

1-2015

Marketing of Information Services in Libraries

Kishor Chandra Satpathy

Swarnali Dey

Follow this and additional works at: <https://digitalcommons.isical.ac.in/book-chapters>

 Part of the [Library and Information Science Commons](#)

Trends
in
Library Technology
&
Marketing of Information

Editor

Dr. Kishor Chandra Satpathy
National Institute of Technology, Silchar



SHANKAR'S BOOK AGENCY PVT. LTD

NEW DELHI, INDIA

© Kishor Chandra Satpathy 2014

All right reserved. Including the right to translate or to reproduce this book or parts thereof except for brief quotations in critical reviews.

Editorial Assistance, Cover Design & Layout by
Dr. Rupa Rani Sonowal

First Edition 2015

Published by
SHANKAR'S BOOK AGENCY PVT. LTD.
103, Munish Plaza
20, Ansari Road, Daryaganj, New Delhi - 110 002
www.shankarsbook.com

ISBN : 9789381893081

Price: ₹1200/-

[Neither the Editor nor the publisher necessarily takes any responsibility for views expressed by the authors of various articles]

Printed in India
Printed at Images & Impressions, New Delhi - 110002

CONTENTS

Foreward	vii
Preface	ix
Profile of the Editor	xi

SECTION I : ICT APPLICATION IN LIBRARIES

1. Analysis of Internet Access and Use by Students of Science and Technology Departments of Assam University, Silchar
Nilratan Bhattacharjee
Nabin Chandra Dey 1-17
2. ICT Application in the College Libraries in Assam: A Case Study in Nagaon District of Assam
Juli Thakuria 19-26
3. Role of National Mission for Manuscripts on Preservation and Conservation of Manuscript in K K H Library, Gauhati University
Rajashree Borkakoti 27-40
4. Status of ICT Infrastructure in College Libraries of Karimganj District, South Assam: A Survey
Kumarjit Paul
Manoj Kumar Sinha 41-55
5. Status of Modern Technology Implementation in College Libraries of Hailakandi District, Assam: A Survey
Abdul Hannan Choudhury
Nabin Chandra Dey 57-73
6. System Analysis in Context of Library Automation in College Library of Guwahati
Roon Devi Sarma
Rahul Sarma 75-90

- | | | |
|----|---|--------|
| 7. | Mobile Technology in Tourism and Cultural Heritage
A Kalisdha
M Subbiah | 91-98 |
| 8. | Application of Information and Communication Technology in Assam Engineering College Library: A Case Study
Jyotika Devi
Parag Dutta Barua
G B Devchoudhury | 99-110 |

SECTION II : RFID FOR LIBRARY APPLICATIONS

- | | | |
|-----|---|---------|
| 9. | RFID: A Multifidous Technology
K P Singh
Salek Chand | 113-131 |
| 10. | Application of RFID Technology in Library and Information Centre: An Overview
T B Ghosh | 133-142 |
| 11. | RFID Management System for Libraries
Ram Kumar Dangi
Shyam Bihari Gupta | 143-155 |
| 12. | RFID Technology: A Library Security Management Tool
Malatee Pradhan
Gatikrishna Nag | 157-168 |
| 13. | Application, Implementation & Development of RFID Technology in Modern Libraries
Vuppala Lingaiah
M Anjaiah | 169-176 |
| 14. | RFID in Libraries
Dhaval H Kotecha | 177-186 |

15. RFID Technology & Its Uses in Libraries 189-195
Abhishek Kumar Gupta
Manish Sharma

SECTION III : MARKETING OF INFORMATION

16. Marketing of Information Services 199-203
Neera Sahni
17. Marketing of Library and Information Services 205-211
Abdul Rashid
Seemin Rubab
18. E-Marketing of Information Products and Services: A Changing Scenario of Traditional Libraries 213-224
Prabhat Singh Rajput
Ravi Karan Sahu
GHS Naidu
19. Marketing of Library Services in Academic and Research Libraries 225-241
Kadam A Mashruwala
20. Marketing of Library Information Products and Services in Digital Environment 243-248
Arti Joshi
Chitresh Kala
21. Marketing of Information Services 249-252
Vivek Singh
22. Library Marketing Through Marketing Rules and Techniques 253-259
Sangeeta Paliwal

