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Marketing of Library Products and Services: A theoretical analysis

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Abstract:

The creation of libraries and information centres reflects the realization that marketing of information products and services is a crucial component of administration, particularly for readers' expected levels of satisfaction. Taking this into consideration, the study outlines all the procedures and tactics that may be used when selling information products and services. Additionally, it looks into the intent, viability, and actual application of Web 2.0 in the marketing and promotion of library resources and services. The idea of marketing does not come to mind when we think of library operations. But because of the literature's explosive expansion and the widespread use of information technology, marketing has become a crucial instrument for promoting library services and goods. An institution set up to provide services is a library.

Keywords: Marketing, Web 2.0, Information Products, Library Resources, Library Services,

Introduction:

Curators and data experts have discussed promoting the data area. A few things have constrained us to find out about showcasing and start doing it. Librarianship is encountering quick change. Data innovation has made another entryway for data administration. Data items and administrations in a variety of configurations have made libraries and data focus more cutthroat and cautious. Libraries are being exposed to huge tensions from the data insurgency. The difficulties of financial plan cuts, expanded client base, the fast development of material, increasing expenses, organizing requests, rivalry by data set merchants, and intricacy in data prerequisites are compelling the experts to embrace advertising to work on the administration of library and data focus.

Showcasing expects to distinguish the client base and to decide and fill its requirements, needs, and requests by planning and conveying fitting items and administrations. The principal focal point of the idea is the client, and the objective is client fulfillment. Rowley (2001) calls showcasing, the administration cycle which distinguishes, expects, and supplies client prerequisites effectively and beneficially. Kotler (1999) says that showcasing is the most common way of arranging and executing the origination, evaluation, advancement, and conveyance of products, administrations, and thoughts to make trades with target bunches that fulfill clients and hierarchical goals. Under the umbrella term advertising, we concentrate on ideas like the structure

of client connections, marketing and corporate character, showcasing interchanges, cost and evaluating strategy, gathering promoting information, and advertising technique and arranging. With the end goal of this paper, I will limit the extent of the subject to evaluating data items and administrations.

Definitions:

Majaro (1993) “Marketing is that the management method to blame for distinguishing, anticipating and satisfying client necessities profitably”. This definition describes the strategy, however, it fails to clarify the overall significance of the strategy within which selling will and can interpenetrate the entire organization if it's to be effective. It is important to understand that selling extremely refers to 2 distinct, however reticulated ideas:

- (1) Marketing as an organizational attitude, philosophy, a group of shared values; and
- (2) Marketing as a function, a group of activities, a process.

The first construct, that of a marketing orientation, is often contrasted with organizations that square measure either production (product) or profit-minded. A marketing-oriented organization, on the other hand, maybe a lot of involved in endeavoring to identify and solve customers' issues than it's the involved provision of distinct products and services or creating a profit. Through the four PS of the marketing mix-product, price, place (of distribution), and promotion-the market-oriented organization or library defines its activities and its resource allocations for the satisfaction of consumers, clients, or patrons.

Marketing is the managerial process involving the analysis, implementation, and control of carefully formulated programs designed taken the voluntary exchanges of target markets for the aim of organizational objectives. It desires the use of effective pricing, communication, and distribution to tell and serve the market.

Marketing Concept in Library Services:

It is a gathering activity technique in that people and groups get what they need and need through making giving and trading items helpful et al. Library exercises are cooperation or bunch working inside the Library. To attract more clients to the library and the library staff should broaden the advancement in promoting administration. The point of the advancement is to show the researchers and school individuals information to utilize the library and its assets. Like organizations' advancement, advertising, and library advancement promoting administrations are extraordinary. The libraries are non-benefit associations it's a social direction and fixes focus.

In states of libraries, showcasing implies an adequate change inside the conventional mentality of curators towards obtaining, associating, handling, and recovering data. the possibility of library administration ought to be to assist its clients with settling their activities and handling needs. Along these lines, the library can act given that it depends on methodical data assortment methodology, and approaches and changes its items, administrations, and hierarchical strategies and systems to the requests of the clients.

Information Management (IM):

It is dealing with the cycles of choice, assortment, official, handling, prevailing, and scattering of data in a company. Information Management technique, its partner enlightening client coordinating strategy Information Management will encourage an association to recognize and utilize the possibilities of the assets of data and information innovation. Librarians have a huge task to carry out in Information Management. Considering the IM cycle, one will see that curators have work to play in virtually every progression inside the data client coordinating cycle.

Need for the study:

As indicated by Ranganathan's fifth law "Library is a Growing organism". Because of the worldwide data blast, more data come each second and the present data is old quick for tomorrow. Libraries keep on facing proceeding with changes in natural systems and results. Great promoting endeavors deal with all assets, what's more, how it should be possible in an effective way.

