

ISSN No. 0970-1052

Volume – 23, No. 1  
(January – June) 2003

# *Library Progress*

## *(International)*

*(An International Research Journal for the publication of selected original research papers and critical survey articles in the field of Library, Information Science and Computer Applications)*

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This publication is included in the Abstracting and Indexing coverage of 'Guide to Indian Periodical Literature', 'Indian Library Science Abstract', 'Library and Information Science Abstract (London)', etc. etc.

## MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES

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### ABSTRACT

This article gives an overview in general about the marketing concepts, components of marketing, the prerequisite in marketing and the basic skills required for it. Further it deals about the marketing concepts in relation to library and information science where it discuss about the need of marketing; its trinity concept; usefulness in libraries; methods of providing LIPS; guidelines and implementation of marketing; and the feedback mechanism for improvement.

**Key words :** Marketing, Library & Information Science Products and Services

### INTRODUCTION

Information is power, which acts as a life saver for industry, business etc. Earlier four M's : Manpower, Money, Material and Machines were essential for any teaching, research and development. But now one more input i.e. information has become essential for developing countries. In India, people are becoming conscious that information is not only the raw material for prosperity and growth of society but also an important commodity for industry and commerce. Information, like all other commodities is supposed to be produced, priced, marketed, labeled, packaged, patented and supplied. In the libraries, a new sector i.e. *Information Industry* is emerging. The selection, acquisition, processing and dissemination of information are labour intensive and cost oriented activities. Therefore, in today's time period libraries are moving towards marketing of their products and services

### MARKETING – DEFINITION:

According to Encyclopedia Britannica (1972), "Marketing in its most general definition is the direction of the flow of goods and services from producers to consumers or users. It is not confined to any particular type of economy, since goods must be marketed in all economies and societies except perhaps the most primitive. Nor is marketing a function only of profit oriented business; even such service institutions as hospital, school, and museums engage in some form of marketing".

According to Kotler (1997), "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 organisational objectives. It relies heavily on designing the organization's offering in terms of the target markets' needs and desires and on using effective pricing, communication and distribution to inform, motivate, and service the markets."

The American Marketing Association (1985) defined marketing management as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual or organizational objectives".

Goldhor (1970) defines, "Marketing as the process of creating value through the creation of time, place and form utilities."

Marketing is identifying the targeted users (including the current non users) and their needs, making sure services fit the targeted users' needs, and promoting the services to the targeted users.

From the above definitions, the following major points are discernible.

- Marketing is a managerial process involving analysis, planning, implementation and control.
- Marketing is concerned with carefully formulated programme.
- Marketing seeks to bring about voluntary exchanges.
- Marketing selects target markets and does not seek to do all things to all people.
- Marketing is directly correlated to the achievements of organisational objectives.
- Marketing place emphasise on the target markets (consumers or users) needs and desires rather on the producers preference.
- Marketing utilizes what has been termed the "marketing mix" otherwise known as 4Ps – Product, Pricing, Place/Distribution and Promotion/Communication (Jagga Rao *et al.*, 1996).

#### COMPONENTS OF MARKETING

The entire literature on marketing both in management science and library science appears to be unanimous in accepting the 4Ps to be the ingredients of marketing i.e. *Product, Place, Price and Promotion*.

These 4Ps are the ingredients of successful marketing strategy. These ingredients have different components. All these have to be mixed in the right proportion to achieve the desired results. Hence these are also known as 'Marketing Mix (Perumalsamy, 1998)'. The term was first used by Neil H. Borden in 1964.

Kotler (1997) defines marketing mix as a set of controlled, tactical marketing tools that the firm blends to produce response it wants in the target markets. The 4Ps can be expanded to 6Ps through the addition of two more components, i.e., *Prelude* (marketing audit) and *Postlude* (Evaluation).

- i) **Product:** The product is the heart of the system. It is proposed to be marketed. The products are produced by all organisations which could be either tangible or intangible. Kotler (1997) defines it as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need, it include physical objects, services, person, place, organisation and ideas.

