CHAPTER-1

INTRODUCTION
CHAPTER-I

1.1 INTRODUCTION

Information is an essential component of each and every human activity in the world. It is essential by policy makers, planners, scientist, technologist, economists, administrators, financial institutions, investors, enterprises as well as the analysts and decision makers involved in taking the decision affecting the society as a whole because on the one side it prescribes the basis for taking gainful decision and on the other it is an instrument of change which is essential for development in the fast changing social needs. The type of Information they need is also considerable diversity. It includes socio-economic data and statistics information on current plan and project, financial data, information and technology, equipment management practices on going industrial and technological research, technology tie-ups/contracts and legislation etc. Such information which has to be recent and continuously updated has to be obtained from a large number of sources within the country at the central state and distinct levels and even at the global level. Similarly post war proliferation of scientific and technical research activities has resulted in flood of scattered information which is so great that the scientist is not in the position to scan regularly and consistently, all public that contains information of interest to him due to the price like and inadequate financial resources on the side ever increasing information & knowledge due to information vast opportunity for making use of such a knowledge for the development of the society as whole and on the other side the paucity of fund's has drastically reduced the acquisition capacity of the libraries.
The another dimension which is very fast emerging and putting forward the various challenges before the library information center in general and academic libraries in particular in the growing information demands of the user's from the libraries. These information demands are multi-disciplinary, complex and multi-dimensional to provide pin pointed and exhaustive information services to the readers, the university library has no way left accept to develop new modes of system and services such as a library net working and marketing of library and information services as treated earlier the limited financial resources and the like in the cost public the libraries are finding difficult in serving and continuous the existing library services to satisfy to be information demands of the users. It is in this concern we find that the libraries have to generate financial resources through marketing of its library services and products.

Information marketing is a new concept which is very fastly emerging and finding a place in the philosophy of librarianship. In the modern age life is not possible without information. Information is consider as important as food, shelter, or water in advanced countries the concepts of marketing of information as already been accepted by the advance countries were as in developing countries the concept is accepted by the society slowly and gradually for India is concern it needs a lot of information in some fields and in some it can provide information to a number of countries.
1.2 Need for the study:

The right information provide when it is needed, where it is needed, and in the form in which it is needed, improves the ability of an individual, a business, a government agency, or other kind of organization to make right decisions and achieve particulars goals. NCLIS emphasizes that "access to information and ideas is indispensable to the development of human potential, the advancement of civilization, and the continuous of enlightened self-government. This study may respond to the "awareness" of the users of information products and services in university libraries. It begins with the premise, which information is of value only when it is used, and that to make use of information potential users must be aware of its existence. The creation of awareness is a problem which has been faced by the salesman of consumer products for many centuries, and which has given rise to body of expertise what is now known as marketing. While recognizing that information behaves only partially as a "Commodity", "Information and information services can and should be marketed like any other commodity in order to ensure their effective use. One of the important by products and essential first steps in any marketing activity is the re-examination of the objectives of the services or product to ensure that these respond effectively to the real need of the potential users. There are so many reasons which are necessary for increasing library as information centers to go for marketing of library & Information services they not worthy reasons are-

1. The information centers spend huge funds on collections, processing and storage of information resources and these resources are
put to very merge use which implies wastage of funds. For the promotion of the use of information resources, there is need for marketing.

2. The needy has casual or almost nil need perception because of which he does not use and demand information. Therefore information marketing is essential to facilitate need perception on the part of needy and thereby create demand in the other words it is supply marketing which creates demands.

3. As mentioned above information is a new and very essential product. Because it is almost identified as the fifth need of man making after air, water, food and shelter. Information may be considered to be life blood of planning, directing and controlling any enterprises. But still as it is freely and widely available in certain cases and also to certain extend it can be dispended with, these factors play a key role in affecting the demand for information. However those who are conscious of information need their demand or need is very intensive. As a matter of fact every need is intensive one. Lack of realization of this aspect loss of fruits by proper information use. Marketing of information eliminates these lacunas and render every information needs on information rich.