- To advance the utilization of accessible perusing material in the library and make mindfulness among the clients.
- To advance the utilization of data inside restricted assets and labor.
- A limited Budget for the library needs to showcase benefits and produce assets for the library
- To improve the picture of the library
- Presently day's libraries are contributing huge amounts to purchase examining materials and participation in periodical and online information bases to fulfill the prerequisites of their understudies and representatives and examination scientists.
- Due to data blasts, perusers require exact and right data for their exploration and study.
- Organization of workshops/preparing programs about familiarity with assets accessible in the libraries and Information focuses.

Objectives:

1. The library product Marketing of Library administrations and products are the accomplish abnormal state clients of fulfillment
2. Libraries are advancing a Service and products can't benefit in light of the library is a Social Institution
3. It is a set of procedures, the procedure includes connection among individuals, innovation, techniques, and materials by which offers from the customers.

Marketing Service:

Services promoting could be a sub-domain of promoting it may be split into 2 main areas of products, promoting fast-paced goods and services promoting. Services promoting generally refers to Business to business and business to shopper services and embraces promoting services like telecommunication, money every kind of welcome service.

Characteristics:

1. **Intangibility:** Administrations are elusive and don't possess an actual presence. These administrations are not touched and tasted or smelled. It's the particular test of the elevating administrations as got to the unmistakable credits to relate in any case theoretical giving.
2. **Heterogeneity/Variability:** It is granted to the idea of the administrations. Its administration is unmatched and can't rehash to a similar specialist organization. These items are mass items, yet these are not valid for administrations.
3. **Perish capacity:** Promoting administrations are not put away, given, or exchanged they have been utilized. Once delivered in the administration is devoured and can't be introduced to another client. Indivisibility of creation and utilization alludes to the administrations produced and burned inside a similar period.

Marketing Entity:

Products: Physical merchandise is made to deliver on homesteads or mined. These are most of the promoting endeavors in a large portion of the nations

Administrations: These are the nonphysical items that call for playing out some help for the customers. In many created nations the heft of administrations has outperformed that of merchandise.

People: Like Marketing a superstar or an up-and-comer in a public political race.

Place: Like urban communities, states, and countries, for utilization, for example, pulling in vacationers and speculation.

History and Origin:

Early Marketing Efforts in Libraries (Before 1920): Historically, one can without a very remarkable stretch find the fundamental establishments of library displaying in the undertakings to grow the opening times of libraries in the United States during the last quarter of the 20th century and in undertakings to make books available in regions outside the library building. Samuel Swett Green maintained publicizing the library through reference benefits in his article, "Singular Relations among Librarians and Readers," which appeared in 1876 in the American Library Journal (later alluded to similarly as Library Journal).

By the 1920s library advancement had started in various countries. Numerous public and overall master affiliations (checking IFLA, 1927) showed up during this period and their work improved, as a rule, the situation of libraries and librarianship the world over. There is an affirmation that excellent libraries, school libraries, and various libraries started acknowledging advertising-related activities.

Ranganathan's acclaimed Five Laws of Library Science was circulated in 1931. The Five laws have been discussed in the light of advancement by numerous makers. Inquisitively, these laws can be supposed to be modestly composed of displaying speculation.

Library Marketing: The Formal Beginning

After the 1960s, the world's notable advancing maker Philip Kotler and his accomplice, Sidney Levy, dispersed a memorable point paper named: "Extending the Concept of Marketing"

In this 1969 paper, Kotler and Levy recommended new roads for selling in noncommercial associations. This denoted an alteration among the selling experts who had previously considered selling, essentially as the field of monetary associations.

In 1970 pieces of non-advantage affiliations and related locales of the open region and social advancement, got a lot of thought. Meanwhile, LIS overseers saw a sort of formalization handle concerning the promotion of LIS.

To begin with, the idea of "publicizing blend" arose and has become the most famous thought in LIS promotion. The publicizing and advertising blend is normally referenced in the 4 Ps of showcasing—item, value, zone, and advancement. That is straightforward, yet the viable way of pondering the significant thing components vital and the accentuation to be put on each, to effectually actualize any promoting approach.

In the most recent 5 years, the library has been filling in promoting data items and administrations.

In 1981 Blaise Cronin gathered a renowned arrangement of advertising papers for the Association of Special Libraries and Information Bureau. This book covered advertising, and the idea of promoting and showcasing for non-benefit associations.

During the 1980s the advertising administrations are pulling in data experts. During the 1990s the topic of amazing administrations in libraries has become crucial trouble in library writing, inconvenience personally identified with the item and promoting.