In context of library and information centres the term product attracts various connotations such as books, periodicals, audio-visual materials; services like circulation, inter-library loan, reference services, SDI and products like documentation lists, abstracting and indexing journals etc. With the advent of information technology, access to international databases, online research results on diskettes, databases on CD-ROM also constitute information product. It also include programmes i.e. films, exhibits, demonstrations, story hours, etc.

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- ii) **Price:** Pricing of information services and product is relatively a new concept. It has not been considered seriously since library services were provided 'free'. Charging of fees, by libraries and information centres was seen as incompatible with the ethics of the profession being service-oriented profession. But, with the increased emphasis on accountability and self-sufficiency in relation to resources it has become necessary for its own sustainability to charge the various product, service and activities and to recover costs as much as possible. Libraries which want to move towards self-sufficiency should consider that the pricing of information services and products is the sole source of financial support (Jagga Rao *et al.*, 1996).

Further, the fact that information brokers and consultants are charging high fees for services provided and are thriving successfully is indicative of the users willingness to pay for good products. In the context of libraries, profits are intangible. But, the cost of running a library is increasing with every passing year. There is a vast output of literature and concurrently prices of books and subscription amounts for periodicals are increasing, but there is no matching rise in the grants. On the contrary, there are resources crunches, cut in library grants, and impact of information technology. Because of this, libraries are being forced to charge for their service (Perumalsamy, 1998).

Two compulsions really force the library manager to consider pricing as a strategic element. These are consumers would not realize and recognize the value of the product/service unless they pay for the service; and more and more organizations are asked by the government to become financially self-supporting. Hence, pricing has a crucial role to play in the context of libraries and information products and services in the future.

- iii) **Promotion:** Promotion is an important element in the marketing mix, but it has received more attention than other elements. It is considered synonymous with marketing. Promotion is widely practiced by all library/information professionals. It involves mechanism by which the target groups are informed about the resources available, services and products offered by library and information centre. All types of libraries have employed some forms of promotion, either in the form of library guides, pamphlets, arranging orientation programmes, lectures, exhibition, film shows, debates, display book discussion, etc.

Promotion uses all the tools of public relations: persuasive communication, advertising, personal selling, publicity and incentives. The purpose of promotion is; to communicate, to convince, and to compete. Promotion in library and information centres can be taken care in the following ways:

- a) **Personal Contact:** It is said to be best and most effective method for libraries and information centres. It fosters a strong relationship between organization and its clients.
- b) **Public Relations:** It is an exceedingly important and legitimate component of the promotional efforts. It is an interaction between library and its actual and potential users. It influences public opinion by conversing and conveying information concerning the benefits of library products and services.
- c) **Advertisement:** It is the most expensive promotional effort of all because it is paid publicity. It attracts consumers' attention. It can reach to users through newsletter, news releases of new library equipment acquisition, etc. (Rama Patnaik, 1996).

The most effective way to promote any library activities is through personal interaction of a courteous, efficient and knowledgeable staff member. However, a well organized user education programme will promote better utilization of the library.

- iv) **Place:** Place is where a product or service is made available to the users or potential users. It is the channel that links product and consumer. Traditionally, the library building was the sole outlet and the users were expected to seek services by personally visiting it. But the computer and communication technological marvel has opened the doors for multiple access choices making the concept of place more complex (Rama Patnaik, 1996). Interlibrary loans, mobile libraries, supply of photocopies on request and all other resource sharing activities are different components helping the users at places away from the source of information. The recent developments like CD-ROM, online information access and networking of libraries are aimed at solving the problems of distance between user and the source of information.

### PRE-REQUISITIES IN MARKETING

Marketing programme of any organization encompasses various activities, decisions and policies. But those which are identified as being suitable to enhance the library operations are given below:

- i) **Market Research and Analysis:** Market analysis is an investigation of identifying the market of actual and potential users. It also includes an evaluation of existing library products and services. Each one of a myriad services offered by a library should have a separate market evaluation. The user survey and studies should be conducted with a marketing perspective; as it always the 'need satisfaction' of users which determines the success of marketing programme. Market analysis and research are fundamental to any marketing programme.