23. Changes in Tools for Marketing Library Products and Services in Information Technology Environment 261-269
Pallavi
24. Role of the Librarian in 21ST Century: Marketing of Library Services 271-283
Supriya Indapurkar
25. Marketing of Information in University Library Services of Maharashtra 285-293
Shamkant J.Deshmukh
Pankaj R. Deshmukh
Chandrashekhar D. Wani
26. Marketing of Information Services in Libraries 295-307
Swarnika Dey
Kishor Chandra Satpathy

MARKETING OF INFORMATION SERVICES IN LIBRARIES

Swarnika Dey
Trainee
National Institute of Technology
Silchar - 788010 Assam
email:swarnika.dey1988@gmail.com

Dr. Kishor Chandra Satpathy
Librarian
National Institute of Technology
Silchar - 788010 Assam
email:ksatpathy@gmail.com

Abstract:

Marketing of library services is the effective execution of all the activities involved in increasing satisfaction of users by providing maximum value to them. The paper reflects not only in the need but also in the trends, relationships and use of the marketing concepts in Libraries and Information Centres (LICs) and its fruitful effects in the service to the library users, and studies marketing of information services in libraries of India. It also came forward with how, why and do libraries need marketing in the field of information services As the world is enjoying the taste of doing business online, the library and information centers (LICs) are also in the way to adopt the new process of business to bring a revolution to the world of information. The concept of marketing is widely applicable in library and information environment.

1. Introduction:

Library users are transforming into customers with rising expectations, diverse needs and wants, and choices. Now, the real challenge for library and information professionals is not to manage the collection, staff and technology but to turn these

resources into services. The notion of services has also changed, from basic to value added, from staff assisted to self-service, from in-house to outreach, from free to priced, from reactive to pro-active, and from mass customization to individualized service (Dinesh K. Gupta, 2003). Information services are the part of public library supports a wide range of users. Librarians are involved in the process of marketing and they have to be very active in the marketing of information services. Marketing of information services in any library is most significant in a competitive environment and the librarians and information professionals are responsible for enhancing the use of their resources and services (K. Saravanan, 2010).

2. Trends in Library Marketing:

M. Cox identified that the trends in marketing are increasing integration of the marketing and planning processes, emphasis of the need for marketing surveys, increasing usage of the pro-active management methods in librarianship the continuous thorough analysis of the main concepts of marketing: the basis of marketing, the analysis of marketing and public relations, advertising; common and different in sale communication; increasing adjustment and implementation of the business world marketing methods in library marketing processes; and analysis of usage of new marketing methods and means in the development of library marketing strategies (Cox;2000).

3. Marketing:

Marketing is an exchange process whereby two more individuals or groups exchange goods or services for items of value .In a library, librarian is one of individual who is almost always present. Marketing is not another word for publicity or promotion; p publicity or promotion are just one aspect of the marketing process marketing also include product creation, pricing and distribution. Marketing has been defined as one of the areas of competency that is important for Library and Information Professionals in the challenging scenario. Broadly, the concept of marketing can be defined as “a set of techniques involving a number of process; as a philosophy by providing the right information to the right user

at the right time; an approach to serve the customers information need and as customer driven marketing where customers are the hub of service sector”. Marketing of Library and Information Services is the process of planning; pricing, promoting, and distributing library products to create “exchanges” that satisfy the library and the customer. The most well-known and most often used definition of marketing by Philip Kotler (Kotler,2007), states “Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of the target market’s needs and desires and as using effective pricing, communication, and distribution to inform, motivate and serve the markets.”

