Marketing mix for librarians and information professionals

Mimutie Moikan Mollel

Assistant Librarian, The Mwalimu Nyerere Memorial Academy, P.O.Box 9193, Dar es Salaam.Tanzania.
Contact: mimutie@hotmail.com

Abstract

This paper covers the explanation of marketing mix for librarians and information professionals and the nature of the elements of the marketing mix. It discusses the traditional issues arising from the marketing mix and issues which are more appropriate for libraries and information services.

Keywords: Marketing, library science, libraries, information science, profession.

Marketing mix

Marketing mix refers to the controllable variables that the Company puts together to satisfy a target group. Marketing mix is the planned package of elements that makes up the product or service offered to the market. It can also support library and information services to reach target markets and specified objectives. The philosophy of librarianship encompasses the fundamental principles on which the practices, techniques and activities of libraries and information centers are based. These principles serve as guidelines for successful librarianship and as a means for resolving problems. Marketing is a set of activities by which the demand for goods, ideas and services is managed to facilitate exchange (Kotler 1994). It is a planned strategic approach of bringing together consumers and the products. The integration of marketing into library services is helpful because it supports and reiterates the basic values and beliefs of the profession in the changing environment. The most widely believed notion about library services is that their primary aim is to provide the right information to the right user at the right time.

Marketing mix is recognized as a strategy used to perform marketing functions; the marketing mix is the planned package of elements which will support the organization in reaching its target markets and specific objectives (De Aze 1995). Marketing mix is the key concept in the marketing task. The tools of the marketing mix are a set of controllable variables to be applied to a given situation with creativity and imagination (Lancaster & Reynolds 1995).

Marketing mixes have a number of facets, and are important to devise strategies in order to manage the dynamic environmental effects of the market. They are inter-related, interdependent, and also a combination of many factors. McCarthy (1978) explains marketing mix under 4ps: Product, Price, Place, and Promotion. In their perspectives, Kotler and Armstrong (1997) define marketing mix as the set of controllable tactical marketing tools that the firm blends to produce the response that it wants in the target market.

Marketing process of the library involves several steps

The library should clearly understand its mission and then define its marketing objectives and goals.

- The library understands the market through investigating customer demand and potential demand;

- The market is segmented on the basis of various characteristics and customer behavior;

- Marketing programs are planned for target market segments with the process of developing and maintaining a viable fit between the organization's objectives, skills and changing marketing opportunities;

- Marketing strategic planning takes place at four levels: corporate level, divisional level, business unit level, and product level. It is performed under the Total Quality Marketing concept, which adopts an organization-wide approach, aimed at continuously improving the quality of all the organizational process, products, and services as a whole;

- The library selects proper marketing mixes and tactics, and implements them; and

- The library reviews and adjusts the strategy in accordance with changing user needs and implements again (Re-engineering).

Normally a marketer can understand the buying/consuming behavior through experience. Yet, with broader development and complexity of organizational functions, marketers often seek models to realize the marketing plan. Kotler observes seven 'O's as key points to understand the customer behavior.

- **Occupants** - Who constitute the market?

- **Object** - What does the market buy?

- **Objectives** - Why does the market buy?

- **Organizations** - Who participates in the buying?

- **Operations** - How does the market buy?

- **Occasions** - When does the market buy?

- **Outlets** - Where does the market buy? (Kotler 1997, 171).

These 'O's are equally applicable to the library sector.

Product mix and Products of the library

A product is anything that can be offered to a market to satisfy a need or want (Kotler 1997). Products which can be marketed include physical goods, services, persons, places, organizations, and ideas. In the deeper sense, the product is not a physical item but a perception of the consumer/user. Product means the satisfaction of the customer rather than a physical good. Goods are ingredients of customer satisfaction. Marketing mix is the process or device that creates this customer satisfaction. Products can be physical objects, services or benefits offered by the marketer. They have tangible as well as intangible attributes. Products can be categorized as consumer products and 'industrial products'. Consumer products are finished products offered to the end-user while industrial products are products that are bought by other

companies in order to make another product or sell them to obtain a profit. Consumer goods can be identified in terms of convenience goods, shopping goods, specialty goods, and unsought goods on the basis of their consuming pattern, and frequency of buying (Lancaster & Reynolds 1995).