Market research is a wider term which includes market research, pricing research looks at marketing, the effectiveness of advertisement and whole of marketing communication. The tools of marketing research can be drawn from the research methods applicable to social sciences- observation, surveys, analysis of library records, consumer behaviour research.

The needs and wants of users are never static. Hence market research and analysis should not be a one time affair, but should be carried out regularly to monitor the market for each and every product offered by the library and the needs which influence the market (Rama Patnaik, 1996).

- ii) **Market Segmentation:** It is a process of dividing the total market for goods and services into several groups such as that the members of each group are similar with respect to the factors that influence demand. It is a marketing efforts that identifies and analysis differential characteristics of various segments and helps in defining and determining the market potential for a service or product offered by the organisation.

Users may need the product in some form in particular area and in some other form in another area. Users have been studied by variables of subjects and of organisation, geographic, demographic, usage rates, etc. for e.g. Public libraries segmented their users on the bases of demographic variables i.e. age, sex, residence, etc. In academic libraries identify user groups on the basis of academic status i.e. teachers, scholars, undergraduate and postgraduate students, etc. and the assistance required for those who have just

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entered in the organization is different from the ones who are conducting research and studying in the library for years.

Marketing segmentation is an important step which curbs arbitrary dissemination of information, of information services and products and ensures proper utilization of library resources by categorizing its clientele/audience. It not only identifies the actual and potential market base but also group of non-users (Rama Patnaik, 1996).

- iii) **Marketing Audit:** It is an evaluative step which studies the results of the marketing program by using different measures. It appraises the organization of its marketing performance closely to enable it to take a corrective action. An audit usually explores the external factors like users needs, community pattern and internal factors within the organisation, it maps the current position of the organization. It allows the management to signify and evaluate decisions relevant to the organisation – is it something to build on (strength), something to eliminate (weakness), something to anticipate (opportunity), or something to outmaneuver (threat)?- SWOT analysis. Hence, it identifies the external threats and opportunities and internal strengths and weaknesses to develop their strategies. Thus marketing audit sets the stage for next cycle of planning, implementation and reviewing the marketing programme. Therefore, marketing is not a one-time activity. It is a continuous process and it has relationship with all other activities (Rama Patnaik, 1996).

### BASICS SKILLS REQUIRED FOR MARKETING:

The various skills (Navjeet Kaur, 1997) required for competitive marketing are:

1. **Analytical Skills:** The librarians must be skilled at two basic analytical tasks.
  - i) **Market Analysis:** We must be able to identify what the users wants, their needs and wants, the aims and current research work going on in our institution, etc. Marketing encourages a focused approach for meeting user demands. For this, user surveys are very helpful in establishing our target group and the services we need to provide.
  - ii) **Product Analysis:** What services are already available to the users and how the target group feels about each of them? The services being offered should be current and relevant to the needs of the users. Reviewing the services which are being rendered to the users is thus very important. In short, product analysis means, “what we are providing”.
2. **Planning Skills:** The major planning skills that a librarian must have for marketing are
  - i) **Product Development:** The librarian should know where to look for appropriate ideas, how to choose and refine the service concept, how to style and package the product, and how to test it. Standardizing library services and re-packaging them is a good idea. Most of the requests of the users should be met with standard products. How to best provide a service with spending the minimum time and cost involvement is a skill to be mastered by the librarians.
  - ii) **Pricing :** According to Aristophanes in Plutus,” where there is no fee there is no skill”. An attractive set of terms for our services should be developed. The actual

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value of the services provided should be reflected in the price. Users must be made aware of the actual hard work and time and effort that has gone into providing the service, only then the price of the service will be justified. Information is not a solid entity, so it is difficult to set a price for it. The value of the information to the user determines its price.