There are 7 major points to be emphasized in the above definition:

- Marketing is a managerial process involving analysis, planning, implementation and control.
- Marketing is concerned with carefully formulated programmes – not random actions – designed to achieve desired responses.
- Marketing seeks to bring about voluntary exchange.
- Marketing selects target markets and does not seek to be all people.
- Marketing is directly correlated to the achievement of organizational objectives.
- Marketing place emphasis on the target market’s (consumer’s) needs and desire rather than on the producer’s preferences.

Marketing can also be considered, as Harmon has rightly pointed out that “ Marketing is the finding, diagnosing and filling the needs of relevant clientele through mutual beneficial exchange relationships, and doing so better then one’s competitors” (Harmon,2002).The above mentioned definitions stressed that marketing is an exchange relationship or called as “relationship marketing”

Hence, we define marketing as the process by which companies create value for customers and build strong customer

relationships in order to capture value customers in return.

4. Marketing of Information Services:

Libraries are forced to market their information services to create a strong association with society and to anticipate trends and to use web based information technologies. The marketing effort of every individual library includes acquire resources for use, availability of resources in a suitable location, saving the time of the readers, publicize of its products to create demand and satisfy the needs of users at minimum cost, thereby providing “every reader his book” and “every book its reader” in the ultimate approach. Libraries are playing important role to market their information services for the benefit for their users to use new technologies, to anticipate the trends. Competencies are integral part of promoting marketing of library services to be realized by the libraries and information professionals. Librarians and information professionals to be familiar with availability of electronic information resources that promotes library services. They should be played a vital role to have awareness on using internet, web-based electronic resources and online retrieval techniques. Nowadays digitization of resources plays modern role to satisfy the user community (Saravanan, K., 2010).

5. Why Marketing?

Information professionals must understand that it is essential to actively market their services. Library marketing is critical for any information professional in order to spread the word about their library. It doesn't matter what library type, it doesn't matter how large or small the library is - you need to draw attention to your library, your services, your worth to your community, your administration, your staff, and your users. It is important to understand the organization's mission to produce effective marketing material that builds the library's brand and image, drives traffic to your web site, and differentiates your library from its competitors (Sharma , Ajay Kumar, 2009).

6. What Services is the Library Marketing?

The library has many services that it can market. Library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new services but also about bringing awareness to clients of existing services and determining their appropriateness. Marketing plan needs to be developed and implemented with ongoing enhancement of the services should follow.

To market a library's resources and information services is not difficult. Wolfe's (2005) observation, "Library public relations, promotions, and communications: a how-to-do-it manual" is a very useful guide for library marketing. Here are a few suggestions for marketing the library services to the readers:

- Create a library web page for the users. A web page is a good way of promoting library information services and resources.
- Emails containing new library resources and tips on finding information are of great value at the critical stage.
- Use library wall space. The library can display different language study tools such as bilingual dictionaries, English thesaurus, dictionary of synonyms and antonyms, subject-related dictionaries and encyclopedias.
- Attend academic lectures if the department you are responsible for has a prominent number of users. Librarians can meet users to discuss and gather information about their needs as well as to promote the offered information services.
- Links to "Help" services from all appropriate library web pages, where assistance may be needed.
- Newsletters and leaflets are both a means of delivering information. A newsletter can be used to list interesting new web sites, new journals and online services, and perhaps more general science news of interest. It does not have to be long but should be produced on a regular ba-

sis. Leaflets and guides can be handed out, and displayed on notice boards. The library notice board should be attractive and placed in a prominent place.

