identifying strategies to meet those objectives, and developing plans for the implementation and control of marketing activities. Subsequently, marketing activities need to be organised, implemented, and controlled. Finally, he concludes by suggesting that libraries would benefit from a more direct focus on the marketing concept.

Carl (1977) described the important objectives of the librarians to orient them for effective marketing. If the librarians' needs grow, they will be engaged in expanding the services to existing users, and cultivating high potential prospective clients, widening their contacts with the community. He concluded by suggesting that they need to take steps to increase their overall market visibility and reputation through public speeches and seminars. And also they need to develop the skills for developing long and medium range plans, seeking opportunities, and provide training programmes for their staff.
Helton and Esrock (1998) stated in their paper that library services can be packaged and promoted like almost any other product, for those with a professional background in marketing are almost certain to think of programmes and services as if they were consumer products, but that's not always easy for librarians. Further, they suggest information professionals who listen to and act on the unique needs of the users, are thinking like a marketer although limited time and funding often push marketing to the bottom of the priority list in the library.

Rowley (1998) analysed the various role of marketing in the information market place, and the tools that can be employed in promotion by advertising, direct marketing, sales promotion, public relations and publicity, personal selling, and sponsorship. He reviewed the stages in the design of communications strategies and thereby explores concepts such as target audiences, marketing messages, communication channels, promotional budgets, and monitoring personal performances.

Julia (1999) in her article analysed that marketing involves designing products based on user needs and wants. The author investigated the application of marketing principles to library instruction programmes at the thirteenth annual LOEX Conference in 1984. This article examines the role of marketing, promotional activities, and public relations in library instructional services, and discusses some reactions to using these techniques to improve the instruction programmes.

Westerkamp (2000) provides the details in his study that the successful organisations have a marketing plan. For information services marketing can be used to develop a customer-oriented strategy, enabling services to adapt more easily to change on user demand. Information services often concentrate on clients, rather than their product. He argued that marketing plans require a step-by-step approach. He identified thirteen steps including defining the core business, analysing strengths and weaknesses, and preparing an action plan.
The author summarised that market planning requires constant monitoring and adjustment.

Block (2001) pointed out in his article on how to market libraries to their local communities. They are the movers and shakers. He suggests that if librarians want the influential people in their service areas to regard them as full partners in community building, they need to be more proactive. Further, he discusses how this might be achieved with reporters, leaders, of local government, community leaders, and local business leaders.

Judith and Lucy (2002) provided details of the study on the link between service quality and service delivery. They felt that employees are a critical factor in determining the success of the service exchange and customer satisfaction. They studied the sample of public librarians in London using semi-structured questionnaires, unobtrusive observation, and an analysis of mission statements. The authors concluded that a planned internal marketing programme may help to improve the success of public library services.

Nkanga (2002) described the results of a case study conducted in selected information providing institutions, in particular the special libraries in Gaborone, Botswana. He found that though a majority are in favour of marketing their services to their users, in practice very few of them undertook formal marketing planning and prepare marketing plans. He concludes that promotion was the only element of the marketing mix to which the library professionals pay attention. However, library marketing can no longer be confined to this one element. The whole range of marketing activities is needed for the effective management of special libraries. It is only through planning, as advocated by the Kotler-Andreasen-Keiser approach, that marketing as vital management tools prove effective in the management of libraries.

Singh (2006) provides an overview of how special libraries in India are functioning and the emerging trends and developments taking place in these libraries in India. The study pointed out how younger generations of library...
professionals are actively becoming involved in developing new skills and
competencies in order to become more customer-sensitive and customer-
centered. This study is a review and survey on the current development areas in
special librarianship in India. It is observed from the study that poor
infrastructure facilities, outdated mindsets, and lack of exposure among
professionals to the latest developments have been bottlenecks against progress
in Indian libraries for a long time. But today, with the advent of both,
information and communication technologies, and global competition, the
scenario for special libraries in India is changed. The study finds that in Indian
special libraries, features such as Internet resources and other electronic/digital
resources, subject gateways and networks and consortia, are fast gaining
acceptance. New trends include the development of libraries’ own websites, the
sophisticated application of digital technology, more professional marketing of
information products and services, outsourcing, flexi-workforce, knowledge
management and participative management, which are becoming the order of
the day.

Hssan and Zahra (2008) in their article argued that marketing is
increasing customer satisfaction and it leads to more willingness to pay and use
services. He recommended marketing as an important factor in any library
services, and it helps libraries survive in the competitive conditions of
information market with effective promotion.

