



Hyderabad Karnataka Librarians'
Association

Marketing of Library and Information Science Services in Present Era

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ABSTRACT

Marketing of Library and Information Services is an emerging development in India. This article features the requirement for the implementation of the marketing strategy by the academic, special, and other libraries to expand their financial resources and exploit new data technology to supply higher information support to the patrons. For the perfect use of data and 24x7 accesses to information, libraries have modified themselves deliberately. Library may be a non-profitable organization essentially concerned within the production of services instead of product. Services are specific in nature, essentially thanks to the characteristics of being indivisible, intangible, perishable, and variable. The stigmatization of the library and its services involves loads of difficult problems. one amongst the foremost noteworthy things that a wonderful educational library offers a protracted haul relationship with the voters United Nations agency use services of the library. Nowadays, company staff begin stigmatization themselves as their own personal. Likewise, educational Library professionals can also produce the foremost positive stereotype by neutering library and data services with his/ her enthusiasm for the individual complete (touch or contact) of long last relationship.

Keywords – Library and Information Services, Library Services, Marketing Services, Market Management

1. INTRODUCTION

Promoting the market for Library and Information Services includes patrons' priorities, individuality, relationship, expectations and quality of services, responsiveness, professional skills and competencies, value-added services. The interest in promoting has hugely hyperbolic over the past few decades in libraries like alternative service centers; Education, health, Transportation, Insurance, Banking, etc.

Ranganathan's fifth law states, "Library may be a growing Organism." thanks to the world info explosion, additional knowledge comes every second, and today's knowledge is extremely previous and obsolete for tomorrow. Libraries keep it up grappling continuing with changes within the surroundings methods and outcomes. Correct promoting efforts lookout of all resources and the way it tends to be done fruitfully.

The study aims to understand the requirement for the market of library and data services (LIS) and to know the strategic coming up with methodology needed for Library and data Science promoting Services. The paper relies on secondary literature freely drawn from primary sources like books and journals. The study deals with the promoting side of library and data services and should mirror the skilled development aspects of librarians, particularly operating in tutorial libraries. This paper is named as an inspiration or concept paper organized with the expectation to supply attentiveness towards the professionalization of library and data services (LIS).

2. CONCEPT OF MARKETING

The history of promoting library services began long before the thought was born. Samuel Swett inexperienced, in his often-quoted speech at the ALA Conference in 1876, advocated "improved personal relations between librarians and readers." It may well be aforesaid that today's promoting of library services has its roots in elements of the USA and northern Europe, in countries with few illiterates and extra money, libraries, and library colleges than the remainder of the planet. This actually doesn't mean that the thought of libraries reaching bent "the common man" has not occupied librarians in different elements of the planet. as an example, there's associate example of the "library movement" in Bharat at the start of the twentieth century (Renborg 1997). Promoting is regarding communication the worth of a product, service, or whole to customers or shoppers to market or sell that product, service, or brand.

Library promoting is indispensable to keeping our potential users aware and educated regarding the resources and services that match their desires and interest. Effective promoting skills are required to extend awareness of the library's worth and to expand its user base. With these skills in hand as you enter the library profession, you're holding the keys to your new career.

Marketing is that the link between the library patrons' desires and library resources and services. thence as a library vender, you produce that link. One's aptitudes can facilitate associate the library to its users, UN agency understand that they will get.

According to Kotler (1994) promoting is that the analysis coming up with, implementation, and management of rigorously developed programs designed to evoke voluntary exchanges of values with target markets to attain structure objectives.

3. INFORMATION PRODUCTS:

Libraries "information products" are involved with what we have a tendency to do for our user community, the tangible product and therefore the services that library offers embrace the following:

- It provides resources and encouragement for womb-to-tomb learning.
- It provides access to on-line neighbourhood resources and databases and direction within the alternative of net resources.
- It offers remote services, as an instance, 24/7 reference, user account handling, lineage information, and access to digital books and information.
- It provides an area for all ages to assemble and learn.
- The library develops and circulates collections of print and multi-media materials.
- It provides access to native, regional, state-wide, and national resources.

- It provides reference services, analysis resources, and collections.

4. WHY MARKETING IS ESSENTIAL IN LIBRARIES AND INFORMATION CENTRES:

The most crucial role of marketing in the library and information centre is to find the information for the patrons. Marketing has just been applied to libraries for the last few decades. Lately, the use of phrases such as raising your library existence, that the observable librarians, along with customer-driven services, show how marketing concepts have been squeezed to the library profession.

Christie Koontz (2009). Notes many library professionals confuse advertisements and promotions together with marketing. Librarians may bypass the vital components of marketing research, segmentation marketing approaches, and analysis.