4. The information provides confine themselves to their corners which is no good for the promotion of information of information use. They have to out of their corners and popularize their products or resources. Then only optimum use of information can be ensured.
5. As marketing creates and increases demand for information the image of the information centers and status of information providers would improve. Therefore for evaluation of the image and status of the information centers and the profession, marketing is essential.

1.3 Objective of Study:

The present study is inattentive has following objectives:-

1. To study the financial management of university libraries in Uttar Pradesh.

2. To study the source of income of university libraries in U.P. in order to find the adequacy of budget visvavese libraries expenditure in management of their libraries.

3. To find out the possible way out to overcome the problem of financial Curuench.

4. To study the concept of marketing and find it viable application in libraries and in universities libraries in U.P.

5. To study the method of marketing.

6. To study the physiobility of resources generation by way of marketing of libraries services and products.

7. To development awareness among the librarians/information professionals that the information marketing, by bringing to them clear understanding of the user's information needs, will help them to improve their worth to the community.
8. To develop suitable for marketing the information products and services to the Indian conditions.

9. To investigate the degree satisfaction, with marketing information products/services, of the libraries and information professionals.

1.4 Review of Literature:

For a sound study/research, it is essential to review the existing published or unpublished literature on the topic of research work because past knowledge is considered to be the prerequisite for the present knowledge. A review of literature gives to investigator, valuable opinions, experiences and theories of peers. After going through literature, researcher becomes able to decide upon the specific task to be done. The review also indicates about the data gathering approaches, methods and techniques of data analysis. The main objective of this method is to apply mind in the matter of various problems by discovering the past trend regarding facts and by demorcatng the lines of development through action.

At the beginning of the review of related literature, a deep search was made through LISA (Library and Information Science Abstract) through CD-ROM version and manually. Review of the literature was also done through many Journals of library Science, proceedings of conferences/ seminars, books etc. Some of the search engines (Alta Vista, Rediff, Google, and Yahoo etc.) were use to find the relevant matter on net. Some details of review of related literature as follows:-
Marketing is a management function. It is applicable to both profit and non-profit organization. However, a distinction should be made between marketing and selling. While marketing is primarily to create demand, selling is to meet the demand by suitable products and services. Libraries are increasingly coming under pressure from their management to generate funds. Responding to the requirements the libraries are reexamining their roles envolving new strategies for taking up information marketing as one of their functions\(^1\).

Tanui\(^2\) stressed that it is essential to market library services if the are to be used effectively but there are various internal and external constraints; he examine these constraints in the light of attempts to market the library service of MOI University in Kenya; tackles issues relating to the motivation of staff and students to use the library.

Cleary and Linklater\(^3\) identifies a new role for academic libraries the marketing and instructional support of the Australian Academic and Research Network (AARNET). Outlines how the university of Newcastle libraries, with the agreement of the university computing service, developed a training programme using special project staff financed form research infrastructure funding. The strong response from faculty has ensured the future of the programme and confirmed the conviction that libraries have future in the promotion and user support of new technologies.

Pienaar\(^4\) mentioned in university library management and personnel have the opportunity through strategic marketing planning to contribute the adaptation effort of the student towards the prerequisites for erudition. The later consists of
an analysis of the marketing environment; resource analysis; formulation of mission and objective; formulation of strategy; organization structuring and system design. The formulation and implementation of marketing strategy is required specifically by the experience of short-term objectives.

The marketing mix consists of the services being offered, their probable prices (if any), as well as the places where certain services can be utilized and the way in which students, amongst other users can be informed about the existence services.

Rambhujum⁶ evaluated two studies of user's needs and behaviour in 1978-79 and 1980-81. The responses in both cases indicated in high level (over 50%) of dissatisfaction with services, low use and general lack of knowledge about the library and its resources, mainly because of lack of communication between users and library staff. The main problem emerges as failure to services successfully; the solution accordingly lies in better co-operation between library staff and users, teaching staff and other libraries with in the university.

Pearson ⁶ underlying principles of marketing of on-line information retrieval services are outlined. Stressed, marketing is a managerial process that includes planning, organizing administration and directing, and control. Author suggested planning process and marketing strategies and point out methods and difficulties in evaluating the marketing programme.