7. Relationship Marketing and Library:

Relationship Marketing has emerged as a paradigm shift in marketing with consequences for marketing and management of a relationship type marketing strategy. It refers to all activities directed to establishing, developing, and maintaining successful long-term relationships (Berry; 1995). Relationship Marketing can be defined as “Identify and establish, maintain and enhance and when necessary also to terminate relationships with customers and others stakeholders, at a profit, so that objectives of all parties are met, and that this done by mutual exchange and fulfillment of promises (Gronroos; 1994). In the context of Library and Information Service, the relationship marketing approach suggests that libraries are required to go beyond the needs, wants, and demands of their customers and should try to fulfill them by anticipating them as far as possible (Singh 2003); Relationship marketing offers specific benefits to libraries, and can be applied to particular effect in marketing digital library services (Henderson 2005). Libraries should consider at least six relationships and partnerships: customer markets, internal markets, supplier and alliance markets, referral markets, recruitment markets and influence markets (Besant, Sharp 2000). Visualizing relationship marketing in libraries is most important. The six relationship marketing model as:

7.1 Customer Markets include not only new customers but also the loyal, long-term customers who are at the heart of every service encounter. A loyal and strong relationship with customers will assist with fighting budget cuts and with expanding services.

7.2 Internal Markets are the employees and departments within the library or the organization who are both internal customers and internal suppliers. Good internal working relationships enhance external relationships.

7.3 Supplier and Alliance Markets include publishers, system vendors, and booksellers who provide raw materials and basic equipment. Collaboration and alliances resulting in new approaches and new ways of rewarding these relationships are critical.

7.4 Referral Markets are groups that do marketing for the library such as satisfied customers, personal and social networks, and mass media. Referral markets can be fast-acting via the Internet and either supportive of or damaging to marketing efforts.

7.5 Recruitment Markets are the new people we attract to the profession. Getting and retaining the best people to work in the profession by creating an appealing image is necessary for sustainability.

7.6 Influence Markets include any person or group who can benefit from the library such as trustees, corporate executives, government officials, and friends groups. Proactive instead of passive relationship- building is a key for these markets.

A soft approach to marketing may be as follows:

- Marketing equates management in service set up
- Marketing in libraries is an organization wide philosophy
- Marketing puts people to work
- Marketing is not cliché it is every one's job
- Marketing is not promotion or advertising, these are part of it
- Marketing is not selling
- Marketing is adaptable, flexible and open
- Marketing really never ends

8.Do libraries really need Marketing?

This is the very first aspect of employing effective marketing in

any kind of libraries. Many librarians correlate marketing with profit and consider that libraries are not for making profits. Basically because they were not taught marketing at library schools and do not see marketing to have anything to do with running a library. In 1996, the author presented a paper on an aspect of marketing of library services at his first national conference. During the discussion there were clear-cut division of the house, between people who pleaded in favour of marketing and those who had their reservations about applying business concept in libraries.

The interest in marketing has tremendously increased over the last two decades in almost all kind of libraries throughout the world. Even the reasons for applying marketing have not been much different. Some of the common reasons identified are that: the founding missions are increasingly ill-suited for the demands of the marketplace; budgets are becoming tight while units are claiming for more support; the recruiting and fund-raising arenas having become extremely competitive; and the rising competition among similar information services providers. There are some other reasons which require marketing orientation in library and information services, such as it helps in managing libraries better; it brings commitment to customer focus; publicizes the benefits of the library services and listening to customers' needs; it helps in making users feel better that they use library again and again; and it improves the library's image. As such there is always a need for LIS staff to develop a more responsible attitude towards their customers, ensure credibility and a positive attitude to face new challenges as well as opportunities. There is always a greater need for appreciation and good understanding for marketing concept among librarians as what it can do for them. Reasons for applying marketing in any library is not to increase profit but to increase in user satisfaction and increase of funding in turn, since increased customer satisfaction will often result in their increased willingness to use and pay for services offered. An enhanced perception of the value of the library will translate into increased level of support to the library.