- iii) **Distribution** : Librarian should also consider how to channelise them i.e. how to get the product into circulation and make accessible the product to the target market e.g. if users are located far from the library, postal or mobile or telecommunication channels may have to be explored. To reach out the in least possible time is the call of the day.
  - iv) **Promotion**: Stimulating market interest in the service being offered by the library is very important. Reaching out to the users through newsletters, bulletins, lists of new acquisitions in the stock and advertising the services being offered by the library are efforts worth making, as these shall enhance the use of the library. Arranging book exhibitions and seminars on current topics is very beneficial. The users should be made aware of the services being offered by the library, only then the full worth of the libraries can be explored.
3. **Organisational Skills**: Organizing the various stages of marketing requires skills at various levels.
- i) **Organizational Design**: The marketing activity should flow along the aims of the institution which the library serves. Marketing should be a part and parcel of the organization policy. Advantages and disadvantages of organizing market activity along functional, product and market lines must be understood.
  - ii) **Organizational Staffing**: The staff for marketing should be properly trained and skilled. Not only the internal staff but staff of other organizations may also have to be involved. It is a major task to find, train and assign effective co-worker for marketing.
  - iii) **Organizational Motivation**: The whole organization, of which the library is a part, needs to be motivated for marketing activity. The finances have to flow from a higher authority. They must be convinced that marketing is needed in today's competitive world and they must be made aware of the advantages of marketing. There may be some initial hesitation on the part of the authorities, but to motivate them is a skill required on the part of the librarians.
4. **Control Skills**: To control the market so that it doesn't go out of bounds is very important.
- i) **Market Result Measurement**: The librarian must keep himself informed of the attitudinal and behavioural responses he is achieving in the market. This feedback is very important to gear the services to the ever changing demands of the users.
  - ii) **Marketing Cost Measurement**: Librarian must keep himself informed of the costs and efficiency in carrying out his marketing plans. The cost and efficiency ratio should be viable. The cost involved in providing a service be proportionate to its benefit.

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### LIBRARY AS A NON PROFIT ORGANIZATION:

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The task of marketing by non-profit organization (NPO) like library or information centre is different from profit-oriented organization (PO) in the following three ways (Shapiro, 1981).

1. A NPO has two constituents of transaction: funding source and the consumer. But a profit motivated organization has single constituent i.e. consumers
2. In NPO, if users are satisfied, there is no financial decrease or if users are satisfied then no financial increase. But in PO, satisfaction of consumers will lead to rise in sales which in turn provide funds to continue its business.
3. Success for a NPO is measured in terms of how it meets the needs and wants of the clients whereas success for a PO is measured in terms of sales volumes and profitability.

### NEED FOR MARKETING BY LIBRARIES

Librarianship has suffered because of providing free services to users. Library should use the term consumer instead of patron or user because consumer will have claim on quality and service. Under the changing environment, library must rise from Non-Profit Organization (NPO) to Profit Organization (PO). The library staff will be forced to work to provide the best service in PO. Earlier, in libraries users were provided with free service and they never bothered about the quality as they were not paying thus, the quality decreased.

In NPO, service provided is a privilege to user but in PO it becomes a legal right for consumer. Today libraries are facing the problem of funds and are forced to become earner of funds for their sustainability. Libraries get limited funds from their funding agency which is not sufficient to provide basic services what to talk about need based quality services. Therefore, library is forced to do marketing of products and services to become sustainable.

In democratic country, everybody is paying equally whether they are using it or not. It is not a social justice. Only those who are using should be charged. In NPO, all users are charged equally whereas in PO depending upon the usage made, the consumer has to pay.

In comparison to NPO, PO will be able to provide better services and products to the consumers. Thus library should move from being NPO to PO.

Too much literature is being produced in different formats and in different languages in all fields of knowledge throughout the world. In other words, it is an age of information explosion and literature explosion. The literature published is interdisciplinary in nature. The users of the library are not aware of the availability of various reference sources, bibliographical sources, indexing and abstracting services, the literature search from far-off distances with the help of computer technology and also about the facilities available within the parent organization. In addition to language barrier, distance barrier problem is also there (Chopra, 1994).