People consume or purchase goods or services of quality on a regular or frequent basis with a minimum effort of selection. Customers evaluate suitability, quality, and price when they buy shopping goods. Specialty goods are those which have a brand reputation, unique identification, and are purchased habitually requiring a special brand. There are some products referred to as unsought goods which are less known to buyers, or if, known, purchased infrequency. Such products include life-insurance, food processors, new machines, new books, magazines, computer software etc..

> "Products and services which provide benefits for users and which answer users' most important needs are the core business of the library and information service" (De Aze 1995).

These products are developed as a response to user priorities in the form of commercial intelligence, educational, recreational or social information. All of the services offered by the library: lending services, inter library loan, on-line searching, house-bound readers services, picture loans etc. are library's products that can be marketed successfully. Product concept in the information sector is spread over three levels; core level, tangible level, and augmented level. Libraries can provide bibliographic information, abstracts and summaries of information, which disseminate the core level information. Books, databases, journals, bulletins, etc. represent the tangible information. Libraries can also augment information through quality, reliable, speedy and timely professional services. Weingand (1984) explained that the library's products can be arranged within a three-dimensional structure of product mix, product line, and product item (p. 307). Under the product mix, the library's resource collection is represented as a product line, while product items include books, periodicals, videos, films, audio recordings etc. Services of the library can be considered part of the product line, and the circulation of library materials, reference services, and on-line searching represent product items. 'Programs' of the library would be another product line where product items comprise bibliographic instructions, displays, and lectures. Products, while they vary according to the scope and objectives of the library, can be identified in physical forms and intangible forms.

Professional Skills and Competencies

Libraries do not require a dedicated marketing person to run marketing operations. In a business firm, dedicated marketing personnel would hire an advertising agency, change the ad campaigning, redesign the company logo, design the brochures, train the sales force, retain a high powered public relation firm and

alter or otherwise reposition the company's complete image. On the contrary, marketing in the library is nothing but a way of doing business, which does not require trained marketing staff, but does demand certain skills or attributes, which are in no manner different from those of other service organizations (Coote, 1994).

Marketing requires:

- A belief in service and attempts to achieve the customer's satisfaction;

- A clear understanding of the organization's overall aims and objectives;

- An ability to assemble and interpret information for the benefit of the customer;

- Good communication skills, both oral and written;

- Enthusiasm and commitment; and

- Ability to take criticism, not always constructive.

These attributes are very much desired for successful information service providers. Thus, skills, attitude and judgment of service providers are important while marketing in library and information services.

Value added Services

Marketing today embraces an integrated value proposition. This, in effect, means that when making a decision about using a particular service or evaluating a marketing relationship, a customer not only looks at the product or value related to it, but s/he also evaluates the process, and the total transaction cost.

To a customer, value is measured as the benefits received from the burden endured. Benefits may be product quality, personal service and convenience. Cost includes price and non-monetary costs such as time, energy and effort. In the process s/he interacts with the people, technology, methods, environment and the materials used to serve the customers in the library.

In the marketing oriented library, the process depends on the customer preferences and cues to their requirements. Customers are an important partner in the process, and in libraries most of the time, they put forward their views to overcome their problems and work with the staff to solve them.

By simply shedding long standing stereotypes, librarians have been able to take the concept of traditional external marketing mix and use it to paint a more accessible service-oriented picture of library offerings for their customers (Coote, 1994).

For the library to remain competitive, or even more fundamentally, to remain relevant, it has to change its image. It has to shed the image of a highly fortified storehouse of knowledge guarded by staff and security devices, a treasure house where the borrower is a nuisance or a potential thief. The new-age library ought to be a true service organization, a group of professionals who quickly identify in the vast ocean of knowledge the kind of information that different customers need, and who help them access it with a minimum of time and effort. A library that can survive and thrive in the Internet age is a knowledge-based social structure (Coote 1994).

The elements of marketing mix

The marketing mix consists of everything that the library can do to influence the demand for its product. The many possibilities can be collected into four groups of variables known as the four Ps: product, place, price and promotion (Kotler & Armstrong, 1997).

- **Product**

A product is anything that can be offered to a market to satisfy a need or want. The products, which can be marketed, include physical goods, services, persons, places, organizations, and ideas. In the deeper sense, the product is not a physical item but a perception of the consumer or the user. Product means the satisfaction of the customer rather than a physical good. Goods are ingredients of customer satisfaction. Marketing mix is the process or device that makes this customer satisfaction (Kotler & Armstrong, 1997).