Chikkamallaiah and Sridhar⁷ reported that the IDRC Project on ‘Marketing Suvery of Information Products/Services conducted by IIM, has revealed that there is a potential demand for prices information service/products.
This was confirmed again in 1994 in a IDRC sponsored workshop on “Development of Marketing Manual for Libraries and Information Scientists” conducted at IIM, Ahemadabad.

Gopinath\(^6\) motioned that professional adopters of information economic should explore the problems of products, costing and pricing, marketing through commercial agents and incorporate their impacts in the library operations. Library profession should adopt analytical techniques with commercial techniques. These techniques are to dovetail with data flow in all of library. This focus should be built in all professional work in flow of events such as information processes, procedures, and service-targets towards achieving resource generation for sustenance. Author is suggesting importance of information marketing.

Rao and Chary\(^9\) revealed since the profit portion of information services is still in its beginning stages, it is fair to state that a sincere approach to marketing is a must in the information worlds as it.

Manjunathan and Shivalingaiar\(^10\) Discuss marketing of library and information services as the subject of growing interest among library professional developments in information technology CD-ROM. Internet and communications Media that have challenged the correct of traditional library at one place. Librarians no longer would like to remain as knowledge and information dissemination. The present day librarians needs to persons more technical and professional skills to become more effective and to employ marketing technique in order to optimize the use of library business. Its products and customers. The study analysis the attitude of librarians towards the concept of marketing level of
understanding on nature of library business and its products/services and the methods adopted to understand the customer’s needs.

Roshan\textsuperscript{11} Raina Justices the absorption of marketing approaches in the information context as a means to help the libraries and information centers achieve their basic objective of providing right information to the right near at the right time and a right cost. In this paper author also advocates that by bringing in marketing orientation in the librarians and information managers will ensure (i) increased information awareness or consciousness among their clientele, (ii) optimal utility of the rich learning resources base of their and (iii) restrained development of their through revenue generation.

Mahnder Pratap Singh\textsuperscript{12} says that marketing of library and information services in the information landscapes is very challenging work in developing country, like as India. The present paper discuss concepts of marketing are application to library and information services and its activities and how these activities can be successfully applied in the marketing of library and information services in changing landscapes and how to make use of marketing in library and information services.

Because we know in the present age that information is a marketable commodity. So, whatever rules and trends are applicable to other commodities for marketing, some can be applied to information.

M. Madhusudhan and R.K. Bhatt\textsuperscript{13} say’s that on the one side of academic libraries in the present time are facing several problems such as budget cut’s increased cost of publications money deduction over other side, the
advent of information communication, technology has made the library and information centers more competent and alert. These changes are forcing academic libraries and librarians to adopt the marketing tools for the be Hemant of library information services the present paper focuses on the marketing of library services and precuts with particular references to go a university library.

S.S. Biradur B.T. Samipth Kumar and V.R. Hirematth\textsuperscript{14} Says that marketing in libraries has gone beyond special days and book displays. The value of marketing library product and services has been recognized as printing activity in the library. Thus the staff of the library needs to give the marketing function a priority within their library duties and the library staff needs to develop new skills and state gives for marketing their services and service. If the staff think of marketing as mindset rather than as a separate library function they are more likely to be successful in their goal of positioning the library within their organization or within their target client grams. In the context the paper mainly focuses on several issues viz concept of market what is new about the marketing role of marketing steps and major benefits associated with marketing the paper also become need few important suggestions for effective marketing of library sources and seminars.

M. Janakiraman\textsuperscript{15} Says that marketing miser age paradigm has emerged as one of the dominant frameworks on the discipline of marketing both in its academic as well as practical approach over the past half a century. The four mize elements namely product place price and promotion have emerged as the main set of marketing tools for placing and strategy formulation. Recently three
more elements people, physical evidence and process have been proposed as additional mize elements for marketing services. Application of these seven elements in the library and information context has been explored in the present paper. Viewing the mize elements form the consumer, cost to the consumer communication with the consumer company employees concrete evidence and course of action is proposed.

