

**MARKETING OF LIBRARY AND
INFORMATION SERVICES:
TRENDS AND ISSUES IN
DIGITAL ENVIRONMENT**

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Marketing- The Concept

- Management Function
- Process of Exchange of Relationship
- Designing an Information Product
- Issues of Marketing
 - Spiraling Cost of Publications, Trimming Budget Allocation, Necessities of up-to-the-minute information of the user communities, and Increasing Threat from Information Industries, Globalization of Information

Relevance of Marketing

- Growth of ICT
- Advent of marketing of information
- Concept of free flow of information
- Right to Access of Information
- Resource Generation with in circumscribe of law, copy right, patent rules and consumer acts

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CHARACTERISTICS OF MARKETING

■ **Product**

- Tangible, Authentication, Reliability, Evaluated, Quality Control, Features, Presentation style, Packaging, and Distribution of Information

■ **Price**

■ **Place / Distribution**

- Establish linkage between customer and product,
- Distribution signifies the mode of channelisation of marketing products for smooth accessing of information products at any remote corner of the globe
- Mode of channelization through Telephone, Television, E-Mail, Fax, Computer, Web OPAC, Internet

- People
- Quality of Information Products
 - Transcendent Quality
 - Derivation of Satisfaction by the users
 - Product-based Quality
 - Authenticity, Reliability of information,
 - User-based Quality
 - Users' Perception, Requirement
 - Operations-based Quality
 - Norms, Standards, Specifications
 - Value-based Quality
 - Standardization, Value oriented product

Evaluation

- **Formative**

- Amendments, Modifications, Additions, Alternations to the existing principles, planning