Marketing Activities:

Commercial center profiling is a fundamental publicizing interest, which is executed to accomplish promoting realities. It is basic to choose the commercial center extension to figure reasonable guidelines.

- User reasonableness
- Quantity of utilization
- Relevance of the transporter to clients
- Repeat customers
- Consumer alternatives
- Staffing

Strategic Marketing Planning Process and Marketing Environment:

Indispensable plotting may be a regulatory device obtained from the A business world that instructional exercise libraries are discovering support in looking at their possibilities and the best way to deal with direct them. An indispensable orchestration gives a structure to examine the present and future openings and challenges an organization faces. It controls the library to communicate undeniably its vision for what its organizations will be sometime not too far off, and what its key mission is in association with its parent school's focal objective. The brain joins specific destinations that will provoke the library to understand its vision, the activities that should leap out to comprehend the targets, what staff and money resources will be assembled and disseminated to those objectives, and what workforce and cash assets will be earned and dispensed to those exercises.

Strategic advertising Planning measure

The indispensable publicizing, masterminding measure is a repetitive handle that should be a procedure with the activity of the library undertaking it. The aggregated data should be dismembered to sort out what the met and dismissed requirements of the social occasion of individuals are from the get-together of individuals' perspective. Impartially gathering, what's more, separating the data requires the clerks to avoid expecting what the group sees, needs, or needs. By keeping an essential separation from notions, and being keen on information that may be new or unexpected, overseers can more readily get it to the planned vested party, better talk with them, and better meet their present and future necessities

A strategic showcasing plan incorporates

1. Showcasing and client research that creates data on client wants and perspectives on library administration.
2. With regards to current and future changes and difficulties confronting the library that empower it to explain its vision, mission, and organized administrations.
3. Long haul objectives to acknowledge, similar to "Staff comprehends the value of the library's part in supporting the grounds' instructing mission."
4. The depiction of the necessary parts of the library's picture as seen by others.
5. Organized key crowds, similar to library clients, grounds executives, metal, besides as in any case and when to talk with them.

Marketing Environment

A Marketing climate and types: "envelop the Marketing bunch inside an association remembers all the external elements of advancing that for the adaptability to create and keep up fruitful buyer associations with their focused on client gathering" Marketing climate is one of the significant terms of promoting the board "publicizing and showcasing environmental factors is unified with all the basic expressions of promoting and advertising control. It's far outside of publicizing the executives and is wild and truly evolving. It comprises of Macro Environment, Micro Environment.

Marketing Administrations and Promoting Systems:

The productive arrangement, assembling, deciphering, and uncovering of information not by and by available, to offer help chiefs deal with specific displaying issues or take an ideal situation of promoting openings. By the day's end, displaying research is the route toward portraying an advancing issue and opportunity, deliberately assembling existing information, and endorsing exercises to overhaul an affiliation's showcasing exercises

1. Importance of advancing exploration
2. Endure the Competition
3. Picks Target Markets
4. Expanding the Sales

Advantages of Marketing of Information System:

Preferences for showcasing data framework

- 1) Organized information assortment
- 2) A wide point of view.
- 3) An extensive perspective.
- 4) The capacity of significant information.
- 5) An evasion of emergencies.
- 6) Coordinated advertising plans.
- 7) Speed in getting adequate data to decide.
- 8) Data assortment and kept more than a few seasons of periods.
- 9) The capacity to do a money-saving advantage examination

Seven Principles of Marketing in LIS

A Modern library administration ought to be founded on the accompanying promoting standards.

The organization ought to have a loaded life viewpoint toward the market. It can't anticipate that clients should search for an item since it's made. The administration ought to effectively contemplate the market, convince clients, advance the item, and arrange appropriation.

Promoting ought to be given in any event as much significance as other essential capacities, for example, organization, creation, and money.

The advancing performance ought to be "incorporated". This suggests that the shifted, advancing contemplations ought to be thought about inside the determinations of the relative multitude of supervisors, not just those straightforwardly associated with deals.

There are seven ideas for promotion; these standards additionally are pertinent to library and measurement administrations.

1. Product
2. Price
3. Promotion

4. Place
5. Participants
6. Physical Evidence
7. Process

Marketing Division/Segmentation and Marketing Mix:

Marketing Division:

The commercial center division is the way of isolating a total market into market associations, for example, individuals who have especially equivalent item wants; there's a bunch/establishment of wishes" A market fragment comprises of people, organizations or organizations with one or more prominent characteristic that reasons them to have genuinely comparable item needs. The reason for existing is to plan a MM(s) that extra precisely coordinates the longings of people in a chosen market fragment.