Sangam and Konnur¹⁶ desire the important of information marketing activities in furthering the effectiveness of services rendered by the public libraries he proposed a scheme of information marketing for Karnataka public library system contesting of advertising and publicity, multimedia, extinction and educational activities the author give emphasis on need of proper marketing training to the public library staff.

Hallund and Revy¹⁷ Mentioned that Royal library had information marketing section since 1965 using press contact exhibition and publication and television.

Kroning¹⁸ examine public relations and information marketing are an important element in the management or any organization one that has attracted versatile response from senior perhaps because of a lack of theoretical knowledge of the subject he explain public relations procedure and planning elementary principles, possible approaches and information marketing attitudes.

Markadsetsum Bokavordinn¹⁹ indicates that service is valued more highly by the client's than quality of collections and librarians must activity market their senior and cultivate a positive self image impassoning, their professional
skills the author draw attention to the employment of public relation librarians in Sweden.

Crocker\textsuperscript{20} mentioned public relations in libraries are often viewed as a tertiary, known essential peripheral to the primary mission of academic library but many power do not realize is that information marketing exit with or without conscious intervention and can be possible negative or neutral.

Klinder\textsuperscript{21} examine that more & more libraries are employing management strategy such as known profit marketing and promotions in order to increase their profile and to better service the needs of user discuss the development of the concept of corporate identity which appears to have a positive impact on working conditions, a components of corporate identity and examine it used in libraries.

Levitt\textsuperscript{22} analyzed the "market myopia", whereby organizations consider marketing as the end rather than the means.

Shapino\textsuperscript{23} has made an analysis of market relating to non-profit organizations and identified four fundamental concepts: (a) the staff interest aspect of exchange in which both the producer and the clients have to maximize their benefits from the transaction; (b) the marketing task on behalf of the organization, which involves the attraction of resources and the allocation of resources; (c) the marketing mix, which analyses the tools used by professional market, for instance, advertising and public relations, channels of distribution, pricing and products or service polices; and (d) the concept of distinctive competence, which emphasizes that the things, the non-profit organization does, may be need to understand consumer behavior. His work is one of the most
frequently quoted texts by information workers and librarians. After analyzing the principles of marketing, Kotler has a applications part where marketing of various services like health services is discussed. He conducted seventeen case studies of non-profit enterprises.

Comer and Chakrabarti\textsuperscript{25} in their study at DePaul University, made an attempts to analyze two information systems-Dialog and IDAC. They indicated how traditional marketing theory might be applied to marketing of information and information services. Application of the concept has explored is that study vis a vis the: Spatial relationship in distribution channels; results of differentiation, postponement and speculation for information products or services offered; the redistribution effects, and allocation; the impacts of communication, conflict and control on inter-organizational channel relationships; and the role of other marketing variables, such as price, in the information organization’s practice.

Strassman\textsuperscript{26} has studied the managing of the costs of information. He points out that information embraces three sectors: data processing, administrative processing and office labour. He advises management to open internal information processing operations (including libraries and information services) to competitive market forces. Such advice, when followed, involves significant pricing implications for libraries and other information services and stimulates the introduction of new and automated information products.

Erikson’s\textsuperscript{27} studies show a positive correlation between investment in information and organizational performance and productively. More departments
will be asked to function on a full-recovery basis and charging for services rendered rather than having a fixed sum to cover operating costs.

Tucci’s\textsuperscript{28} review of the literature reveals that Kotler has observed how marketing concepts could be applied by the information professionals by applying the marketing process to non-profit organization. As Kotler and Anderson State “much of the work continued to necessitate explaining and analyzing marketing so that those who did not yet see the potential could understand where marketing fits into their worlds and how it could make a significant difference.” The most important function of any organization is to satisfy a demand.

Oldman\textsuperscript{29} refers to three types of factors that inhibit information use: (i) organizational, (ii) attitudinal, and (iii) cognitive. Organizational factors are exemplified as philosophies such as those the regard information gathers as weak performers. Attitudinal factors are defined as communication blocks; and cognitive factors are illustrated by a library system that does not meet the subject need of the user.