Therefore, it is essential to tell the users what libraries can do for them and this could only be done by marketing of library and information services.

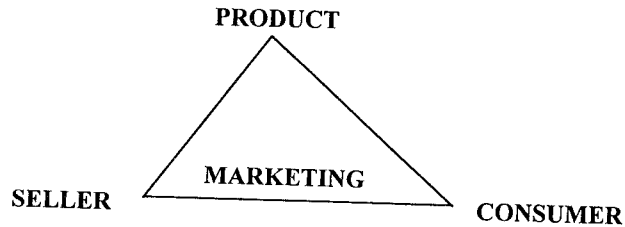
### TRINITY CONCEPT IN MARKETING

In a library- book, staff and reader make a trinity. Without any of these elements library becomes non-functional. In the same manner, marketing also has a trinity of *Product, Seller and Library Progress (International)*. Vol. 23 (No. 1) 2003



*Consumer.* Seller acts as a mediator between product and consumer. Seller brings the product and consumer together.

In the context of library, consumer is the user, librarian is the seller who creates different types of products and services keeping in mind the well defined need of his/her users. In this trinity, consumer is very important element because if consumers' needs will not be then there will be no product and thus no seller. Therefore, consumer is very important.



### MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES (LIPS)

Marketing is a combination of selling, advertising and public relations. It includes the need assessment, product development, pricing and distribution in terms of markets needs and desires. It also includes motivation. The effective marketing in library is user oriented and not product or seller oriented. The benefits associated with marketing are:

- Improved satisfaction of the target market;
- Improved attraction of marketing resources; and
- Improved efficiency in the market activities.

The characteristics of an effective marketing of LIS, therefore, include clientele oriented services based on their needs; integrated marketing organization; adequate marketing information; strategic orientation and operational efficiency. It also include the ethics of marketing.

In other words, marketing of LIPS means informing the users what libraries can provide, how these can be obtained, what is the fee or terms and conditions for obtaining LIPS, assessment of user needs of LIPS, i.e. feedback from the users, improvement if LIPS within certain limitations, and public relations with the users of LIPS (Chopra, 1994).

### USEFULNESS OF MARKETING IN LIBRARY SERVICES

There are certain usefulness of marketing which are given below (Navjeet Kaur, 1997):

1. **Improved satisfaction of the target market:** Earlier users had to make use of whatever services being offered by library and largely they remained unsatisfied. Because libraries were anticipating the demands and needs of the users and accordingly building their collections and services. Now, marketing will identify the target group, their needs and demand, and help the libraries to reorient their services and develop their collections according to the needs of the users. This increases users' satisfaction.

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2. **Best utilization of library resources:** All the services will be provided keeping the needs of users in min. This will result in best utilization of library resources in terms of collection, time, staff, etc. The third law of library science is applied here.
3. **Augmenting library funds:** The sole of some of the library services will bring in additional funds for the libraries. These can be utilized to provide standard and timely services. Now a days, the price of books and journals are sky-rocketing whereas funds of libraries are not increasing at the same rate. Thus, for sustainable librarianship, the libraries must raise their own funds.
4. **Improved library services:** Marketing brings in an element of competition, which will lead to providing better services. The latest technology will be used. Focus will be to save time, money and efforts. This will improve the image of library, librarian and will motivate the staff to achieve best. LIS education will change; schools will have to teach the latest technology.

### GUIDELINES FOR MARKETING:

David Skyrme (1994) gives ten guidelines with a broad coverage, ranging from the strategic role for information to the development of capabilities and the making of the information unit. They are:

- i) Establishing the strategic role of information;
- ii) Identify users real needs;
- iii) Segment your market;
- iv) Create a unique product/service;
- v) Sales and marketing;
- vi) Evaluation and feedback;
- vii) Exploit technology;
- viii) Selective out sourcing;
- ix) Building partnership; and
- x) Develop hybrid skills.