Sharma and Bhardwaj (2009) in their article envisaged that libraries
have been considered essential to educational and research endeavours and they
depend on institutional financial support. The professionals in the libraries are
competing with multiple demands from their clientele. They claimed that the
professionals must understand user needs, plan service provision, promote the
available services, deliver them efficiently and effectively, and fight for
financial and other support. Marketing has become an essential tool in
justifying fund requirements. Using various market research techniques
including surveys, focus groups, and analysis of suggestions, libraries can
understand the needs and design appropriate services and facilities. The authors conclude that librarians should actively participate in marketing and promoting library services. This paper gives practical solutions on how to implement a marketing strategy, with particular to promotion of electronic information products and services.

Gupta and Savard, (2010) in their paper expressed the view on the role of professional associations with regard to marketing. After the introductory remarks on the definition of marketing, the evolution of library and information services marketing is explained. The authors then describe how marketing was applied to library and information services over the years. Marketing is also related to other concepts used in the management of library and information services. Finally, the role of professional associations in diffusing marketing theory is portrayed, and the importance of education is addressed. The article ends with a reflection on the future of marketing for library and information services.

Michael (2010) explained in his article about libraries managing through crisis, especially economic crisis. Libraries of all types, whether academic, special or public, would benefit from an infusion of marketing activity in the current economic situation. Such marketing need not be resource-intensive, but must be relevant to specific user populations. This paper aims to discuss current trends in developing narrative or story-based marketing that focuses on customer needs and applies it to library marketing. The author discusses in this paper about the current trends in marketing and draws upon the author’s prior experience in sales and marketing as a vendor. The findings of the study suggest adopting a narrative-based marketing plan for libraries of all kinds, the ultimate goal being a strengthening of support from user populations. The benefits would include the ability to identify and target users and groups for fundraising opportunities, while improving library personnel morale based upon the increased, generalised perception of the library’s value within the broader organisation or community. These are suggested recommendations for
developing, creating, and executing a narrative or story-based marketing plan for libraries.

Magdalmi and Rowley (2011) provided the outline for marketing and promotion of e-books in academic libraries and marketing of new services. The study contributed to the limited empirical research on both, the introduction of e-book services and on marketing in academic libraries. This study demonstrated a laissez faire approach to the marketing of potentially significant new services from academic libraries and providing access to e-books. The authors conducted semi-structured interviews with twenty-five academic librarians. The interview focused mainly on the existence of a promotion and marketing strategy for e-books, secondly, on the marketing and promotion tools used to promote e-books, thirdly on promotion via academics, fourth on the issues and challenges in promoting e-books; and lastly on future plans for the promotion of e-books. The study found out that none of the libraries had a marketing communication strategy relating to e-books, yet, on the other hand, most interviewees were able to point to a range of tools used to promote e-books, and some had plans for improvements in their promotion activities. The author also recommended that need for development of strategic approach for marketing and promotion through managing supply, innovation in promotional tools, and influencing word-of-mouth, etc.

2.7 ICT and Marketing in Libraries

The emergence of Information and Communication Technology has invaded almost all spheres of human activity and as such it has not left any area in the society untouched with its impact and influence. The different gadget of information and communication technology, the forms of storage media and networking has influenced almost every aspect of the society. Therefore, access to worldwide information through the Internet, network, and such other similar innovations has completely transformed the role and shape of libraries and its services. Hence we have new buzzwords Knowledge Centre, Information
Resource Centre, database, Information Kiosk, e-marketing, telemarketing, social network, etc. ICT has a significant impact on information marketing by providing need-based services for users in this electronic and network era. It is a tool to cut service cost and improve the quality of marketing of information products and services.

Devine and Woods (1996) provided a broad outline on the explosive growth in client and server technology, and the availability and popularity of Internet-based navigational tools and its role in access services. The study explained about reference library and its broad and opportunities to expand the quality of reference services. The author argued that sudden rate of change in the underlying technological infrastructure has surpassed the ability of most libraries to identify. This paper also examines emerging Internet-based strategies for marketing community libraries. The study suggests there is need for a new set of information access models in area of patron access and control, user's rights and usage tracking, to cost-recovery on World Wide Web (WWW)-based services, to provide Internet-based Inter Library Loan, to provide self-service for the remote patron, and community marketing via the Web.