- **Place**

Place represents the distribution channels that an organization utilizes to convey its own physical products or services to the end users. The distribution of the library's products refers to 'When' 'Where' and 'How' service is made available for the user. 'When' implies the time period in which information is provided. 'Where' indicates the location of the services and 'How' constitutes the type of distribution (ibid.).

- **Price**

Price is a flexible and dominant element, which determines the revenue/ profitability/ market share for the organization. From the customer's viewpoint price is a determinant factor because most customers consider the price before they purchase the product. The concept of price constitutes two different types – the monetary price, and the social price. Monetary price implies the payment of a certain sum by the

customer, and the social price refers to the additional effort that the customer must make in order to obtain access to a product. Price for the product is set when the organization introduces or acquires a new product (ibid.).

- **Promotion**

This involves the communication in which the marketer engages with the customers in order to introduce and promote the product (ibid.).
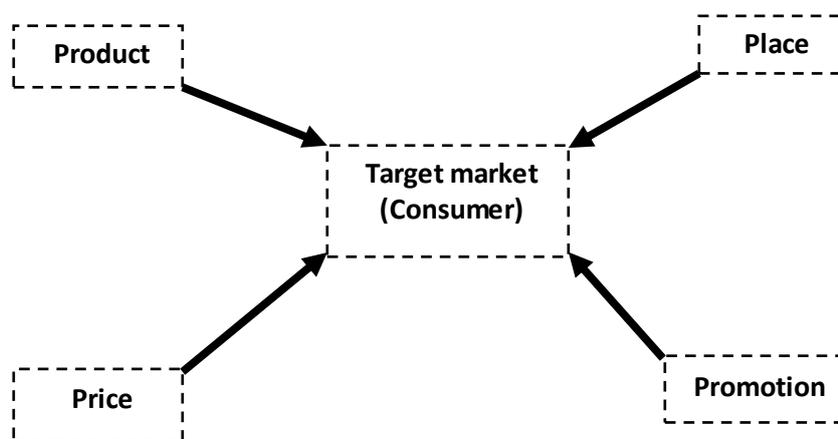

Figure 1. 4 Ps Model of Marketing Mix (Kotler & Armstrong, 1997).

The basic aim of library promotion is to select a technique that can encourage the customer – the library patron – to respond either by buying or requesting further information, or by filling the promotional material away for the use in the future. While these four factors are important individually, their real significance lies in the mix, the unique way they are combined into a careful plan or strategy (Kotler & Armstrong, 1997).

Nature of the elements of marketing mix

Marketing mix has been presented as the instrument for the attainment of marketing goals, based on a combination of various elements which in their totality constitute the firm's marketing strategy. The four ingredients/elements of marketing mix are interrelated, because the decisions taken in one area usually affect the others. The nature of the marketing mix concept should be clear from the product mix, traditional issues arising from the marketing mix, traditional marketing mix and product planning.

In the nature of the marketing mix, the product represents value to the client or user, i.e. customer value, price becomes cost to the customer and includes time and energy cost; place for the customer is convenience and promotion becomes communication (Kotler, 1995).

Librarians and Information professionals are looking at marketing mix as:

- Customer (User) value

- Customer (User) time

- Customer (User) convenience

- Customer (User) communication.

Table 2. The change of 4Ps into 4Cs

Ps	Cs
Product	Customer value
Price	Customer time
Place	Customer convenience
Promotion	Customer communication

The nature of the elements of the marketing mix change over time due to micro- or macro-environmental factors, or if the library or company changes its vision or mission. Therefore the 4Ps change into 4Cs in the context of marketing mix for librarians and information professionals.

The nature of the elements of the marketing mix for librarians and information professionals has led to the consideration of a further 3Ps - people, physical evidence and process. People are the persons who deliver services in libraries, physical evidence is the way services are delivered, for example by physical document or electronically. Process denotes the type of service provided in the library or by librarians, for example telecommunication service, mobile phone services or access via the internet.

