

Relevance of Marketing for Libraries and Information Managers



Library Science

KEYWORDS : Marketing, Products, Services, Goods, sale, ownership

PARASURAMAN, D

AJK College of Arts & Science, Navakkarai, Coimbatore – 614 105

ABSTRACT

A market in general may be described as a place or geographical area where the buyer and sellers meet and function, goods or services are offered for sale and transfers of ownership occur. Formally or informally, people and organizations engage in a vast number of activities called marketing. Good marketing has become an increasingly vital ingredient for business success. And marketing profoundly affect our day to day lives. It is embedded in everything people do from the clothes that is been wear, to the web sites that is clicked on, to the ads seen.

INTRODUCTION

The Word “Market” is derived from the Latin word “Merchants” meaning “To Trade”. The term in the common usage refers to a place where actual buying and selling take place. This clearly means that a market is a geographical area where commodities are exposed for sale. Marketing library and information products are relatively a new concept in the Indian context. The concept “earning” has been pervading the Indian University and Research Organizational Libraries for quite some time due to economic crunch in the allocation of necessary finances for the maintenance and development.

TERMS AND DEFINITION OF MARKETING

- An Act of Buying and Selling
- An assemblage of Commercial Activities
- An assembly of People.
- The Art of Selling Product
- Meeting Needs Profitably

“Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user “by – American Marketing Association.

According to Phillip Kotler, Marketing Guru, Said “Marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued”.

WHY MARKETING?

The library and information centers spend/invest huge funds on collection, processing and storages if information resources and these resources are put to very meager use which implies wastage of funds. For the promotion of the use of information resources, there is a need for marketing. Information is a new and a very essential product. It is almost identified as fifth need of man ranking after Air, Water, Food and Shelter.

As marketing creates and increase demand for information, the image of the information centers and status of information would improve. Therefore, for elevation of the image and status of information centers and the profession, marketing is essential.

MARKETING PEOPLE MARKET 10 TYPES OF ENTITIES

Goods, Services, Events, Experiences Persons, Places, Resources, Organizations, Libraries, Information’s and Ideas.

NEED, WANT AND DEMANDS

Need are the basic human requirements. People need air, food, water, clothing and shelter to survive. People also have strong need for recreation, education and entertainment. These needs become wants when they are directed to specific objects that might satisfy the need. Demand is wants for specific products backed by an ability to pay.

NATURE OF MARKETING

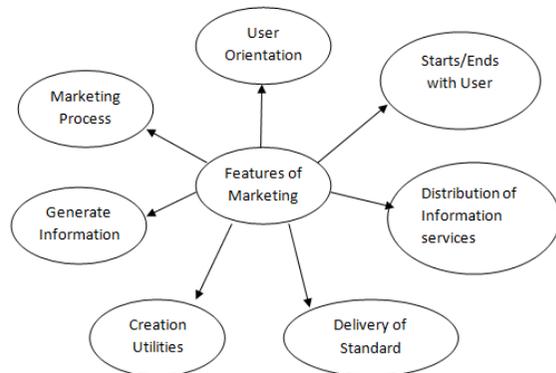
- Information Marketing is user – oriented.
- Marketing starts and end with users marketing is a process.
- Marketing is a system

- Information exchange process is the essences of library marketing.
- Marketing is Goal oriented and service oriented.

FEATURES OF MARKETING

Fig 1 Features of Marketing is fully use an orientated it starts & ends with used based on distribution of information services. Its main process is delivery of standard information. It creates utilities and generates information for marketing process purpose

FEATURES OF THE MARKETING



The Library understands the strategic position of the users. The marketing system is designed to serve user needs. There is a continuous reshaping the information product.

Under the concept of knowledge and understanding of users needs, wants and desires is a paramount importance

- Marketing Planning
- Integrand Marketing
- System Approach
- User Satisfaction

MAJOR FACTORS INFLUENCING USERS BEHAVIOUR

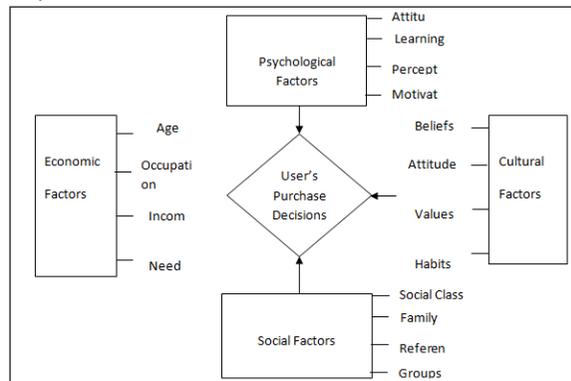


Fig 2 User's purchase decisions is based on four factors like Psychological, cultured, social & economic

- How Marketing?
- Who is the User?
- What does the user buy?
- Why does the user buy?
- How does the user buy?
- From who me does the user buy?
- When does the user buy?