9. Is Marketing New to Libraries?

Renborg (1997) considers that “marketing is not new to libraries, it is as old as modern librarianship and the origin of marketing dates back in 1870s. The approaches of library experts like Melvil Dewey, SR Ranganathan, and others were marketing oriented. Even Ranganathan’s five laws have been seen in the light of today’s marketing concepts (Ranga, 1986). If we correlate Ranganathan’s Five Laws with the marketing concept of information and library services, in the following manner (Jain et al, 1999b):

- (a) Books are for use (Maximize the use of books/information) emphasizes on the idea that
- (b) Every reader his/her book (Reader is prime factor and his/ her need must be satisfied)
- (c) Every book its reader (Find a reader for every book)
- (d) Save the time of the reader (Organize information in a way that the reader finds the wanted information promptly)
- (e) A library is a growing organism (Emphasis is on comprehensive and evolutionary growth)

However, the concept of marketing in libraries entered when Philip Kotler formally propagated the marketing concept in non-profit organization in 1970s and the concept was sharpened in 1980s when the concept of services marketing emerged.

There have been many changes in marketing of library and information services with the passage of time. According to Freeman and Katz (1978), until the early 1970s, “most libraries did not see much of marketing. Most marketing-related documentations were labeled with the concept of user needs, user training, and economics of information and the majority of the literature was in the form of practitioner’s account.” Tucci (1988) found that during 1978-1988, “the crop of marketing of library services was growing but was not ready for harvesting.

During the period of this review, long time theories and concepts for marketing of goods, such as 4Ps and STP model dominated in marketing of library and information services literature. The need for customer focus was felt but promoting libraries was the main concern during this period.” Presently, the focus of the library and information services marketing is on

relationship marketing (Besant and Sharp, 2000), internal marketing (Dworkin, 2003), image building (Bass Bridges and Morgan, 2000), and customer loyalty. Such concepts make marketing a library wide philosophy and desire involvement of one and all from front-line staff to board members. So, the marketing concept has changed from selling concept to product development and customer focused concept. Concepts like customer services, service quality, and relationship management played a vital role in development of marketing from boardroom concept to whole organization concept.

10. Indian Scenario :

The developments taken place world over influenced the Indian librarianship as well. There have been a number of developments in marketing of library and information services in the country and some of these are described below: The beginning of publication of literature on marketing of library and information science dates back in 1980. The Indian Library and Information Science Abstract (ILSA) started abstracting on this area in early 80s. Although literature reviews (Sewa Singh, 1991) assigned the key term Library Marketing in its volume by 1985, earlier to it, literature on marketing of library services was covered in library management. Currently a database on marketing of library and information services is being developed at IIM, Ahmedabad, which will be web-accessed and helpful to researchers in many ways.

It is an area that is being widely discussed in professional meetings, there is an increasing interest of the national professional associations and organizations, like Indian Association of Special Libraries and Information Centres (IASLIC), Indian Library Association (ILA), Society for Information Science (SIS), Medical Library Association of India (MLAI) and Management Libraries Network (MANLIBNET). In 1988, the first national conference was organized by IASLIC in 1988 (Kapoor & Chategree, 1988). SIS also selected the theme Information Marketing for its conference in 1995 (Kuldip Chand, 1996). During recent years it can be observed that marketing of library services has been included as sub-theme in quite a good number of conferences and seminars.

There has been increasing interest of researchers in this area. The Universities so far has awarded Ph. D. degree in this area. Some examples are “Marketing of information products and services by libraries and information centers in Jordan” (Khali Klaib, 1994), “The role of marketing in the field of libraries and information services: Future implications” (Mohan, 1998), “Effectiveness of marketing of information in British Council library network in India” (Bhat, 2002), and “Marketing of Library and Information Products and Services: A Study in Designing Economic Models with reference to Capital Markets in India” (Hiremath, 2003)”. Recently one researcher each has also submitted theses on marketing area at the University of Rajasthan and Lucknow University. There are many more new researchers registered in many universities in the country. The topic of Marketing of Information and Library Services has been included in the syllabi of many universities in the country. The Indian National Scientific Documentation Centre’s (INSDOC) MLIS programme of the Indira Gandhi National Open University (IGNOU) has a block on Marketing of Information Products and Services. Some other universities also gives emphasis on this area in the syllabi, but to a limited extent.