Discussion of the traditional issues arising from the marketing mix

Traditional issues arising from the marketing mix are religion, language, education and population. The larger the population size, the larger the business can grow. The level of education of the customer is a

variable in the marketing mix. The language and religion of the customer should be taken into consideration in marketing mix. Traditional issues arising from the marketing mix are due to changes in the nature of library users and technology. Traditionally libraries were seen as stores of books, but increasingly this perception is changing. Today the library and the library profession have been accepted as the same as other businesses and other professions. The marketing mix variables like product, place, price and promotion have to be incorporated into the library business as user value, user convenience, user time and user communication in order to facilitate the marketing mix for librarians and information professionals. The librarians and information professionals are now changing library services from traditional issues arising from marketing mix to modern issues arising from marketing mix. Traditional concepts are too restrictive and simplistic to be very useful in services (Cronroos, 1990). Many marketers now believe that marketing is no longer simply about developing, selling, delivering products, and retaining the customers. It is progressively more concerned with the development and maintenance of mutually satisfying long term relationships. This kind of marketing has been termed as relationship marketing (Kapoor, Paul & Halder, 2011).

Traditional Marketing Mix (4Ps)

This mix has four key functions of marketing. It is important to notice that the order of this mix should never be changed when setting the marketing functions. Its order needs to remain as generic as it is. Its order must be: PLANNING - PRICING – PROMOTION – PLACING (Elisante, 2005).

Product Planning

Product planning enables companies to decide the best use of resources for technology and product development to create both short-term and long-term competitive advantages. Planning ensures that the right products are developed; development ensures that development is done right; validation makes certain that products hit the design targets, and product launch ensures optimal benefits from the development efforts. This implies a need for the product planning to consider explicitly the needs of the customers. Product planning takes into account the understanding of products in the market and adds understanding and analysis of current and future market and technology trends. Prioritization of customer needs reveals where the company can apply its technology resources to solve compelling customer problems. It should be noted that the needs of customers are not and will never be static but are always dynamic. For this very reason, product planning should equally be driven by the ever-changing needs of customers (Elisante, 2005).

Marketing mix for librarians and information professionals

Marketing mix for librarians and information professionals includes the controllable variables that the library considers to satisfy information users.

Marketing is a managerial process, it is consumer centered. Managers in libraries and information centers have begun to realize that marketing of information products and services is an integral part of administration. That is improving user satisfaction and promoting the use of services by current and potential user. Reasons for marketing libraries are competition with internet, raising customer expectation, widening access to information, information explosion, technology revolution, budget process and competitiveness to the market place.

Information services are distributed to end users via various channels. The traditional distribution channels of the library services represent two models. The first is a One-on-One model that involves the provision of information through face-to-face interaction of librarian and user/patron/client. The second model – 'the concept of the library as a physical place' implies that the library services like collection development and management, programming, outreach, information literacy instruction and other library services are provided as the physical location site/building (Weingand, 1984).

Reference librarians answer user queries orally by the face-to-face contact, over the telephone or by the mail in written format. Photocopies, fax pages, computer diskettes, and audio/video cassettes are some other means of physical distribution. Online databases through computerized networks are important channels of dissemination. The internet is a popular example. Information agents, brokers, and online hosts are considered as intermediaries of the library market. Mass media like TV, radio, newspapers, are also means of indirect distribution. Opening days and hours are different for different libraries because opening hours are decided by considering the needs of users/potential users. Public libraries have wider and heterogeneous segments of the market. Therefore, opening hours must be convenient for the majority and should be generalized as possible as to optimize the service time. Distribution channels of the library should ensure the quality of the service, time, convenience and format and priorities of the delivery. Factors like the nature of the output, output format, and the speed of obtaining are important to ensure the quality (Weingand, 1984).

Application of Marketing mix elements (4Ps) in the Library sector

Marketing mix elements are applicable to the library sector and are now increasingly attracting the interests of other non-profit organizations such as hospitals, libraries, health care services, and environmental and charity services. Attempts have been made to apply marketing principles and theories

to service organizations like libraries, which are not aimed purely at obtaining a monetary profit, but the achieving of customer satisfaction and the fulfillment of objectives of the organization (Kotler & Andreasen, 1991). Marketing oriented organizations like libraries are required to carry out marketing activities under well thought-out, well-defined and socially accepted strategies. Organizations can choose their marketing activities under five kinds of competing concepts such as production, product, selling/sales, marketing and societal marketing (Kotler, 1997).