### IMPLEMENTING MARKETING IN LIBRARIES

While implementing a marketing program in a library, the first step should be to formulate a Marketing Division in the library. The head of the marketing division should have equal status like other heads of different divisions in the library. The marketing division should also appoint 'Marketing Consultant' to advise the division on different marketing strategies. The marketing consultant should be responsible for carrying out a 'Marketing Audit'. The functions and responsibilities of a marketing division can be listed as follows:

- Establishing contact with other divisions of the library/ information centre and to give suggestions and recommendations to the information services division to create quality, timely, user targeted, reliable and validated information products/services;
- Developing efficient and effective methods for marketing;
- Developing mechanisms to study user needs;
- Developing pricing policies;

- Providing commercial, industrial and technical information to firms, organisations and individuals;
- Developing effective feedback mechanisms; and
- Developing mechanisms to evaluate the performance of the marketing division based on the feedback received from the users (Jose, 1995).

### METHODS OF MARKETING LIBRARY AND INFORMATION PRODUCTS AND SERVICES (LIPS)

Each institution organizes LIPS in one way or other, but these products and services are not being utilized fully due to various reasons. The methods (Chopra, 1994) suggested for marketing of LIPS for their optimum use by the users are given below:

1. **Initiation to Users:** The new users should be made familiar with library or information centre of the organization concerned its location, staff, library rules, working hours, services, facilities, resources, etc. User's "awareness will eliminate many of the user's" problem once for all. This programme should be a regular feature in all types of libraries and information centres for their new users who might have joined the organisation recently. This is applicable to students as well as to the staff members as users of LIPS.
2. **Advertising/Publicity:** There are three ways by which library or information centre can publicize their products and services. These are the best method of publicity or advertisement of LIPS of the institution concerned. These ways are discussed below:
  - i) **Display:** Proper display of the posters, charts, signboard, indicators, etc at prominent points within the institution also helps a lot in guiding as well as highlighting the LIPS available to the users. Interesting cartoons, coloured posters etc, would attract the attention of users leading to the appropriate use of LIPS being provided by the organisation concerned.
  - ii) **Distribution:** The library and information products and services provided by the organization should be listed in a brochure or a pamphlet or a leaflet, etc. which can be distributed to the users from time to time. The brochure should be handy, well designed, attractive and colourful. It should include statistics, pictures, figures and all possible details of each section or service of the library and information centre concerned. The brochure could have catchy titles like "Know your library", "What can Library Do for you?", etc.
  - iii) **Organising Exhibitions:** The library and information products and services being provided by the institution can also be exhibited prominently at regular intervals in order to focus the attention of the library users or to bring to their notice the new additions, new services or special features of LIPS.
3. **Personalized Service:** The personalized assistance provided by the library staff to the users to provide information service and to exploit the library resources is called as reference service. It helps to make full use of LIPS available in the organization. Reference desk should be maintained to provide the Ready Reference Service and Long Range Reference Service.
4. **User Education Programme:** The users should be educated in how to use the different types of reference sources such as encyclopedias, handbooks, yearbooks, directories, indexing and abstracting services and use of the complex information sources. These

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programme should be a regular feature of the organisation concerned. The users can be educated in small groups from time to time by way of lectures, workshops, discussions, practical demonstrations, and similar other instructional programmes.

