

# Marketing of LIS Services

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## **Abstract :-**

The paper defines the concept of marketing, marketing information product and services in the global era. In future day's librarians and information managers to challenge of this profession. The foundation for a great marketing plan of library and information services is to examine the mission, values and philosophy of services. Then analyze library capabilities' and research user needs to find out what work or what needs improvement. And then it is essential to use the analysis and research to establish to goals, select strategies for promotion, develop the marketing plan of action, implement, and evaluate how well the libraries meet their goals... marketing is not exclusively for businessmen. It is the "science of strategy," and its main objective is to make user satisfaction, so it is necessary that the librarians are welcome to act enthusiastically on marketing applications.

## **Introduction**

As a result of the radical changes in the last decade information revolution, globalization, marketization, privatization, and using information for development the clientele interested in information services and products has been on the increase. Till now, librarians and information managers have been happy in catering to the limited clientele of the school, college, university, research organization, government department, or public organization that has sponsored them. Increasingly, clients outside these limited groups are equally interested in information, for instance, practitioners of any profession and planners at national and organizational levels. Business and commercial organizations have become conscious of information as a resource. The information age has truly arrived. So far, libraries and librarians existed in islands. Whatever little networking existed was through the exchange of books and periodicals that too at the minimum level. But today's computer and information technology allows for, not only, a huge possibility for networking among information centers, but also for making information available to a larger clientele than the existing one. Moreover, the new technology will allow creation of never information products and services, and make them available quickly. Constraints of the print medium no longer exist.

**Keyword:-** *Marketing, Modern Technique in Library and Information, Professional Skill of Marketing, Marketing: Activities, services & Products, Barriers in Marketing.*

## **Librarians and Information Managers Are Facing A Four Challenges**

- 1 Increase in clientele, their variety, their demands, and their expectations.
- 2 Increase in the initial or capital cost of information and information technology, and the need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele.
- 3 Drying up of the public sponsorship and subsidy and the need to find alternate sources of revenue.
- 4 Complexity in ways of identifying clients and their requirement and servicing them.

Librarians and information managers are, therefore, called upon to show their initiative and entrepreneurship. Time has come to rethink, shed many old beliefs, and find new ways or doing things. The traditional concept of a library or an information centre as a social service for knowledge, for the sake of knowledge, and library, for the of library, has outlived its need. The warehouse and custodian perspective of librarians and information managers need a change. Preparing information products and services only when asked for, has to give in to

a more systematic anticipation and research of the future requirements of different clients, leading to the preparation of appropriate products and services and making these available to the clients. Membership patronage subsidy comfort has ended.

### **Relevance of Marketing For Librarians And Information Managers :-**

In the early conceptualization of a library's and information center's business, Dr. S.R. Rangnathan had the concept of customer orientation embedded into it. He described a library as : .. public institution or establishment charged with the care of a collection of books, the duty of making them accessible to those who require the use of them and the task of converting every person in its neighborhood into a habitual library goer and reader of books. Moreover, Dr. Rangnathan's concept of the Five Laws of Library Science had the marketing concept at their core. The five laws were:

- 1 *First Law:* "Books are for use." (Maximize the use of books.)
- 2 *Second Law:* "Every reader his books." (Reader is the prime factor and this/her need must be satisfied.)
- 3 *Third Law:* "Every book its reader." (Find a reader for every book.)
- 4 *Fourth Law:* "Save the time of the reader." (Organize information in such a way that the reader finds the wanted information promptly.)
- 5 *Fifth Law:* "A library is a growing organism." (Emphasis is on comprehensive and evolutionary growth.)

A focus on customer needs (second law) and wants though saving of time (fourth law) is clearly emphasized in these laws, as far back as 1931. Also, the third law relates to finding a reader, probably implying that the library should reach out to the customers. A closer examination indicates that modifications are needed in the interpretation of the laws. Firstly the definition of a customer, only as a reader, need to be widened to include the purpose of reading and ways of using the information. Secondly, in today's context the process of the use of information (like use of computer/information technology, IT to process the information obtained from library) may give rise to totally new needs and wants like getting information through e-mail which can be used directly on the personal computer. Thirdly, given the usefulness of information in one library to customers in different and far off locations, reaching out to customers is becoming far more important. Thus, though customer focus has long been advocated in the library profession, it may be refined to suit the current context of the market.

### **What Is Marketing? :-**

*Peter Drucker*, the management guru, defines Marketing as follows:

"It (marketing) is the whole business seen from the point or view of its final result, that is, from the customer's point of view... Business success is not determined by the producer but by the customer.

Most organization in general, and those involved in information and development areas in particular, may not have profit as their sole objective. The fourth pillar of the marketing concept may need to be changed to 'achievement of organizational objectives.' Objectives of Marketing

- 1 To enhance the library information services though out the world especially local to global.
- 2 To update the library and information science profession globally by comparing with me other industry to give competition to such industry.
- 3 To gather information needs to the particular users regarding their interest in the specialized subjects.
- 4 To give right information to right users at the right time by enhancing the five laws of library science.

### **Nature of Marketing :-**

1. Marketing is both readers oriented and competitors oriented in the LIS profession.

- 2 It start with readers and ends at readers by satisfying their needs
- 3 The long term objective of marketing is profit maximization through readers satisfaction in the library.
- 4 Marketing must deliver knowledge and information services in the library.