Neal (1997) described in her article about the macro-level strategic marketing management issues facing the library and information industry, and application of technology for marketing. In this article the author explains application of technology brings the potential for change in services and products. It creates perceptions and expectations in the minds of clients and funders, it may establish a clear identity and brand role. She further pointed out that information content and accessibility are increasing exponentially and libraries hold a key brand differentiator with which to secure positioning leading to information expertise. She concludes that, in a competitive and changing information environment, libraries wish to use the virtual library opportunity, and there is a need to evaluate their target audiences and position themselves marketing appropriately.
Rowley (1997) discusses in his article the central role of pricing strategy in determining the future characteristics of the information market place. He focuses on three variables in the marketing of electronic databases namely product, distribution, and price. The fourth variable, promotion, is omitted. He also discusses the product variable in terms of the nature of information as a product and its value, consumption, dynamics, life cycle and individuality. He considers the distribution variable in terms of three potential distribution channels: CD-ROMs, data networks, and facsimile transmission, noting that many producers are still involved in printed products, and discusses the price variable by considering five key approaches to pricing and charging: optimal pricing, pricing according to value, pricing for full cost recovery, marginal cost pricing, and free distribution of services. He analyses the pricing structures for online searching of external databases such as subscription charges, discount plans, volume purchase plans, connect time charges, display and print charges, telecommunications charges, session rates, charges for special commands, and charges for special services such as SDI, statistical reports, end user services, etc. He presents a similar analysis for CD-ROM databases. The article concludes that the complex and chaotic information market place may be alleviated by standardisation in pricing structures for products such as CD-ROMs and research, which seeks to link the factors that influence pricing structures to a more closely defined model.

Linda and Clive (2001) in their paper focused on the Internet and its impact on public relations, marketing, and the implications for librarians. The study discusses on the experiences of the publisher MCB University Press with an analysis of the experiences and practical examples. It is observed from the study how promotional activity can be adapted to this new medium. Further, it finds that interactivity is a feature of the Internet that can be exploited for promotional purposes, and that integration of traditional and online communication methods provides the key to successful public relation or marketing through the Internet. The investigators stressed the need for effective
planning and implementation of public relations or marketing activity, together with the need to incorporate Internet technology into an overall promotional plan for the organisation.

Ranchhod, Zhou, and Tinson (2001) provide details of the current development of Internet marketing, understanding that effective use of the Internet still poses problems for academic researchers and marketers. They describe research that attempts to explore empirically some of the critical factors influencing commercial Internet and World Wide Web development. The key factors considered for company Internet and Website development are aspects of technology capacity, the use of different Internet developers, the approaches used to evaluate online marketing effectiveness, and the marketing executives' knowledge of Internet technology. As a result, the cross-sectional comparative study of so-called effective and ineffective companies, the findings indicate that companies with higher online marketing effectiveness tend to possess higher levels of technological capabilities for Internet-based marketing. The results also show that their marketing executives have a better knowledge of the technical aspects of website development. They tend to be early Internet adopters using a multiple approach to evaluate their online marketing efforts. These exploratory results indicate how online strategies could be made more effective.

Block and Edzan (2002) described the results of a case study conducted on the marketing of “free-based” information services in five selected academic libraries in Sri Lanka. The study covers five senior librarians who were interviewed which two hundred and fifty library users answered questionnaires. After tabulation and analysis, the study revealed that libraries should have a resource collection that is sufficient enough for the users, libraries should market its services to the extent of users requirements, users are satisfied with the information products and services offered in libraries, and all the academic libraries offer free information services to their clients with the exception of photocopying and document-delivery services. The authors conclude that
library services and products must be re-oriented from conventional services to innovative, advanced and diversified services, and library personnel should be made aware of the concepts, and they have expert in principles of modern marketing through workshops, seminars, short-term courses, foreign training, and other related programmes on the subject. Further he suggests professionals market their library products and services, and they must move from the provision of traditional library services to a more Information Technology based information services.

Kent (2002) explores the impact of recent technological developments that have changed the way that information is stored, managed, and accessed. The author explained about the impact of the Internet which has created a need for public libraries to realign their position in the information market place. The study explored the challenges facing by the director of the library in creating and selling the multidimensional library of the future. The author explained that ideas and skills are required in terms of marketing, fund-raising, and gaining staff commitment to the changes, and future libraries will need to integrated services, use of technology, and the most importantly right leadership for effective marketing of library services.