5. **Bibliographical instructions:** The users can be guided or educated to compile different types of bibliographies, listing of variety of bibliographical sources, citation pattern, presentation of information or report writing. It can also be done by the library staff on regular basis.
6. **Current Awareness Service (CAS):** Various Current Awareness Service (CAS) in different subjects are being brought out by certain commercial organizations in different parts of the world. These services are of immense use to the researchers provided they are aware of such services. Library staff can help the users in this respect too. Library can bring out its own In-house or local CAS such as 'Current Contents', 'New Additions to the Library', 'Reproduction of Table of Contents of Current Journals', 'Information Bulletin', etc. can be brought out periodically for the use by the users in anticipation of demand. CAS can help the users to know about the latest material published in their area of specialization.
7. **Selective Dissemination of Information (SDI):** In this service, the library staff keeps the record of the user profiles. The latest information sources should be scanned, sorted out, processed and provided by the library staff to users depending upon their requirements on individual basis. The service is usually provided in anticipation of demand by the selected users.
8. **User Education about Technological Developments:** In the present age, due to technological developments it is now possible to make use of the electronic devices, computers and telecommunication facilities for storage and retrieval of information. The required information can be retrieved pin-pointedly, comprehensively, accurately, quickly and economically by searching the data 'on-line'. There is an urgent need of making the users aware of the availability of such facilities, existence of various databases in different subjects in different countries, their vendors, information brokers and charges/fees etc involved for literature searching.
9. **Knowledge about components of Information System:** Since the information required by the users is not always available in the libraries, the users must know about the other possible sources or various components of the information systems such as information centres, documentation centres, referral centres, reprographic centres, translation centres, etc. Knowledge of national libraries, national centres, sectoral or document supply centres, international agencies concerned with the supply of information is also equally essential, which should be imparted by the library staff to the clientele through lectures and printed media.
10. **Lectures, Seminars, Group Discussion:** The professional staff of the libraries and information centres concerned should deliver lectures, organize seminar or arrange group discussions with the users frequently in order to make them familiar with the information sources and services and agencies concerned therewith to enable them to utilize the same as and when require. Computer Assisted Instruction (CAI) and Self- Instruction Packages (SIP) are also available these days which can be made use of by the clientele for the above purpose.

## FEEDBACK FOR IMPROVEMENT OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES (LIPS)

It is very essential to ascertain whether the LIPS being provided by the institution concerned or being utilized by the end-users appropriately or not. The actual requirements or expectations of the users should be ascertained from time to time. The purpose is to come closer to the user and to have a continuous interaction with them. The interaction with the users is very necessary in order to evolve the library products and services in response to the users need (Bhat, 1998). As users change, so do their need, their subject interest and time to time new subjects also emerges. Thus library has to equip itself with the new materials. The ways by which LIPS can be improved are given below:

- i) **Meet the Members:** The meeting serves as an opportunity to have face to face interaction with the members to know the level of their satisfaction. It should be done after regular intervals. The library staff should pay undivided attention to the users when he/she has to say something. Because a library should project a positive image by listening to the users which will pay rich dividends in the long run.
- ii) **User Survey:** User survey should be done so as to know about views of the users. It could be done with the help of various techniques like questionnaire, interview schedule. But both the questionnaire as well as interview should be kept short so as to encourage a better response from the users.
- iii) **Suggestion Box:** The library or information centres should maintain suggestion box or registers where users can drop their suggestions for improving LIPS<sup>25</sup>.

The feedback, thus obtained from above discussed ways can help in improving or substituting the LIPS in accordance with the requirements or expectations of the users. This will lead to the optimum use of the available LIPS and, thus achieve the aim and objectives thereof.

### CONCLUSION:

Marketing has different connotations in the minds of people like selling, advertising, etc. But marketing is not just selling, promoting and advertising only; it is much more than that. Infact, it is these misinterpretations which are largely responsible in dissuading to adopt the concepts and techniques of marketing in a library environment. Marketing is a digression from the traditional managerial attitude to a planned strategic approach to accelerate or endeavour. It provides us an opportunity to rediscover our role in the society.

Marketing is a vital function in libraries and information centres to keep themselves in constant touch with the users, to understand their needs, to develop products and services that meet these needs, and finally to build up a regular channel of communication with them. The librarians and information centres cannot avoid marketing of their products and services, if they want to become self supporting eventually and to do it well also. This is the fundamental principles on which marketing is based.

While marketing the products and services, there should be no overdoing, no exaggeration of facts, no concealment of facts, and no undue publicity. If it has any limitations, those should also be highlighted with equal honesty. There should be no discrimination in terms of caste, creeds, religion or nationality, while marketing the LIPS to the clientele.

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