Marketing Mix

In Order to satisfy the need of the users, a Library must determine a marketing mix. According to Stanton "Marketing mix is the term used to describe the combination of the four inputs which constitute the core of Libraries marketing system they are the product, the price structure the promotional activities, and the placement system".

The elements often described as FOUR P'S

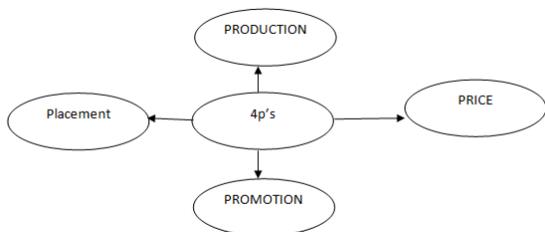


Fig 3 Marketing mix is an important tool used by information managers to design the process of marketing process is conditioned by certain "Controllable" and "non - Controllable" elements. Controllable elements are within the hold of organization and therefore, have to be properly shaped to achieve marketing and libraries goal.

MARKETING MIX ELEMENTS

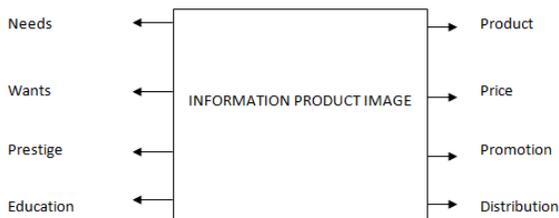


Fig 4 Marketing mix element says about the needs of products, the want age of they fix the price of the product, the prestige of the product fix the promotion and finally the popularity (education) helps for the distribution of the products. This process said to be as information product image

MARKETING FOR LIBRARIANS

Concept of the five Laws of Library Science had the Marketing Concept at their Core

THE FIVE LAWS ARE

- First Law : Book is for use
Information is for use
- Second Law : Every reader his book
Every reader his Information
- Third Law : Every book its reader.
Every information its reader
- Fourth Law : Save the time of the reader
- Fifth Law : Library is a Growing Organism.
Information is a Growing Organism

RESULT

Library plays a major role in the place of marketing. In library all the books are to use to gain knowledge and share information. Every reader is having the right to get information from books. The main purpose of library is to save the time of the reader. Finally Library is a growing organism in which the reader can collect information about to many things

This is to say low library is benefited through marketing, it plays a main role in the development of the librarians are collecting Books, Non Books, e-journals, e-books, Library related Software, Barcode technology, RFID, Digital Library, Various system technologies ideas from the marketing people just to equip the library to provide the readers with knowledge, By providing such materials to the readers they are saving the time of them.

DISCUSSION

Basically service is the management. The service is of two types equipment based & people based, both types are equipped by skilled people with service mind. The same prevails in the field of library marketing also. Library marketing is fully service oriented. Main purpose is to generate and cultivate knowledge among the readers who are visiting Library

CONCLUSION

The function classified above provides a bird's eye view of the area of marketing. So, as to provide elementary background knowledge these functions are essential for all Libraries, Information Centers, Data Center, but the importance of each function depends on the peculiar circumstances of each user for efficiency in information marketing. It is not necessary to perform all the functions but only a balanced combination of there activities, which are essential for success.

REFERENCE

1. Philip Kotler, "Marketing Management" 2009, Pearson, New Delhi. | 2. Kumareasan .S.C, Swaminathan.S, " Library Science Unleashed" 2000 Rockcity Publication. Trich. | 3. Dr.Radha," Marketing Management",2008 prasana & Co, Chennai. | 4. Ramaswamy. US, Namakumari.S, Marketing management.2005, Macmillan India Ltd, New Delhi. | 5. Sherlekar.S, Nirmala Prasad,k," Principle of Marketing",2008, Himalaya Publishing House, Delhi. |