Marketing Mix:

Product: Each item is given a day-to-day existence cycle comprising of an expansion segment went with utilizing a development area and at some point or another a possible span of decay as deals fall. Advertisers/Library directors need to do a wary examination on how long the existing pattern of the item they're promoting is probably going to be and acknowledge their consideration of unique requesting circumstances that get up because the item develops through each level. The advertiser needs to likewise recall the item blend.

Price: The charge is the amount a client will pay for the item. The cost could be pivotal because it decides the organization's benefit and consequently, endurance. Changing the rate profoundly affects the publicizing approach, and depending on the charge versatility of the item, habitually it will influence the require a pay as pleasantly. The advertiser needs to set a rate that upgrades the elective variables of the promoting and showcasing blend. When putting a charge, the advertiser ought to know about the customer saw the cost for the item.

Promotion: Represents all the strategies of discussion that an advertiser may likewise use to offer measurements to various gatherings about the item. Advancement fuses components, comprehensive: publicizing, advertising, non-public selling, and pay advancement. Publicizing covers any discussion this is paid for, from film plugs, radio, and Internet commercials through print media and announcements

Place: Refers to conferring the item at a spot which is helpful for customers to get a section to. The spot is inseparable from the conveyance. Different methodologies alongside escalated dispersion, specific dissemination, extraordinary appropriation, and diversifying might be used by the advertiser to enhance the various components of the showcasing mix.

Participants: The satisfaction of any project relies upon the criticism of the individuals, consequently people associated with selling and publicizing the library administrations provided by library experts, their comments will assist with getting the lacunas inside the gadget and it will assist with improving the administration and the library framework.

Physical Evidence: According to Shostack " an actual article is self-characterizing isn't instructive area the promoting cycle is characterizing for the suppliers what it can't are capable characterize for itself " Evidence for the administrations can be every fringe and urgent. The actual proof can

uphold the showcasing programs by conveying adequate administration to the library clients. It can make administrations unmistakable.

Process: Process is related to the cycle of the board, it comprises procedure arranging, control, activity making arrangements, focuses to be accessible with clients, booking, uncommon contributions, and so on

Available resources for the Promotion and Marketing of Information Services and Products

- To build up the items, for example, making of information bases, Union Catalog, etc.
- To give wide exposure between the end clients, foundations associated with colleges, augmentations are to be distributed in provincial papers, etc.
- To make an astounding public connection with the client's local area
- To direct overviews of the end-clients to know their necessities from the library and improve the administrations and exploration items according to the prerequisites.
- To give transporter and directing administrations by the library to end clients.
- Professionals Skills required for marketing library/Information services

Professionals Skills needed for Marketing Library/Information Administrations

- The belief in client's cravings, information on achieving client reviews, and so on
- Capability to accomplish criticism from clients and the ability to explore the remarks
- Maximum basic magnificent of taking the right choice at the perfect time.
- He ought to have specialized information, including utilization of web, net website page format, and item plan and introduction capacities.
- He ought to know about various publicizing and advertising techniques

How Library Professionals should help the Marketing of library and Information Services?

- Create mindfulness among the clients and library staff.
- Create a center to offer items and administrations and information.
- To comprehend the client's needs and discover why they require realities with the goal that their thought process can be recognized.
- Find out the clients who don't utilize the library all together that we can focus on the such purchaser and flip them to apply library.
- Use of broad communications, for example, Radio, TV, AV Cassette, and Video Programs coordinated for clients.
- Offer specific administrations to the exceptional organization of clients, for example, Senior Citizens, daze clients, and genuinely debilitated local area clients.
- Preparatory discusses experts, workshops, banter, social bundles, and so on to draw clients.

Difficulties of Marketing in Library and Information administrations:

To acknowledge the demands, libraries must conduct studies of the clients and on the reason of those studies, they need to break down the desires of their clients and thusly gather the considering material, stock, online information bases, digital books, etc. To make the assortment a

heavy consumer, libraries should change over their print arrangement into electronic media and make it accessible to their clients with the guide of considering the multiplication of legitimate issues. There's a deficiency of monetary, and budgetary arrangements in the libraries. Every yr funds aren't constantly quickened proportionately. Nonstop tutoring applications are to be coordinated for undergrads and the labor force of the library.

Conclusion:

Librarians and library staff are irritating to see out the sufficient approaches to execute progressed prerequisites of the understudies and personnel to satisfy their objectives and approach the requirements of existing and strengths of clients. Administrators are building the insight and worth of the libraries. The restricted spending arrangement and the coming of innovation and its application in libraries have opened new vistas for promoting assets, items, and administrations. If libraries and library experts neglect to catch hold of the chances, the chances will be gotten by Commercial merchants and innovation-trained professionals.

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