Henderson (2005) in her article pointed out how marketing techniques can be applied in the digital library context. This article covered summary of an appropriate marketing method established in digital library context, with examples of digital library applications and gives clear and practical insights into how practitioners may apply given marketing techniques in the arena of real-life digital library work. The author explained that relationship marketing offers specific benefits to libraries, and it can be applied to particular effect in marketing digital library services. She concludes that customer loyalty is paramount to relationship marketing, and loyal customers will tell others about good service and efficient staff. The service is promoted by word of mouth. Therefore the author suggested that library and information science
professionals must seek to use the most appropriate marketing methods according to sector, service and user

Yuan and Meszaros (2006) reported the output of a study on libraries blogging at the Western Kentucky University libraries, Kentucky, USA. This study explored the campuswide blog service and the reasons libraries might consider blogging software in their institutions. The study also included the main features, benefits, and application of the blogging software. The authors argued that blogs offered a practical approach to the implementation of library services including training, marketing, and policy development. The study suggested that blogs are very useful for information management professionals for effective marketing of library services. The blogs are used for library announcements, e-reference services, publishing events of coming, current and past library publications, and collecting suggestions with the help of suggestion box. Further, the authors suggested that there is a need for greater understanding of blogging software and its implementations by the information professionals.

Xia (2009) has discovered how Facebook groups were conducive for library marketing. His study collected data from Facebook groups at two major research universities in the United States of America. Two global groups were analysed for their activity and membership to examine their performance of effectively promoting library visibility. The author found that the success of Facebook groups can be controlled by the active organisation of librarians, and by using more general topics to keep discussions alive. It also found that Facebook groups should target not only students, but also faculty and staff in support of their research and teaching.

Cronin and O'Brien (2009) in their case study highlighted the potential and importance of marketing to enhance services, communicate services, and improve library visibility. The study discussed on the increased financial demand in constrained times, and the specialised marketing expertise in promoting their institution and its services successfully by engaging in cost...
effective marketing initiatives This case study was undertaken at the Waterford Institute of Technology (WIT) Libraries, a small to medium-sized, publicly funded education institute in South-East Ireland. The paper gives details on marketing experiences with a series of low-cost, practical marketing measures undertaken by WIT Libraries over the period 2007-2008. The article argued for libraries' need for engaging in low-cost effective marketing initiatives. It is observed from the study WIT Libraries are engaged in a wide range of marketing initiatives and adopting traditional means and Web 2.0 technologies where possible to increase the library's exposure and the services. The author summarized his study with a slogan “one size fits” i.e., all approach does not work for all libraries and the marketing initiatives, do not require a significant financial investment and it can be implemented utilising existing library resources in terms of staff expertise and facilities. The authors argued that specific marketing techniques are suit for libraries and their users' needs and low-cost initiatives can be used to successfully promote library services amongst users and the wider community. Further they suggested mid-term evaluation of marketing techniques may be necessary.

Kaur (2009) has described the results of marketing initiatives taken by Malaysian university libraries to promote services to their clientele through library websites. A study reveals that several marketing strategies that may be useful for academic libraries. The study specifically aims to examine academic library websites and its marketing approach, promotional, and public relations activities. The study analyzed and collected data from websites of Malaysian university libraries and interviews with library managers. A total of 22 library websites were examined based on pre-determined criteria developed from the literature and initial website investigation. This paper explores authors' personal experiences and observations. The survey results demonstrated that level of awareness of the library website as a marketing tool and their method perceiving to be used to the library's advantage. The study further identified that academic libraries are lacking in their promotional activities. Finally the
The author argued that library web sites are not fully utilized as a marketing tool and suggested professionals need to make use of library websites for reach, community and promotion of services, products and collections.

Khan (2010) in his article presented the meaning, need for marketing of library and information products and services in general. Further, he discussed the marketing concept in an electronic environment with e-commerce. The essential tools of e-commerce and its application in library and information centres are discussed. The author also provided an account of e-commerce services facilities for libraries. The author argued that e-commerce has a significant impact on information intensive and service-oriented centres, like library and information centres, and to provide need-based library and information services in this electronic and network era. The author suggested that e-commerce application in libraries change the environment and it is a tool to cut service cost and improve the quality of services. The paper concluded with e-commerce can be applied successfully in library and information centres to meet the specific and individual needs on commercial basis.