#### **Need For Information Marketing :-**

- 1 Readers' requirement
- 2 Scarcity of resources
- 3 Maintaining relevance
- 4 Feasibility
- 5 Valuable community resource
- 6 Rising expectations
- 7 Survival
- 8 Beneficial to library image

#### **Techniques Of Informamtion Marketing :-**

Management is required to control the application of a range of skills and techniques in marketing, generally derived from modern social sciences such as economics, statistics and applied psychology, Marketing skills and techniques can be divided into four broad groups.

- 1 Those used in order to obtain data about.
- 2 Those used to create and stimulate demand.
- 3 Those used to analyze costs and other marketing factors.
- 4 Other practical skills and techniques.

#### **Professional Skills For Marketing :-**

Library personnel require the following professional knowledge and skills for marketing information and library services:

- 1 Perception of user needs and ability to obtain feedback from users.
- 2 Technical knowledge, such as ability to use the internet.
- 3 Knowledge of various marketing strategies for promoting information skills.

#### **Status Of The Use Of Marketing Concept In Libraries And Information Centers**

A library is a social and service institution providing information to its members. Its traditional functions include selection, acquisition, storage, processing, circulation, and reference. Over a period of time, due to change in the nature of demands by the clients, libraries have expanded their functions to include documentation and documents delivery systems.

The activities and services/products of libraries and information centers, as *Seetarama* indicates, is enumerated in Table below. Translation, editing, publishing, and reprographic services have been lately added to the traditional services mentioned in the table. *Seetarama* farther points out the need for strategic intervention to adopt the marketing approach, for improvement in providing service to customers.

**Activities And Services Of Libraries And Information Centers**

<b>ACTIVITIES</b>	<b>SER VICES/PRODUCTS</b>
Selection and collection of documents	Bibliographies, current awareness
Indexing and abstracting	Indexed bibliographies, abstracting bulletins, custom searches

Extraction	Digest extracts, descriptive reviews/state-of-the-art report/trends report, compilations
Evaluation	Critical review of area, critical compilation of data, criteria for experimentation recommendations, solutions, to problem, correlation of data, prediction of properties
Other activities	Translation, editing, publishing, and reprographic services

### **Modern Way Of Information Marketing :-**

There have been so many new methodologies for promoting information services. Some are mentioned as under,

1. **OPAC:** An Online Public Access Catalogue is a computerized online catalogue of the materials held in a library. The user in the library can search the bibliographic database and find specific information online. The search facility also appraises the user about the availability of each item for circulation, including current status of individual copies of a title and reserve status.
2. **CURRENT SERIAL:** To catalogue of Title, Author, Subject, Classified, KWIC Index, Publisher, ect. Available on online.
3. **RECENT ADDITIONS:** To make available new addition to the library to the users.
4. **MULTIPLE DATABASES:** To support the definition of multiple databases based on types of documents for searching in OPAC.
5. **WEB OPAC:** Web OPAC is a web based search platform \, developed with advanced information technologies for serving information to the users at the fingertips, regardless of physical location whether the member is in the library or at a remote location. It brings the library online by presenting bibliographic data in a read only manner.
6. **LIBRARY BLOGS:** Blog is a website, usually maintained by and individual, contains chronologically the brief entries of commentary, description of events, or other material like audio, video, graphic, etc. Promoting library's services, resources, and programs online become a lot easier with the help of blog.

### **Barriers Of Marketing**

In short, the four barriers to the adoption of the marketing approach are:

1. **ATTITUDEWISE:** Information professionals, like many other professionals, have been inward looking happy with satisfying a limited clientele, that too when asked for, and happy with jealously guarding their importance. To be outward looking, from the client's point view would require them to make a 180 degrees turnaround.
2. **STRUCTUREWISE:** The staff which comes into contact with the public or clients are the counter clerks and less frequently, the reference librarians and the librarians. As a result, there is no staff to reach out and capture the points of view of the client. To introduce and such layer would be resisted from the existing staff and the turf holders. Moreover, the libraries and information centers are a part of a large organization which does not follow the marketing approach as well. Also, traditional security of the job, common to public institutions, and lack of involvement of professionals in the management of the library or the information centre, in developing countries, is conducive to a no-change syndrome.
3. **SYSTEMWISE:** Libraries, so far have been more storage, security, and audit conscious. They do not allow the client or the client's point of view inside the system. Guarding or protecting the information is more important than utilizing it for the satisfaction of its clientele. Therefore, any changes in the system to make it

more client or service oriented, would be to ask for both attitudinal as well as structural changes.

4. **ENVIRONMETAL:** The culture, especially in the developing countries, still be lives that information should be free and should be free and should be sought by clients themselves. Dependence on government and private largesse in many area is taken for granted. There is no attempt at seeking out clients. Marketing and payment for a variety of services, like education or information, is considered infra-dig both for the giver and the taker. Conclusion

The modern library is now generally called an information market and the library user is consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent customer service enhancing its image as information's information services should be user oriented in order to satisfy their information needs effectively. Marketing of library and information services includes customer priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value, added services, etc. The ultimate aim of marketing here is to provide the right information to the right user at the right time. Then only the Dr. Rangnathan's concept of library and information science will be clear.

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