Besides, associations, various agencies and institutions are organizing training programmes. To cite a few: A workshop on marketing of information products and services was organized on 27 November –01 December 1989 at CSIR, New Delhi by Unesco, on 26th April, 1997 and Training Programme on Marketing of S and T Information Services, 28th January- 1st February, 1991 at INSDOC. A one day seminar was organized by UTI Institute of Capital Markets in association with Bombay Science Librarians Association at Navi Mumbai to discuss the issues involved. IIM Lucknow, has been offering training programmes on Marketing of Library and Information Services/ Products.

There have been in-depth studies on marketing of library services in specific group of libraries and information units, such as National level study on marketing of library services in management education institutions (Jain, et al, 1995, 1999a, 1999b). Similarly, the study conducted by the Institute of the

Public Enterprises, Hyderabad keeps in view the marketing needs of science and technology information facilities (Institute of Public Enterprise, 1989).

This clearly depicts that the interest of LIS professionals in marketing and makes it very clear that the discipline of marketing of library services must emerge as a new academic and research area in library and information sector.

11. Conclusion:

There is a growing need for understanding and employing marketing in libraries and information services throughout the world. There have been numerous efforts on this area even in developing countries like India. But unplanned growth and the gap between the academics and practitioners hinder the development of the discipline. Emergence of this contemporary area involves enormous opportunities for further research. Technological advancement has ushered a great change in the knowledge economic sector. The way people communicate, and in the process of information collection, organization and dissemination considered are to be crucial for providing the right information to the right customer (users) at the right time in a customizable, personalized, and collaborative way to the users which is imperative for the information professional. The role of the library is crucial in developing the novel thought to support the intellectual growth and success of the individuals and institutions that they serve in responding to these changes. The web 2.0 movement emerged as a response to the modern means for upgrading the libraries into more user-centered in the present library marketing scenario.

12. References:

1. Saravanan, K. Marketing of Information Services in Public Libraries: International Journal of Educational Research and Technology, Vol 1.
2. Gupta, D. K. Marketing of Library and Information Services: Building a new discipline for library and information science education in Asia. Malaysian Journal of Li-

brary & Information Science, Vol.8, 95-108.

3. Martey, A. K. Marketing Products and Services of Academic Libraries in Ghana. *Libri*, Vol. 50, 261–268.
4. Lepik, A. (n.d.). Relationship marketing and Library 2.0: Successful prospective partnership?
5. Gorchels, L. (1995). Trends in Marketing Services. *Library Trends*, 43(3), 494-509.
6. Gupta, D., & Savard, R. (2010). Marketing library and information services. *Encyclopedia of Library and Information Sciences*.
7. Gupta, D & Jain, A. (2009). Marketing Library and Information Services: A study of periodical literature. *Annals of Library and Information Studies*, 56, 217-226.
8. Sharma, A., & Bhardwaj, S. (2009). Marketing and Pro-motion of Library Services. *Ical – Advocacy and Marketing*, 461-466.
9. Lahiri, A. (n.d.). Information Market Scenario in India. Retrieved from Marketing and Promotion of Library Services_files/ITT9601 Information Market Scenario in India.htm.
10. Madhusudhan, M. (2008). Marketing of Library and Information Services and Products in University Libraries: A Case Study of Goa University Library. *Library Philosophy and Practice*, 1-6.
11. Nicholas, J. (1998). Marketing and Promotion of Library Services. *Library and Information Services in Astronomy III*, 153.
12. Marketing Of Library and Information Services: A Strategic Perspective. (2007). *The Journal of Business Perspective*, 11(2).