Husain (2011) described and explored the application of information technology in various operations and services in special libraries in Kuwait. This paper gives the implications of Information Technology (IT) for the development of special libraries in Kuwait, and it indicates existing obstacles, difficulties, suggestions and recommendations for further development. For the study, the author collected data through a questionnaire method along with the interview method. They interviewed chief librarians of 25 special libraries in Kuwait. The case study finds that majority of the special libraries are partially automated. The library catalogue was found to be the most popular area for automation. More than one-fourth of the libraries are still using the manual system in their library operations and services. This study provides baseline data on the current status of the application of information and communication technology in special libraries of Kuwait. Further, the author identifies the major problems for information and communication technology in Kuwait.
These are lack of adequate personnel, ICT training programmes, and low priority of libraries within their organisation. The author found that the application of information technology is promoting the various operations and marketing services in special libraries in Kuwait and this study helps the researchers and decision makers to improve the current information infrastructure.

Kennedy (2011) enlisted the different marketing activities libraries which are using to promote electronic resources and to examine how libraries are measuring the successes or failures of their marketing plans. The study analysed several literature published in library science on marketing techniques for electronic resources in use at libraries. It included 24 documents published from 1994-2009. The literature is analyzed to determine the targeted groups, the libraries' goals, budgets, techniques in use, and assessments of their marketing plans. The author identified 38 unique marketing techniques. The four most popular techniques were patron training in a group setting, flyers/brochures, e-mails to patrons, and surveys. Further, the author observed that libraries were unclear about stating the goals for their marketing plans but were able to easily identify the target of their marketing efforts. Budgeting was inconsistent among libraries included in this research. However, nine libraries reported they either had no budget for marketing or assessment was the weakest part of the marketing plans. The seven respondents need to understand for evaluate their plan. The study concluded that libraries engage in marketing activities and they should make themselves aware of general principles before beginning their plan. The library professionals should given special focus to selecting activities that match the goals of the marketing plan, and choose an appropriate evaluation technique before beginning the marketing activities. These marketing activities are to promote the electronic resources of the libraries.

Christopher (2012) studied the relative effectiveness of different forms of Facebook advertising in promoting the collections and services of academic
libraries. In this study result of several Facebook advertising campaigns conducted by an academic library in Hong Kong are presented and analysed in detail. The collected information and statistics were gathered from the advertising application and integrated into the social networking platform. Any comparison of the performance metrics of the different advertising approaches that were employed and presented. The study contrast with the business and commercial sector, the potential of paid social network advertising has received scant attention from professionals working in non-profit making organisations. This paper provides evidence that such initiatives can have a significant and measurable impact in their outreach efforts with minimal financial investment. The experience of a single institution is considered in a study; it cannot be stated that social network advertising will be effective in every institutional context. However, the study recommends a basis for academic libraries to consider experimenting with this form of marketing. He concluded that social network advertising has the potential and was cost-effective for marketing academic libraries. It was also found that advertising strategies that draw upon the social features of Facebook were more effective than traditional approaches.

Martin (2012) has described the results of a streaming video communication effort developed at the California State University, Northridge Oviatt Library to reach out to the campus faculty. This study included marketing of the library to the faculty through one-minute videos, and details of the project's development from conception to production and production to assessment. The author explained that the outreach effort targeting campus faculty may be used as a model for other institutions interested in utilising streaming video to market library resources and services. Further, the author discussed other library video collaborations for the purpose of marketing library resources and services in an academic setting. The study discussed on the relevance of library instructional videos as well as the tools and technologies utilised for creating streaming videos on the web for marketing.
purposes. Finally, at the end of the study the author suggested that video and related technologies are playing an important role in promoting new and existing services. It helps in identifying and utilising the library's existing resources and provided opportunities for libraries through marketing library resources and services in an academic setting.

Makori (2012) described the results of a case study conducted about the use and application of web 2.0 systems in bridging information gap with the patrons and university libraries in Africa. This case study examined and demonstrated the extent to which university libraries in Africa are bridging the information gap through the use of web 2.0 systems, including challenges and prospects. This study adopted different methods and approaches for collecting data. These are review current academic literature, document analysis, desk review guides, and reports on university libraries. The author found in his study that the university libraries in African countries face various challenges in the implementation of web 2.0 systems, and few university libraries in Africa have embraced the use and application of web 2.0 systems. It is regrettable that web 2.0 is not new in libraries, although many African university libraries have not adopted the concept. Web 2.0 systems, including blog, delicious, YouTube and Facebook among others, are no longer a preserve of commercial organisations. Finally, the author suggested that Web 2.0 systems have proved to be useful in addressing issues and challenges of university programmes, and information professionals should support the implementation and use of relevant web 2.0 systems, and web 2.0 systems helps to market the services, support research, teaching, learning, and community activities of respective universities.

