Abstract

The concept of marketing is widely applicable in library and information environment. Marketing concept itself is changing and has different meaning for different people. Marketing is a technique of working and a way of serving the customers in which every activity is committed to customer satisfaction. Marketing of library services is the effective execution of all the activities involved in increasing satisfaction of users by providing maximum value to them. It is a total solution for library and information centers. There have been huge growth and developments in marketing of library and information services around the world. The present defines the concept of library and information marketing. The discipline of marketing of library services as a new academic subject in library and information education focusing on the Indian experience.

1. Introduction

Library is a brand and professional librarian can develop a relationship to give brand quality services. Librarian must think of charge services instead of free services or only thanks of customer’s feedback. Libraries are an essential link in this communication between the past, present and future. Librarian provide people with access to the information they need to work, play, learn and govern Customer satisfaction is strongly dependent on the perceived experience and prior expectation on the customers

1.1 Definitions Of Marketing:

Phillip Kotler “Marketing is the analysis, planning, implementation and control of are fully 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 states.
Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the arterial goods and culture of a society are transmitted to its members. Marketing, in the library context, refers to those instrument through which information (both raw and processed) are transmitted to its members.

2. Need Of Library Marketing

This is the very first aspect of employing effective marketing in any kind of library. Many librarians correlate marketing with profit and consider that libraries are not for making profits. Basically because they were not taught were not taught marketing at library schools and do not see marketing to have anything to do with running a library. The basic aim of marketing is to know and understand in order that the library is able to satisfy those needs in an effective way and how to increase the satisfaction level of the library users. “Discussion there was clear-cut division of the house, between people who pleaded in favours of marketing and those who had their reservations about. Over the years, events have indicated that marketing is important for libraries to live and survive. Its importance is often not recognized there in libraries but we do not recognize, it and many see marketing with suspicion and consider that it is a discipline threat belongs to other world. 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. Every organization needs marketing whether they intend on making a profit or not, library and information services need it too, either to increase the use of their service and materials or for social benefit. The main function of marketing is generation of product pricing of product, distribution of product and promotion of product.

3. The Product Concept

The product concept is somewhat different from the production concept. Whereas the production concept seeks to win markets and profits via high volume of production and low unit costs the products concept seeks to achieve the same result via product excellence, improved products, new products and ideally designed and engineered products. The product concept is a management philosophy, concept, focus of state of mind which emphasizes the quality of the product rather than the needs and wants of the target market; the orientation assumes that consumers will favour products that offer the most quality, performance and features and that the organization’s objectives will be most readily achieved by a concentration on these. It also places the emphasis on quality assurance. In general, it tries to take care of the marketing task through the claims regarding product. Product concept deals with qualitative library services with improved products like latest information documents, weeding out unused or out dated documents, collecting electronic documents, providing on-information services etc. organizations that subscribe to the product concept of marketing believe that the consumers would automatically vote for products of high quality. Some libraries meant for institutions procure high level documents, sophisticated machinery for library management. Many times it results in less or no use.
4. Marketing Functions

The modern marketing concept necessitated quantitative-cum-qualitative changes in the marketing functions. Thus, the functional approach made in the field divided the entire marketing process into a good number of significant services. It would be right to mention, that the activity by which the information and the user are brought together from the functions of marketing the general marketing activities are, identification of users and their needs, identification of user groups and segmentations, pricing the products or services, communication with the user market about the availability of products or services.

For the marketing activity in library and information centers the librarian has to consider certain issues such as;

- Library goals and objectives;
- Market potentiality;
- Pricing of services/products;
- Quality and standard, access system, presentation and delivery;
- Sales forecasting about the market environment.
- Skilled and trained man power;
- Target users;
- User/customer preferences and their future needs;

Marketing is a planning and managing the organization exchange relation with its clientele.

5. Promotion Of Library Services

Promotion means all those tools that a marketer uses his product from the factory to the user and hence involving advertising, sales promotion, personal selling, public relations, publicity and merchandising. Marketing libraries must promote their services through various forms of advertisements to that the library users are aware of new services being offered. A systematic and organized marketing plan will raise the image of library, rather than as storehouse of printed materials. The library will gain higher status and recognition from stakeholders for funding.

Promotion of its IT products and services can be made through the following means:

- **Marketing Activity In Library**

It is necessary to make it clear that many times different terms are used and employed for marketing communication in library and information centers, such as: advertising, promotion, public relations and publicity and advocacy. These refer to different-but related activities of marketing, to address the needs of users and convince the potential users and attract funds from sponsors, parental organizations or providers and decision makers, who are the stakeholders of libraries. A brief explanation of these concepts has been given below:

- **Public Relations:** Influencing perceptions, attitudes, and opinion by transmitting information about the benefits of using the library’s products and services.
- **Publicity:** It is typically done with signs, brochures, direct mailings, emails, and personal contacts. Word-of-mouth is considered as most effective way of publicity these days.
- **Promotion:** It aims to stimulate demand for the product or service. Exhibitions, display, library fair, are some of the examples of the promotion.
- **Advertising:** A paid promotion through mass media such as newspapers, magazines, television radio, or Internet.
Advocacy:- It is a planned, deliberate and sustained effort to address an issue before the people who matter for the development of library. It is a continuous process during which support and understanding of the issue are gradually increased over an extended period of time.

Lobbying:- It is the interaction with politicians to secure specific objectives at an appropriate point in time in the legislative/budget process.

College Library Publicity
The merits of the “reader’s index” service may be briefly summarized:

- It brings to the attention of faculty important articles which they might overlook.
- It requires very little time to prepare the monthly guide if the work is distributed among the professional staff.
- The interest aroused in checking the list stimulates the instructor to read outside of his professional field. The economy of effort resulting from having a list of articles with the exact reference to the journals in which they may be found provides more time for periodical reading in the library. This service enlists the good-will of the staff and at the same time gives user equal privileges in consulting current journals.

Impact Of IT On Marketing
The impact of IT applications in libraries has been very proud. Computerization of library facilities, access to remote information sources and faster communication has augmented the use of libraries. It is easier and quicker to provide information services with the help of computers. At the same time user also now has access to computers and internet. This will enable the user to go global from behind his desk for the best performance in reliability ease and timeliness and the lowest price. The Internet Provides a Unique Form of Communications Intimacy. If marketing is about building relationships, then Internet marketing is about building lasting relationships. E-mail newsletters are enormously popular because they put valuable information into subscribers’ e-mail boxes, usually free of charge. E-mail is one-to-one correspondence, quite like traditional direct mail. Today, e-mail is private and personal and is read more attentively than any other medium. Therefore, the IT has both a positive and negative influence on the marketing program. To bring the users back to the libraries and retain them, libraries have to produce innovative products and services that are designed to meet customer needs.

6. Library Professional Skills For Marketing
The marketing personnel in library require the following professional knowledge and skills for marketing the information products. These channels of communication of communication and information have multimedia features built into them. But some of the services such as current awareness services have more effect with print-on-paper. While display serves have multimedia preference in computer-based IT will increase the information transfer in quantity and quality. From marketing point of view computer based information storage and retrieval provides a better flexibility in access to information.

7. Conclusion
Marketing is a strategic level activity; it needs senior management involvement at all the levels and it must be on all agendas. Librarians and information professionals must encourage and develop a
marketing culture in their libraries and information center sand be prepared to market their own very significant talents experience and skills .The library and the information professional require need of acquiring knowledge and skills of marketing.

References