Oldman\textsuperscript{30} succinctly states that the correct approach is to seek evidence of the information unit’s impact on the organization to serve rather than simply supplying evidence of use.

Tressel and Bron\textsuperscript{31} wrote a research review of issue relating to the economics of the scientific information and technical information industry. They argued that scientific information can be a product, a service, a supporting contribution to the public good, or an item or process to be traded or sold in the open market. They have also pointed out the paucity of data on the cost of
information activities associated with archival functions, dissemination within the scientific community, and diffusion into the private sector. They believe that the assumption that user charges distribute the cost of information and reflect its equivalent to the individual user is invalid.

1.5 Nature of Study:

This study is essential exploratory in nature. This may prompt many further studies of the problem. Consequently, the results from the field data should not be construed to be absolutely conclusive.

In the first place, preliminary investigations revealed that several Libraries were unduly sensitive about being investigated, because they are not marketing information products/services. However, they themselves were not satisfied with the costing of the information packages delivered to the user.

Secondly, there was consideration for time factor. In many cases, those last minutes rejections made it difficult for the researcher to use some of the sophisticated sampling techniques. As a last resort, simple sampling has been used with the hope that further studies might discover ways of overcoming some of the deep hidden issue.

1.6 Importance of Study:

The identification and analysis of the realistic use of information sources may be an essential basis for the planning, implementation and operation in university libraries of India in general and university libraries of Uttar Pradesh.
This study may provide insight to libraries who want to know how they can best serve their clients, and to the institutions who want to know how they can make right decision.

Finally, this study will add to the body knowledge concerning international librarianship and the use of information sources by librarians and information specialists.

It is hoped that this study will encourage researchers in the field to conduct other studies about information marketing. In addition to study can be used for comparative studies, and the research findings of this study can be used as a guide for other similar studies for the benefit of the Library and Library users.

1.7 Research Design:
Research design refers to an outline or plan prepare before beginning a research work in another words an outline prepared in advance, on the basis of activities is order to expose the different aspects of the subjects of study in non as research design.

According to Ronard R. Gist. The Term Research design refers to the plan through which the needed information is to be developed. Jain, P.C. 33 defines “A research design blue print for data collection in the research specifies what he aspects to achieve and how he will go about collecting information.

Green and tull “a research design is the specification of Method and Procedure for acquiring the information needed to structure or to solve problem. It is the over all operational pattern or framework of the project. It is the over all
operational pattern or framework of the project stipulates what information is to be collected from which sources and by what procedure.

According to Fred N. Kerlinger\textsuperscript{35} "Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or programme of research. It concludes an outline of what the investigator will do from writing the hypotheses and their operational implication to the final analysis of data. "Kohn\textsuperscript{36} is of the view that the best definition of research design can be given in the form of a logical trick. Basically, it is related to answering questions, describing the situation or narrating a hypothesis. In order words research design is related to that logical right by which the working system’s which includes both data collection and analysis of a particular group is expected to fulfill the specific need of study. Boyd and Westfall\textsuperscript{37} are of the view that every research project conducted scientifically has a specified pattern or frame work for controlling the collection of data. This framework is called the research design. Its function is to ensure that the required data are collected and that they are collected accurately and according to Clare, Sclidge and others\textsuperscript{38} "A research design is the arrangement of conditions for collection and analysis of data in a manner that aim’s to combine relevance to research purpose with economy in procedure."

Churchill\textsuperscript{39} defines, "A research design is simply the framework or plan for an study that is used as a guide in collecting and analyzing that data. It is the blue print that is followed in completing a study. A research design ensures that
the study (i) will be relevant to the problem, and (ii) will employ economical problems.

According to David Aaker and George S. Day\textsuperscript{40}, "A research design is the detailed blueprint used to guide the implementations of a research study toward the realization of its objectives.

According to R.L. Ackoff\textsuperscript{41}, "Research design is the process of making decision before the situation arises in which the decision is to be carried out," To Green and Tull\textsuperscript{42}. "Research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures."