1. Production concept: Customers favor organizational products that are widely available and of low cost. Organizations, which are production oriented, should concentrate on the increasing of high production and wide distribution.

2. Product concept: Customers favor those products which offer the most quality, performance and innovative features. Marketing personnel of product-oriented organizations should focus their effort on making quality products and improving them over time.

3. Selling concept/Sales concept: Customers must be persuaded to buy the products because they themselves are not attempting to buy them. Here the organization may have to undertake an aggressive selling and promotion effort. The selling concept, taking an inside-out perspective, starts with the factory (organization) focused on the existing products, and calls for heavy selling and promoting to produce profitable sales (ibid.).

4. Marketing concept: The philosophy of achieving organizational goals is key, and the goal is to be more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants of target markets. This concept takes an outside-in perspective, and starts with a well-defined market, focused on customer needs integrating all the activities that will affect customers and produce profit by satisfying customers.

5. Societal Marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and society's well being (ibid.). It is the description of what public libraries do in conducting community surveys and working with planning documents. In the societal marketing-oriented organization the marketer needs to build up social and ethical considerations in their practices. This concept is a type of cause-related marketing because some companies are organized to enhance competitive image, prevent negative publicity, pacify consumer groups, launch a new product or brand, broaden their customer base, and generate incremental sales. The societal marketing concept in one way seems to be related to humanitarian fulfillment. The marketer, under this concept, is expected to balance company profits, consumer wants, satisfaction, and public interests.

When we consider the above concepts, the societal marketing concept, which focuses concern on customer (user) satisfaction and the achievement of organizational objectives, is most relevant to the library and information services sector. Therefore, fundamental principles, strategies and theories of societal marketing concepts are the basis of the framework for library marketing. Organizations - for the planning of marketing tasks, need to understand the existing market, its needs wants and demands, and drives that influence on the creation and development of these demands. Understanding of consumer requirements alone is not sufficient because it is also very important to have a comprehensive understanding of the buying-behavior of customers so that the company can realize effective marketing tasks, goals and product lines which enable them to meet customer requirements appropriately. Customers continuously are exposed to the changes and experiences of their lifestyle, and make changes to their behavior in response. Customer needs are also subjected to changes due to environmental differences, and this can create opportunities and challenges to marketers.

> "As our situations change, opportunities usually emerge as we are subjected to a wider range of influences which we may respond to consciously or sub-consciously in positive or negative manner" (Lancaster & Reynolds 1995).

The library purchases readily available materials to build up a well-balanced and comprehensive resource collection for users. The collection constitutes books, periodicals, microform publications, manuscripts, research papers, and non-book materials (audio cassettes, filmstrips, slides, and audio/visuals). These are not the library's real products, but the resource collection is the raw material for products. The library produces paper media products such as acquisition lists, bibliographies, printed indexes, directories, newsletters, reviews, content page bulletins, chapter headings etc. in order to provide quick information to users. Catalogues are established to facilitate users' access to the collection easily and obtain desired bibliographic information quickly. Electronic media products include databanks prepared by the library itself or bought from another database vendor. Databases are searched through online or CD ROM versions. Databases provide various levels of information, full text, abstracts, or bibliographic. Users can borrow library materials for a period of time depending upon their membership type. Institutional membership facilitates the maximum utility of materials to a number of users at a time. Reservation facilities are provided under special programs. Reference services are available for users who wish to obtain information by self-searching, and/or with staff help. Ready reference sources like encyclopedias, dictionaries, directories, thesauri etc. are made available for self-searching. The staff replies to user queries using reference sources. Resource sharing programs of the library include Inter-Library Loans (ILL) and

Reciprocal borrowing. Photocopies of journal articles/chapters of books etc. are provided through ILL. Under the Reciprocal Borrowing Program, the library holding the responsibility for the resource facilitates users to borrow the desired library materials from another library. Research and Consultation services are conducted for users who seek for the assistance from the library. Selective Dissemination of Information (SDI) services are launched with the utility of user profiles for individuals, or for groups relying on their interests. Relevant information packages are distributed to them. Document delivery service undertakes the provision of photocopies, and duplicating facilities to the user. Documents are also delivered via e-mail, fax, and computer printouts or by downloading. Librarians are involved in the reproducing and repackaging of information for target user groups. Information bulletins, content page sets, newspaper clippings, news digests, digests for journal articles, abstracts, translations of articles in local languages etc. are provided to the user.