5. DEVELOPMENT OF MARKETING SERVICES IN LIBRARY AND INFORMATION SERVICES

Marketing as a concept and as a practice, despite everything, appears to be obscure to many libraries and information personnel. A few LIS professionals might feel that selling is somehow inappropriate for a public service establishment, as an instance, library and see no house for such apply in a very not-revenue driven line like spot. Some info service managers feel that selling is hostile to the character of their activities. However with accumulated competition within the world of knowledge, selling may be a issue for survival. At the same time, there's a typical misguided judgment that promotional activities alone represent selling.

Still, within the age of competition, LIS professionals acknowledge that the delivery of active services should be supported strategic designing. The flexibility of companies and organizations to market their services or to create potential users responsive to their product will mean the distinction between success and extinction (Kotler, 1997). The selling acceptive for any LIS skilled includes the right-thinking, very important viewpoint and operational methods. So for LIS skilled selling method will be an easy advertising, promotion, or packaging as a region of promoting. Selling within the fashionable sense is taken into account because the management method that acknowledges, foresees, and provides client conditions effectively.

6. INFORMATION selling IN tutorial LIBRARIES IN INDIA:

Research and client Analysis:

Patrons of educational libraries are bobbing up to be more and more requesting today. currently they anticipate a good alternative, quick access, speedy delivery, and a spread of services like access to a web Public Access Catalogue (OPAC), electronic info systems -including each list and full-text services and microfilming facilities further as refined and more comprehensive information services provided by subject specialists, like current awareness, in-depth enquiry and analysis services, and knowledge skills programmes, besides the traditional ones. In response to users' demands and to support teaching and research programmes effectively, the university libraries are required to provide all these services. But before introducing any service, the libraries ought to have a greatly improved comprehension of users' needs and have nearer contact with them and a progressively proactive way to deal with distinguish the exact prerequisites of both the groups and individual, actual and potential users. For this, they have to undertake the programmes of market research. These programmes should be concentrated around the users and their information seeking behaviour. Users' study: users need surveys should be conducted regularly to identify who the users are, the services they want, their expectation from the library, and the benefit they are seeking. All this will help in determining how well the needs and expectations of the users are met with by the existing

products and services and how these can be met more effectively by improving the existing ones or by developing the new ones.

1. Development of products and services:

The products of libraries are Books, Periodicals, and reports of electronic documents, online Databases, E-books, E-journals, and services from traditional ones like Circulation, Inter library loan, reference service to access to international databases, online searches, and CD-ROM searches. These products and services should be users oriented.

2. Pricing:

The essential aspects of marketing are pricing of information services and products. It is comparatively a new concept and is very less applicable to marketing since library services are commonly offered free of cost because libraries are not a profitable organization.

3. Distribution:

Distribution pertains to the dissemination of information through various channels. Traditionally, the users have to come to the library personally to receive or use the information, but due to the advent of information technology in academic libraries, especially the computers, telecommunications, and networking have altered the picture altogether. Now the users can have access to remote sources of information. From the marketing point of view, academic libraries should go for computer-based information storage and retrieval as it provides better flexibility in access to information

4. Promotion:

Promotion is another imperative factor in marketing. It includes a component by that target teams are knowledgeable regarding the resources out there, services, and product offered by the library. it's essentially the library connecting with its shoppers, the variation of the market set up.

5. Client Satisfaction: Specific to the library service field, the users are fund suppliers, patrons, employees, etc. The satisfaction of the user is of basic concern within the selling method, and institution/organization owes the obligation of satisfying the users.

5. Evaluation of products and services:

Evaluation is an essential aspect of the marketing approach. Therefore it is fundamentally evaluating the effectiveness of the marketing programs to decide continuance revamp, discontinuance of the products and services. The effectiveness of the products and services must be assessed in relation to organizations' objectives, internal strengths and weaknesses, and customers' satisfaction and demand. If any product or service is no longer in demand or is difficult to provide with the available resources or costs too much to maintain in a competitive market, then such a product or service should be abandoned.

The barriers of marketing of library and knowledge services are:

- Low-level information and lack of understanding of user needs and desires.
- The important impossibility of evaluating the value contributed by data product and services to the potency and conduct of analysis and therefore the progression of educational interests and bookish pursuits.
- Lack of business experience among librarians and knowledge scientists.
- Lack of coaching and Education.
- Lack of Library budget or Economic unsophistication.

- Lack of perception of what proportion data services and product will boost boosting innovative work action.

7. CONCLUSION:

In the gift surroundings would like for acceptive and using selling in libraries and management services. Philosophy of Market desires that library management should specialise in the identification of users' needs instead of library needs. in an exceedingly up to date information economy, LIS is ascertained as sellable product. Nowadays, libraries additionally started treated their patrons because the client. Educational librarians will create the simplest generalization by modifying library and knowledge services with his/her reasonably the individual whole of long last relationship. Finally, it can be concluded that the market approach to information services and products is an endeavour to accelerate the services to provide the researchers and scholars with the necessary information support.

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