C. William Emory\textsuperscript{43} defines, "The research decision constitution the blueprint for the collection measurement and analysis of data. It aids the scientists in the allocation of his limited resources by posing crucial choices.

Research endeavors to probe into the past, the present and the future of a subject through one or more of the following methods.

1. Historical
2. Descriptive method
3. Scientific method

The three methods have derived their names from history, sociology and science respectively. It is so because the procedures, steps and sources applied in these methods are in consonance with procedure and sources adopted by
these subjects. However, it does not mean that historical, descriptive and the scientific methods are used only in research in the field of history, sociology and science respectively e.g. scientific method can be used successfully for research in social science as well as history etc. because scientific methods does not mean science rather it is a technique/method of study.

**Descriptive Method:**

Since the investor has used “descriptive method” in this project. Hence some brief description of this method is given here.

Descriptive method is based on surveys. Describing survey, Hillway writes. “The survey to especially constitutions a way of obtaining exact facts and figure about current situation. This method attempts of data. It aids the scientists in the allocation of his limited resources by posting crucial Choices.”

P.V. Yauna is of the view, “A research decision is the logical systematic planning and directing a piece research for the purpose of the study I have formulated above mentioned hypothesis and have adopted research methodology best on literature survey and questionnaire base survey for the purpose of data collection.

**1.8 Research Methodology:**

Research is an endeavor to discover, develop and verify knowledge. It is an intellectual act that begins with the asking of questions (emerging from an awareness of one's ignorance) and progress through the critical examination of
evidence that is the relevant and reliable, to the revolution of truth that is
generalization and universal. Its goal is the perfectibility of human knowledge
through the pursuit of truth, a goal that can never be attained. But which must
always be assumed to be attainable.

Research is defined as Webster’s new International Dictionary as a
“careful or critical inquiry of examination is seeking facts or principles, a diligent
investigation to ascertain something.”45 This definition makes clear the fact the
research in not merely a search for truth but a prolonged, extensive and
purposeful search.

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User’s Survey:

“A survey is an account of some research, examination or inquiry which has been done by a systematic or organized method.” 47 The library survey may be defined as “A survey of library provisions, services and use in a given area.”48 User survey is a systematic study on information requirements of users so as to enable a meaningful transfer of information between users and information system.

TOOLS AND TECHNIQUES OF DATA COLLECTION:

There are a variety of tools for collecting data and every tool has its own significance and procedure. The most frequently used tools are:

1. Questionnaire method.
2. Interview method.
3. Observation method.
In the present study the data has been collected mainly by questionnaire method. However at times observation method has also bee used effectively.

1. Questionnaire method:

The questionnaire method is very popular to conduct survey or collect facts. Through questionnaire facts from thousands of persons residing at distant places can be collected. A questionnaire must however be planned very carefully because the investigator normally does not remain present before the respondents to explain if there is any vagueness.

2. Interview method:

In this method the investigator talks to these subjects normally face to face. Before interviewing a person, the interview should be planned carefully. Specific questions should be carefully written in compact and expressive language. The clarity is the advantage of this method, every concept is clear because we talks face to face with the person concerned.

3. Observation Method:

This method consists of observing the phenomena. This is a social science project hence researcher has to be activity involved in the subject of
study. How the researcher's ability to observe minutely enables him to observe the activities of this library objectively.

PROCEDURE:

Preparation of questionnaire

To collect the facts about the library facilities and to know the user's knowledge and reaction, two questionnaires were prepared. One to be got filled up by the librarian and the other to be filled up by the users to know their views.

Before preparing the questionnaire the investigator visited the library to got preliminary information regarding the facilities available in the library. Some sample questionnaire prepared by Prof. Krishna Kumar, were studied to prepare questionnaire for the present study. The questionnaires do not resemble other questionnaires together, because every library has its own clientele, collections, staff and services. The questionnaires were prepared keeping in mind these facts along with the following factors.