Community information services involve the provision of day-to-day information to the user. Information related to vocational development, agriculture, economy, marketing, political events, know how, and entertainment etc. required for day-to-day life are also provided. The library's building space, reading rooms, furniture and other equipment are arranged conveniently for users. Various software and hardware for the computer can provide a friendly interface for users. Accessible terminals are also provided to the user. Application software can be provided to the members of the library. Here the library can purchase the license copy of the software from the dealer and can become an agent for the provision of copies. The library can also deal as an internet connection provider and network coordinator.

Like the product of business industries, the library's products also pass through a life cycle. The life cycle concentrates on the changes of demand through the lifetime of the product. This refers to different levels of market acceptance of the product. The first phase is the introduction phase during which the product is unknown to the public. Special offers should be made to advertise and commercialize it. The second stage refers to the growth phase. During this stage the product achieves a wider distribution as a consequence of publicity and promotion and also encounters competition from other similar products. During the third level, the product becomes stable in the market opportunity and reaches the stage of maturity. In the maturity phase, the product earns maximum profit/market share or the utility of the product and then the products are characterized by price warning, which requires lowering the price. Product passes through the decline phase due to rival products, changes in the customer preferences, and the change of fashion. When the old product has declined, the library must introduce new products designed to reach a profitable component of the market, or sometimes redesign old "products", like story hours.

Price Mix and Pricing of Library products

Price is a flexible and influential element, which determines the revenue/profitability/ market share for the organization. For customers, price is a determinant factor because most customers consider the price before they purchase the product. Price attributes different names.

> "Price is all around us. You pay rent for your apartment, tuition for your education and a fee to your physician or dentist. The airline, railway, taxi, and bus companies charge you a fare; the local utilities call their price a rate; and the local bank charges you interest for the money you borrow. The price for driving your car for example on Florida's Sunshine parkway is a toll and the company that insures your car charges you a premium (Kotler 1997).

Price is not always measured in monitory terms, but ones associated with time, effort, and awareness (Bell 1985).The concept of price constitutes two different types: the monetary price, and the social price. Monetary price implies the payment of a certain sum by the customer, and the social price refers to the additional effort that the customer must make in order to obtain access to a product. Price for the product is set when the organization introduces or acquires a new product. Price can be revised to match the change of the product. Organizations have different objectives and offer various products to different market segments. Their position of the market may be different from each other. Strategies are defined to accord with these objectives. Therefore, pricing as a mix is obviously based on the marketing objectives of the company. Some organizations price their product mainly for survival in competition. Most traditional librarians believed that the price for library services was irrelevant. Library services were considered free until recently, but now librarians understand the price potential of services provided by the library. The fact that most library services are offered without financial cost obscures the importance of price in service planning (Ritchie 1982). Librarians have come to know the library's price potentials with the practice of charging fees for online searching, inter library loans, and photocopies. Pricing is one of the most difficult disciplines in any marketing exercise. For information services there are added complications - the price of any service delivered is not generally paid directly by the user in relation to any one transaction (Offer 1993).

Librarians should consider the 'monetary price' concept as well as the 'social price' concept when the price is decided for library products. In calculation of monetary price, factors such as size of the demand, cost for the product, and the impact of the competition must be taken into account. Real value of the product can be ascertained by the practice of cost analysis. Costing is important even when a service is

provided free of charge. White (1981) identifies a number of pricing policies for the information sector: loss leadership, offset, subscription, deposit, discount, guarantee, and constant prices. Loss leaders policy involves the setting up of a lower price below the real cost in order to get new business. The library spends for the acquisition of more valuable library materials, but does not change the membership fees for that reason. In the offset pricing strategy a basic or initial price is quoted with extra costs added on at a later stage. Current awareness services may have a search through online for which is charged separately. By this policy client is controlled by the cost for the search. Subscription strategy makes the client pay a regular amount of fee on a discount rate or not for the service rendered. The client can obtain the membership for bulletin boards, SDI services etc. under this method. On the deposit pricing system, the client is requested to pay a deposit, and product/services are provided debiting against the deposit. The deposit is topped up from time to time. Online searching, E-mail, fax etc. can be handled by this means in the library. Discount tactics can be used to encourage members to use more services, e.g. the library's permanent members are provided special discounts to search online and CD-ROM. For example, the first half an hour can be provided free of charge if a person searches online more than three hours. Guarantee method is more practicable for high cost services because guarantee can ensure the reliability of the product. The library provides a guarantee on consultancy services ensuring that the consultancy report has the potential to enhance the client's information need. Fees are not charged in failures or to resume new efforts. The danger of not meeting the agreed target is managed. Constant pricing involves the change of the price or adjusting the product quality in the competitive market. Services are reduced rather than raising the price in due occasions. However, the price of library products is realized as fees for the membership, fines, photocopy/fax/downloading charges, database searching costs, subscription for services, reservation fees, and direct sales of publications etc.

