



The Importance of Marketing in College Library Services

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Abstract: The library and information science in filed has a very importance and education and research and development work. The growth of the India of the marketing of all product and service very use full points. Their roll of college library service in marketing very importance. The paper discusses and emphasizes the need for the adoption of marketing approach, by the university and college libraries to augment their, financial resources and exploit, new information technology to provide better information support to the users. Highlights the marketing concept and its various activities and how these activities can be successfully applied in the marketing, of library and information product and service in university and college libraries. Also discusses on the problems in implementing marketing, concepts to library and information service. Provides various definitions of marketing. Suggests to promote, marketing of library and information service in university and college libraries, in view of the budgetary cuts, UGC and Central and State governments. Deals and method in designing analysis, service and product. Concludes that the marketing policy of the libraries needs careful planning, structuring, execution and evaluation with a regular review. Very importance of marketing in college library service.

Key Word : Library product, service, marketing, skill, analysis, evaluation, e-resource.

1. Introduction

The marketing of information in the university libraries happens to be a recent phenomenon. In India, the universities are being funded by the UGC and state governments. This may be the reason, that the information provider in the university and college libraries are not seriously thinking, in terms of marketing their product and service. The university libraries until now depended upon common sense, standards for the acquiring of information and disseminating of the same to the users. The efforts in this directions can at best be described as casual or immature. The result is that information service provided by the libraries have not proved very beneficial to the scholars.

The libraries have failed to provide the required information support to the users because the service provided by them are often not user-oriented or need based. The reason for this state of affairs is that users are not involved in the design of service and they are not made aware of the potentialities of information service and how these service can benefits them in their pursuits. The result is that whatever service are available, remain either unutilized or underutilized. However, this state of affairs can be activated by adopting suitable marketing strategy.

The librarians in the university libraries can play a significant role in catering to the needs of different groups of the academic community - students, teachers and research scholars -for furthering their educational research. They are more responsive to their user's needs and wants and more effectively achieve the library goals and objectives. They are not fully exploiting the comparative advantage that they possess in comparisons to private sector information agencies, Rising prices in reading materials, information explosion, introduction of new information technology, shrinking funds, devaluation in money, declining supports to libraries have made it necessary for the university and college libraries to reconsider their position and to utilize some of the tools that have a made its possible for profits organizations to operates efficiently, effectively and profitably. one of the tools which is appropriate is marketing their product and service.

2. Concept and definition of Marketing Library Services

Marketing's, in its broadens sense, is the social instruments through which the materials goods and cultures of a society are transmitted to the

members. Marketing in the library sense, refers to the instruments through which information are transmitted to its members. Kilter has rightly defined: "Marketing is a the analysis, planning, implementations and controls 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 of in terms of targets markets need and desire, and on using effective pricing, communications, and distributions to inform, motivate, and service the markets." In the words of Stanton, "marketing is a total systems of interacting business activities to plan, price, promote and distributes want satisfying product and service, and presents to potential customers."

The concept of marketing and outlined it's the major aspect as "Marketing is a systematic approach to planning and achieving desired exchanges relations with others groups. Marketing is concerned with developing, maintaining, regulating exchanges relations involving product, service, organization, person, place or causes. Marketing is planning that focuses on product, ; place or mode of delivery, adjustments of cost to the market and promotion to specifically targeted segment of the special librarian' s market.". Samuel Sweet Greens in his often quoted speech at the ALA Conference in 1876 advocated "improved personals relations between librarians and readers." It could be the said that today's marketing of college library service has its root in parts of the USA and Northern Europe, in countries with few illiterate and more money, library and library than the rest of the world. This certainly does not mean that the idea of libraries reaching out to "the common man" has not occupied librarian in other parts of the world. For instance, there is the example of the "library movement" in India at the beginning of the 20 th century .

3. What does marketing mean for librarian?

In marketing has been importance in libraries throughout the world. Self-support policies, increasing competitiveness in the market place, rising customers expectations and widening access to information are some of the main reasons for this trends. To survive in such an environments, library and information centers must identify their users' need and integrates this information of the everyday workings of the library. The first requirement for

successful marketing in library and information service is a clear appreciation for what marketing is and what it can do. Although marketing is not new to library and information service, there are many opinions about what role of the plays. Some people equate it with the pursuit of sales rather than customer satisfaction. others view it as the production of brochures and other low-level marketing communications. Very import of college library service in marketing,.

4. Steps for Marketing in Library Services

1. Maintain your relevance
2. Stop being taken for granted
3. Promote an updated image
4. Visibility
5. Competition for resources
6. Valuable community resource
7. Competition for customers
8. Beneficial
9. Survival
10. Rising expectations
11. Online marketing
12. Mobile base marketing

5. Marketing of college libraries services

It can be said that the concepts of information marketing is still in a state of college libraries in all India. Factor which characterize of the difficulties of information marketing are: (i) Lack of all proper assessment of requirements, wants and needs of the all users;

(ii) Approach in supplying information to the potential all users;

(iii) Lack of perception of how much information service and product research and development,

(iv) Lack of perceptions of the economics aspect of buying information on the part of the user,

The recognition of information as a commodity or organizational resource is not very new in the developed countries. But the situations is different in a developing country in India. In the college service and environment, it still sounds strange to think of information as a marketable commodity. In the college and university, the main objective is the growth of knowledge and stimulation of research while in a market, the main objective is no profit making.