Fernando, Rafael, and Teresa (2012) explored the use of social networks and the conception of the corresponding new business models. The paper also highlights the importance of community managers and crowd sourcing processes in coping with the new environment. The authors contended that the innovations are coupled with the advancement of new information and communication technologies and the evolution of the internet. They have a
profound impact on the structure of firms and have altered the decision making process. The economic and social environment, the understanding of the developments and transformations undergone by information and communication technologies with the advancement of social networks and Web 3.0 technology is vital importance. The paper analyzes the impact of social networks and Web 3.0 technology in the management and marketing of products and services. Further the study highlighted certain mechanisms to improve competitive advantages for organisations. The study concluded with the possible sources of competitive advantages open to organisations in the light of recent innovations, and highlights the developments of social networks and web 3.0 should be implementing to improve the management process and exploit new situations. The advancement of social networks and Web 3.0 technology are improve the efficiency and effectiveness of products and services in libraries and market the same.

John and Makana (2012) have published the results of a method for implementing Short Message Service (SMS)-based alert service in market the libraries. The study includes the experience gained in a similar practical environment, and an attempt has been made to create a prototype. The study asserted that the pilot project was conducted by the University of Swaziland and Emerald Group Publishing Limited for a period of two months, March-April 2009. This study may serve as an important milestone in integrating such a service into the future integrated library services. The pilot project was a short project with specific user base. The prototype model also works on certain assumptions and limitations. At the prototype level, different files are suggested, and they are handled separately because of which an open ended script method is suggested. Longer SMSs, which cannot be sent by the SMS server, need to be either split up into several messages or stored in the server as a webpage and sent as a hyperlink in SMSs. This study aims towards extent of SMS technology effectively used in marketing of library and information services. This study concluded that library users can be successfully motivated.
and use the resources through SMS messaging. The authors argued that library professionals have the potential to market library services. The study suggested that there is a need to have a prototype for essential SMS services for the benefit of the users as well as to market the library resources.

Noa (2012) analysed that an exploratory analysis of the use of Facebook in American public and academic libraries, with the purpose of understanding patterns of Facebook use in libraries. This study presents data in the form of both a statistical descriptive analysis and a content analysis. The result of the study finds that both kinds of libraries use the information section and the wall, and that there is a difference in the use of other Facebook sections, which was surprisingly limited in both kinds of libraries. In addition, public libraries use the wall and the photos section as major channels of information more than academic libraries. Concentrating on the content of the Facebook wall posts, it appears that there are some differences between the two sections (categories and sub-categories). However, it seems that both kinds of libraries use Facebook simply as a way to deliver information to the users, market the resources rather than as a venue for discussion. Finally, the study recommended that librarians and information scientists to better understand the Facebook phenomenon and its application for promotional activities in different kinds of libraries.

Khan and Bhatti (2012) explore the impact of different applications of social media for marketing of the library and information resources and services. They investigate the respondent's attitude towards the usefulness of social media in the marketing of library. A survey was applied to the research method administered by using a peer-reviewed and pilot-tested questionnaire. Data were collected from librarians and library information science school academicians working at Bahauddin Zakariya University of Multan and the Islamia University of Bahawalpur. The findings of the study showed that respondent's attitude was positive, majority agreed that the use of social media is important to capture the attention of online users and helps in distance
learning and knowledge sharing. The authors recommended the use of Facebook, Wikis, LinkedIn, Blogging, YouTube, and online groups for marketing different library services. They indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of Internet, and electricity failure are the problems for applying social media in libraries of Pakistan for marketing library resources and services. They demanded training for social media usage, and suggested that libraries should develop a social media page for maximum exploitation of library services. The study recommends that libraries should develop their marketing plan by utilizing the social media for news and service alerts and quick updates to online users and fund raising.

Fourie and Ball (2012) wrote in this article about libraries subscribing to many expensive information products and services available through information aggregator and provider services. It is a concern of libraries to get users to fully exploit the products and services, especially new and innovative additions. This paper provided the background for research from information behaviour as well as a touch from marketing of the library as collected from library and information science literature. Further, the authors explained innovative methods for marketing using Web 2.0 and its collaboration with students to market products and services. This paper suggested technological innovations are improving the use of information products and services, especially new products and services and features. Libraries, especially academic libraries, as well as information aggregator and provider services, need to address consumers on various levels for effective and efficient marketing of products and services.
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