Introduction and discussion of
issues which are more appropriate for libraries and information services

Introduction and discussion of issues which are more appropriate for libraries and information services are: place/user convenience, location, services and products, opening hours, price/user time and promotion/user communication. Place/user convenience is the place in which libraries and information services are delivered. The place should be convenient to the user of the library so that the user of the library can easily get what he/she wants and demand. The location of the library should be in a place easily reached by library users. For example, physically disable users and other users with access challenges should be accommodated in library's services provision.

"Library's market must be aware of the services available (and perhaps of what could be available) and should be persuaded to use them. This point may be contentious but it makes sense to fully exploit any service it has been instituted. The library as a medium for the communication of information is a failure if it cannot communicate its own potential value to its market" (Richie 1982).

Information demands from the educational, vocational, professional, socio-economic, cultural and recreational segments of the market are high while the utilization of the library collections is poor and deteriorating. Information specialists and some librarians commonly view that the under-utilization has emerged as a consequence of poor marketing approaches and lack of know-how in the library. Under-utilization can badly affect the budget and manpower allocation of the library. Librarians should be able to justify their expenditure and the utility of manpower and the services provided by the library. This process depends on the level of user satisfaction of the library. The marketing concept helps the library for this justification. Here the library is required to undertake adequate marketing techniques and tactics adequate to forecast user needs and satisfaction. Marketing mix elements can be adopted to great effect to achieve this in the Library (Weingand 1984).

In doing marketing library professionals must include users in their priorities. They should value the user, what the user values, and determine how to inform or educate the user. Universities, libraries, museums need to market their products to gain political, social and economic support.

The library and information services should be user or customer oriented in order to satisfy their information needs effectively. Marketing of library and information services includes customer or users' priorities, expectations, individuality, responsiveness, relationship, quality of services, value added services, professional skills and competencies. The ultimate aim of marketing here is to provide the right information to the right user at the right time (Ashcraft 2002).

- **Advertising**

The purpose of advertising in the library context is to develop user awareness, increase the use of services, and promote the image of the library. Advertising programs must be designed to achieve readers' attention, increase interest for the product, lead the user to decide to purchase or, use the product with satisfaction. The library can advertise its products through displaying, advertisement on in-house newsletters, local press, billboards, posters, on-screen announcements, radio, cinema advertisements, television commercials, and websites. In-house information services are commonly promoted through leaflets and brochures, which are aimed at a target user group (Weingand 1984). Public libraries do much advertisement by using websites and social media, especially for young people. One excellent example of

public library marketing is Marketing the Library by the Ohio Library Foundation in making use of the 4Ps (Ohio Library Foundation 2003).