To accelerate the pace of research and development, it look imperatives to find a confluences point of the academics and business approach to strike a balance between the two, so that the users can get the needy information for a payment and without wasting much of their precious time. The following discussions highlights on how the market concepts is applicable in the area of information service and product in college and university libraries.

I. Market profiling

1. User affordability
2. Extent of use
3. Relevance of the service to users
4. Repeat customers
5. User preferences
6. Staffing

II Library Professional Skills for Marketing:

1. Perception of user needs and ability to obtain feedback from all users
2. Technical knowledge and such as ability to use the Internet
3. Knowledge of various marketing strategies for promoting information skill
4. The relatively low level of knowledge
5. Lack of agreement on user requirements, wants and needs.
6. The subsidized non-market environments in which most scientific and technical's information product and service are used.
7. The virtual impossibility of estimating the value contributed
8. The information product and service to the efficiency and conduct of research and development and advancement.

III. Market Research and users Analysis :

The users of all college libraries are becoming increasingly and demanding these days. Now they are expects a wide choice, speedy delivery, easy access and a range of service such to the a 'access to an Online Public Access Catalogue(OPAC) electronic information systems(EIS) -including both bibliographies and full text service and microfilming facilities as well as more comprehensives and sophisticate's information service provided by subject specialist, such as current awareness, in depth enquiry and research service, and information skills programmers, besides the traditional ones. In response to users' demand and to support teachings and research

programmer effectively, the libraries are required to provide all these service. but before introducing any service, the libraries should have a much better understanding of users' needs and have closer liaison and with them and more proactive approach identify the precise requirements of the both groups and individual, actual and the potential users. For this they have to undertake of the programmers of market research. These a programmers' should be concentrates around the users and customers and their information seeking behaviors. Users' study users' need surveys should be conducted regularly to the identify who the users customers are, of the service they want, their expectation from of the library and of the benefit they are seeking. All this will help in determining how well the needs and all expectations of the user are met with by the existing this product and service and how these can be met with and more effectively by improving of the existing ones or by developing the new ones.

IV. Development of Product and Service.

The product of the college and university libraries may range from book, periodical, report to electronic document and service from traditional ones like circulations, inter library loans, reference service to access to international database, online searches. Whatever of the product and service of the library may to be, these should be customer-oriented rates than product or service-oriented. The model of 'One-size fits all' has to be transformed into 'customized service' model. While designing of the new product and service or redesigning the old ones, the librarian must keep in minds the users and their informational requirements, the existing library infrastructural facilities available for the creation of product and service, technology to be used, library's strengths and weaknesses in terms of resource, personnel and areas of specialist expert.

A new service a product can first be tested with few carefully chosen users a customers whose comments and suggestions may be taken into account in modifying the service a product, if necessary, before launching it more widely.

V. Distribution:

Distribution pertains to 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 college libraries especially the computers, telecommunications and networking have altered the picture altogether. Now the users can have access to remote sources of information. From marketing point of view, college libraries should go for computer based information storage and retrieval as it provides a better flexibility in access to information.

VI. Promotion:

Promotion is another important factor in marketing. It involves mechanism by which target groups are informed about the resource available, service and product offered by the library. It is essentially 'the library reaching out to its customers, the humanization of the market plan'. In libraries, various methods can be used for promoting information service such as publicity through brochures, pamphlets, guides, journals, handbooks, public media, direct mail, demonstrations, exhibitions at conferences and seminars. 'word of mouth' campaign is the best mechanism for promoting the use of libraries.

VII. Evaluation of Product and Service :

A marketing approach cannot be effective without evaluation. Therefore, it is necessary to evaluate the effectiveness of the marketing programmes to decide the continuance or discontinuance of the product and service. The effectiveness of the product and service must be evaluated 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 product or service should be abandoned. It is as important as introducing new product or service to meet the demands of the customers and users. Regular users' surveys enable the university libraries to review how well each service matches with customers' needs and expectations and plan the action required to correct any discrepancies.

VIII. Topic of Marketing in college Libraries

1. The Create perception of the need and there by create demands.
2. A Ensure the optimum use of the information.
- 3 Improve of the image and status the libraries and library professionals.
4. Tackle of the all problems of rising costs of reading my materials, journals, and databases.

5. The Cope with the information explosions.
6. Introduce cutting edge information technology systems in college e-library service.
7. Balance shrinking funds.
8. Save libraries from devaluations.
9. Save libraries from declining reader all support.
10. The information is power.

7. Conclusion

The Information technology is already super and has even greater potential but need the wisdom of the older mind that are trained and have built a life time of the experience in making people get the information they needs. Librarians are quickly responding to the challenges and are making sure they get their share of the information age financials. Marketing in libraries has gone beyond special day and book display. The values of marketing library's product and service has been recognized and now we as the library staff needs to development and formalize our marketing strategies. We need to give the marketing all function a priority within a our other library duties. Sell the idea to your general manager and other staff by aligning your strategies to your organization's strategic functions and business plans.

The library professional a Putting its all downs on paper gives your marketing ideas credibility and helps keep them focused. Thinking in terms of the wishes of customers and translating customer wishes into library policy also presupposes appropriate staff manages The budgets cuts and of the advents of technology in the university and college libraries have opened up of the new vistas for marketing information the product and service. If the university and college libraries fail to hold of the opportunities, the scenes will be capture by of the commercial vendors. We know that the users do not minds paying for the service if they are useful and provided at reasonable cost. Therefore, the marketing policy of the college and university libraries need 'careful planning, structuring, execution and evaluation and resource and with regular review and' The Library is a very important of marketing and best service.

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