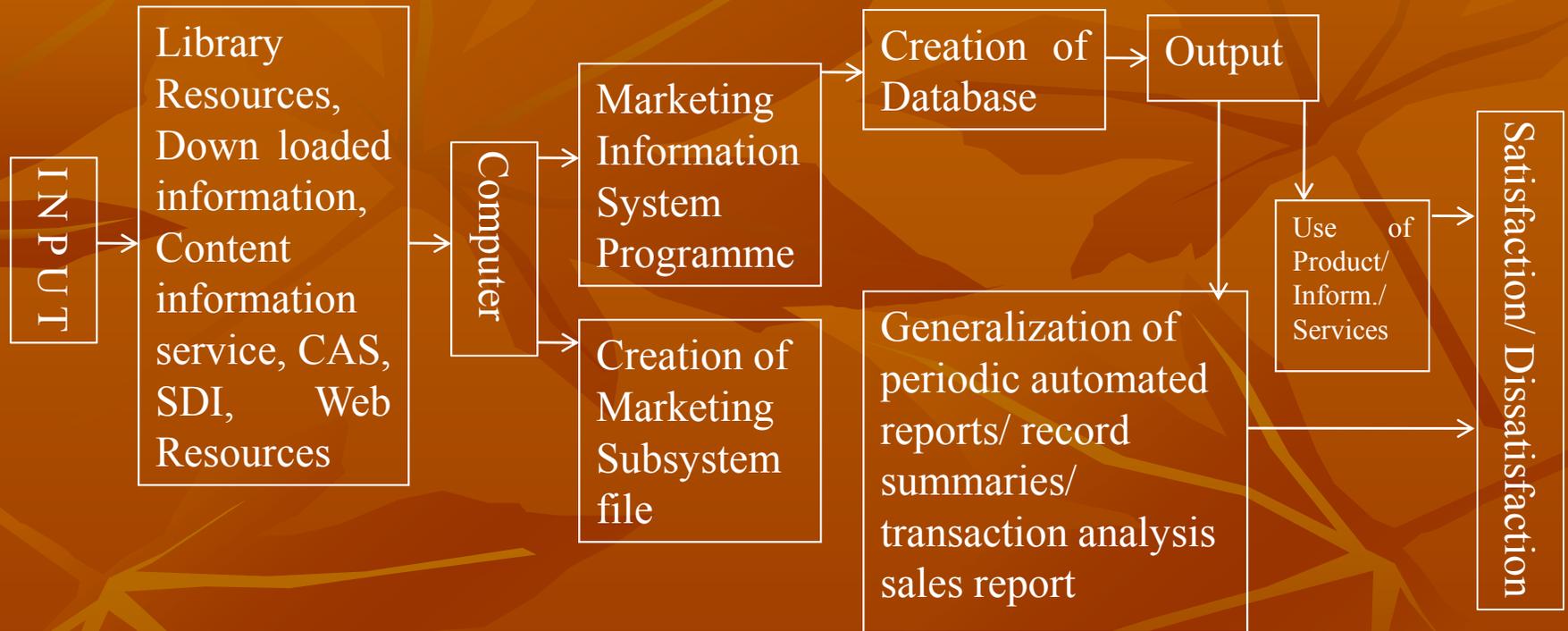
- **Summative**

- Effectiveness of the products in its implementation stage
- Evaluation is imperative & redesigned because of
 - Requirement/ Demand of the users;
 - Provides base line information for comparison over time;
 - Adds value to decision making in terms of adjustment, continuity, discontinue, allocation of more funds, modifications in planning; and
 - Systematic assess of information.

PRODUCTS OF LIBRARY

- Documentary and Non-Documentary sources
- Traditional Dissemination of Information
 - Inter Library loan, SDI, CAS, Learner's Advisor Service, Circulation, Video Cassettes, Computer, On-line Catalogue, CD-ROM database, Mobile Library Service, Internet, E-Mail, Reprographic etc.

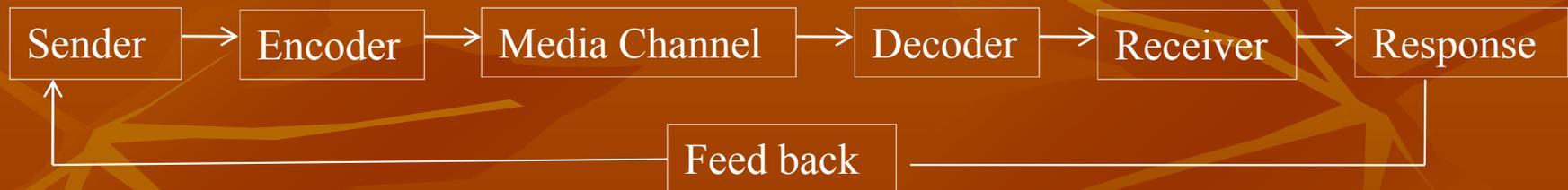
- Designing of Product involves a series of levels and inter-related features
 - Product Mix
 - Print and Non-print sources
 - Product Line
 - Group of products with in a product mix are interrelated & Transmitted
 - Product Item
 - Size, Appearance, Price



Schematic Diagram of Flow of Information Marketing

PROMOTION AND COMMUNICATION

- Reaching the products to target audience
- Use of ICT
- Internet
- Communication process



Schematic Diagram of Flow of Communication Process

PRODUCT RANGE

- Reference/ Information Service, Telephone Service, Referral Service, Circulation Service, Video Film Service, Journal Service, Back Volume Service, On-line Public Access Catalogue Service, CD-ROM Database Service, Mobile Library Service, Study Carrels, Web OPAC Service, Internet Service, Intranet Service
- Product Mix
 - Fact Collections, Information Service, and Learning Programme
- Product Line
 - Includes Information and Facts

MARKETING OF PRODUCTS

- Use of Advanced Technology
- Customer Oriented
- Channels of Distribution
 - Interpersonal Delivery, Group Personal, Strategic Placement, In-house Dissemination, Local Depositories, Mass Media, Broadcasting, E-Mail, Web hosting, Telephone, Computer Network, Personal skills & personal efforts



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- Distribution of Decision Factors
 - Quality of Products;
 - Technology Support;
 - Innovation and Change;
 - Positioning;
 - Number of Outlets;
 - Function of intermediaries;
 - Planning; and
 - Resources

Conclusion

- Information is potential for developing users and National Development.
- Proper planning, Designing, Marketing of information products and overall its use as a source of inspiration must be made available in a viable platform for the users to have a seamless access to it with least cost.
- Increasing realization of the role of information has caused in the establishment of information systems to provide a galaxy of variety of information services and products.

- Acquisition of materials in the Library, its proper organization and feasible way of dissemination of information require the base of propagating the use of the information products so as to accomplish the reader satisfaction.
- There must not be any barriers for operating a profitable information business.
- Marketing is a comprehensive term that spells all the processes and interactions which upshot in satisfaction for users. In the helm of the present scenario, Libraries and information centers have started to develop the marketing of information products and services and this has become an integral part of administration.



Thank You

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