- **Public relations and publicity**

The library in the aspect of Public Relations incorporates the interaction between the library and its customers. Public relations involves interpersonal contact, which helps develop the communication of trust, mutual respect, perception, attitude and opinion to communicate the benefit of the library and its products. This associates a wide range of practice like editorial coverage of press, publishing of in-house journals, staff magazines, newsletters, and other publications. The library's image is developed through calendars, logos, letterheads, etc. Relationship with media is an important vehicle for the publicity and library personnel can produce seasonal press releases. Media interviews, bookmarks, posters, and displays are also tools for the publicity. The library services themselves can make publicity. Staff performances, face-to-face contact with users, and the quality and the structure of the library building are important factors. Customer care is another tool for the promotion of the library. This implies the training of staff to take client's attention to the library. Needs are fulfilled by setting priorities instead of insisting to apply the rule. Customer care deals also with complaints and, handled well, this causes the user to become a more loyal advocate of the service. As another tool for promotion of the library, personal selling involves the presentation of conference papers, seminars, lectures, demonstrations, exhibitions, and other presentations. Here, the sales force should be carefully recruited and managed. The library promotes its services through extension services such as library visits, ceremonies, seminars, book exhibitions, contests, rewarding functions, get-togethers, and sponsorship programs. User education and current awareness services play the role of advertising and personal selling. The library can communicate through various modes of messaging – oral, written, electronic or implied. Library extension services are not purely related to the library's professional activities, but help users become loyal customers to the library. Displays of new arrivals, book reviews, and organizing of exhibitions, and book fairs are important. The library can conduct public lectures, speeches, discussions and seminars under various topics, which are believed interesting to users. In public libraries story hours can be conducted targeting children, blind or old-aged persons and promote literacy. Library guided tours, visits, commemorations and seasonal celebrations are conducted to attract users. Apart from the above-mentioned 4Ps among marketing mix elements there are other 3Ps namely 'Process mix', 'Physical evidence mix', and 'People mix' extended in the service marketing. Although theoretically not applied, the above mentioned marketing mix elements are not new or strange for the library sector. Our librarians have provided a rather user-centered library service since the very beginning. The most necessary task today is to conceptualize these theories and adopt them to suit the fulfillment of changing user-needs in the modern time-limited society (Weingand 1984).

The library and information services should be user- (customer) oriented in order to satisfy their information needs effectively. Marketing of library and information services includes customer (users) 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.

REFERENCES

Ashcraft, L. 2002. *The marketing and management of electronic journals in academic libraries*: *a need for change*, Education and research for marketing and quality management in libraries (Sarard, R., ed.). Munich: K.G Saur.

Bell, Ann Jo. 1985. Marketing reference services: translating selected concepts into action for a specific practice setting. In *Cost analysis cost recovery marketing and fee-based services*, M. Sandra Wood (ed.), pp. 127-141. New York: Hawarth,.

Coote, Helen. 1994. *How to market your library service effectively*. The Aslib Know How Series, Ed. S.P. Webb, The Association for Information Management.

De Aze, Elliot E. 1995. *Marketing concepts for libraries and information services*. London: Library Association.

Elisante, G. 2005. Managing the Expanded Marketing Mix (EMM): *A critical Perspective Approach, (From 4Ps to 7Ps). The African Journal of Finance and Management*. http://www.olegabriel.com/publication-web-Gab/EXPANDED_MARKETING_MIX.pdf (accessed 2013-03-13).

Kapoor, R., Paul, J. & Halder, B. 2011. *Services Marketing: concepts and practices*, Tata McGraw-Hill: New Delhi.

Kotler, Phillip and Andreasen, A. R. 1991. *Strategic marketing for nonprofit Organizations*. 4th ed. Engleewood Cliffs: Prentice Hall.

Kotler, P. 1997. *Marketing for nonprofit organizations*. 2nd ed. New Delhi: Prentice-Hall of India.

Kotler, P. 1994. *Marketing Management: Analysis, planning, implementation and control*. 8th ed. New Jersey: Prentice-Hall:.

Kotler, P. 1995. *Marketing for non profit Organization.* 2nd ed. New Delhi: Prentice-Hall.

Kotler, P. & Armstrong, G. 1997. *Marketing: an introduction.* 4th ed. New Jersey: Prentice Hall.

Lancaster, G. and Reynolds P. 1995. *Marketing*. New York: Butterworth, Heinemann.

McCarthy, E.J. 1978. *Basic marketing: a managerial approach.* 6th ed. Homewood: Richard D. Irwin.

Offer, Colin. 1993. Marketing and justification of the information services. In *Management skills for information manager*, Ann Lawes, (ed.), pp. 55-74. UK: Ashgate.

Ohio Library Foundation. 2003. *Ohio Library Council: Promoting our Libraries,*
inventing our future. http://www.olc.org/marketing/index.html (accessed in
February, 2013).

Ritchie, S. 1982. *Modern library practice.* Ritchie, Sheila (ed.), ELM Publications:
Kings Ripton,

Weingand, D. 1984. Distribution of the library's products: the need for information.
Marketing and the Library, Gray, J. Ford (ed.). New York: Harworth.

White, Martin S. 1981. *Profit from information.* London: Andre Deutsh, Graffon
Services.