1. Questions were framed in such a way that they give answers objectively.
2. The language was simple and easy to understand.
3. Questions were self explanatory.
4. Ambiguity in questions was avoided.
5. Though only the essential questions required for the study were included yet it was reasonably lengthy.
6. Adequate space was provided wherever necessary.
COMPOSITION OF QUESTIONNAIRES:

The questionnaire for libraries was designed with a different objective in mind. This included questions on the objectives, marketing polices, services, collection, budget, I.T. used for marketing strategy function, future plans and other details of the library. This also included questions about the resources and infrastructure on the library and reasons of failure of market.

The questionnaire for users included questions on all aspect of the working of a library. This included questions about the services, attitude of staff and physical facilities, and opinions of the users regarding the marketing and user willingness to pay for the services.

1.9 Scope of Study:

The present study is intended to look into the possibility of the application of marketing of library & information services and product which is not a very old concept. The concept of marketing is slowly and gradually establishing its roots and has been adopted as a mechanism resource generation in libraries.

This concept has already established as on the most viable profession in the developed countries like United States. Information in industries come only after automobile and oil industries as has already stated that in the modern age life is not possible without information and it is as important as food shelter, or water. It is also even actually, profit that the advance countries are rich because they have generated new information which is very helpful for the development of
industries and society as a whole. Keeping in view the vital importance of information the developing countries, have to purchase, piece of information from the procedures from the advance countries.

The developing countries have to develop information resources to start new industries to improve the old infrastructures and to adequate the technologies was future. This is also establishing fact that the information explosion has resulted into the acceleration of information knowledge with a tremendous page and on the other side the financial capacity of university libraries in detracting resulting into the decreasing buying capacity.

The another fact is the libraries are receiving to much information request for their users and within the existence financial information resources particularly in the developing countries like India no library can effort to meet such information demands their for university librarians has no other way to find out a mechanism through which such like problems can be handled in the past the concept of library co-operation resources sharing, resources sharing through library networking came forward to help university in over coming the problem of financial current. The viable mechanism which may be the found useful for substantive in future for financial independency, the concept of marketing is practice.

Therefore the present study intended to explore the possibility for marketing of information services & product and for the purpose of this research project. The university libraries in Uttar Pradesh, Kanpur University, Lucknow etc. have been selected.
Hence the scope of the study will include these university libraries in Uttar Pradesh.

1.10 Definition of Terms:

For the purpose of this study the following terms have been used to mean what are defined as follows:

**Information:**

All ideas, facts, and imaginative works of the mind which have been communicated, recorded, published and/or distributed in any format.

**Information Sources:**

All of the information facilities, services, products and systems needed by users to support and fulfill their information requirements.

**Information Use:**

It is what an individually actually users or applies. The use may be a satisfied need or the result of information seeking. Information use is heavily dependent upon the availability of information sources.

**Information needs wants, demands and use:**

Needs is what an individual ought to have: want is what an individual would like to have; demand is what an individual asks for and use what an individual actually users.
Information System:

An organized whole with the define organizational structure and objective and which of a set a part and elements that have define characteristics and that are in specific elation to each other.

Marketing:

(a) In commercial organization: Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Basically, the central idea of marketing is matching between a company's capabilities and the want of customers in order to achieve the goals of the firm.

(b) In non-Profit Organizations: Marketing, as a management process, identifies, anticipates and satisfied consumer's requirements with no purpose of earning profits.

Marketing Segmentation:

Market segmentation involves the identification and specification of significant groups of segments within the total market. Differentiation can be the basis of any one of the many variable, for examples, age, sex, mobility, ethnicity, marital status, literacy level and occupation status.
Market Positioning:

Market positioning is a study of the market structure in order to take into account the services of programs already provided in the community.

Consumer Analysis:

Consumer analysis is a method of knowing the needs of each marketing segment. It can give to the librarian the information about the interest of individual groups in the community and helps in building up a picture of the information needs of the community as a whole. Also as users studies.

Product:

Anything presented and used to satisfying a need, want or demand is a product, and this, sometimes includes a service.

Users and Non-Users:

The terms and non-users refer to individual/organizations using or not using the services and resource of Library.
Reference:


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