



MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES OF THREE AUTONOMOUS COLLEGES UNDER CALCUTTA UNIVERSITY, WEST BENGAL: A COMPARATIVE STUDY

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ABSTRACT:

This study examines marketing of library and information services for better uses of the library services in the colleges under Calcutta university. Marketing play a vital role in creating awareness for library and information products and services. The study has used the two most common methods of survey, as the descriptive survey method and the questionnaire method through simple random sampling. The study is an original research work mainly dealing with data collected through survey of the students among the students from St. Xavier's college, Kolkata, Ramkrishna Mission Residential college and Ramkrishna Mission Vidyamandir situated in Kolkata, West Bengal, India. This paper aims to perform a comparative analysis of the services provided by the libraries of these three colleges.

KEY WORDS: Marketing, Information products and services, Research work, Data collection, Library services

INTRODUCTION:

Library is essentially a service organisation. The traditional function of library service involves a variety of activities on the part of the library. To achieve its goals and realize its policies, a library undertakes various services. The academic libraries are no exception to this. The library service can broadly be studied under two heads: 1) 'Technical Service': It is an indirect service involving book acquisition, classification, cataloguing, binding and reproduction of documents etc. 2) 'Readers Services': It is a direct job which involves circulation techniques, reference and bibliographical services, reprography service, documentation and information services.

Marketing is about keeping the clients in touch and informed about resources and services that match their interests. The success of university library marketing lies mainly on convincing the clients that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful. Marketing is regarded as managerial tool that is assisting libraries to face challenges now and in the future. Marketing play a very vital role in creating awareness for library and information products and services. Level of services and resources provided by the university library to users will greatly determine the extent the universities achieve their goals. In lieu of this, marketing of library and information services has to be part of everyday work of librarians.

Meaning and Definition of Marketing:

The term marketing is derived from the word 'market' The New Encyclopaedia Britannica (1974) defined marketing in a wider context as the directing of flow of goods and services from producer to consumers or users. It is not confined to any particular type of economy, since goods must be marketed in all economics and societies except perhaps the most primitive. Nor is marketing a function only of profit oriented business, even such service institutions as hospitals, schools and museums engage in some form of marketing.' In the words of Stanton (1981) 'marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services, and present to potential customers.'

Kotler's defined in his book 'Marketing for Non-Profit Organization' in the year 1982 marketing as 'the analysis, planning, implementation and control of carefully 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 organizations offering in terms of target markets needs and desires, and on using effective pricing communication and distribution to inform, motivate and service the markets. and

Parameswari (2002) 'Marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate the flow of goods and services from producers to consumers in the process of distribution. There is a common misconception that promotional activities alone constitute marketing'

The American Marketing Association (AMA) defined marketing as "The performance of business activities directed towards, and incident to, the flow of goods and services from producer to consumer or user." Philip Kotler in 1991 defined as "Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating offering and exchanging products of value with others." Adcock et. Al defined marketing as "The right product, in the right place, at the right time and at the right price". Marketing library and information service is an established sub-set of management practices which identifies customer wants and needs and meets those needs within the resources of the organization (Gupta, Koontz & Massisimo, 2013).

REVIEW OF LITERATURE:

Library and Information Services have changed dramatically from traditional mode to technological based services with the advent of sophisticated technologies in the millennium. There has been enormous growth of literature in the field of library and information services generated over the years. An attempt has been made to review the literature published on library networking, resource sharing, resource sharing and networking, wireless networking and consortia by collecting various primary and secondary information sources. The researcher in an effort to find out the existing literature on the research topic and its related areas made a through literature search and in doing so, she consulted several primary and secondary sources of information to review literature pertaining to the study.

Chakraborty Bhubaneswar (1985), describes the concept of marketing in the historical context discusses the application of marketing theory and practice is non-profit organizations. Mentioned the examples of application, concept of marketing in libraries, discusses the role of marketing in libraries, describes marketing mix including product design and concludes that marketing and libraries are complementary to each other.

Meieh (1998), Marketing as a process through which we come to understand and satisfy customers. The principles of marketing services can be applied in libraries.

Thorhaugu, Jens (1988), Explains the concept about marketing of information products and services in foreign libraries. This country which has established its libraries are suitable for introducing marketing strategy gave an example about the library building in Skara, Sweden has a central square with architectural features includes periodicals section and reference materials. The information market square concept is influenced by models 19 developed in Roskilde, Denmark, Rotterdam, Holland and the Pompidou centre, Paris. It has extensive database access including telephone, tele-fax services giving priority to the information market square the library, the changes in view that public sector libraries are weak in information provisions and provide many books.

Minikina, V.A. (1989), Introducing information marketing unit in a library is not sufficient. The effectiveness of marketing of information is also important which depends on personal characteristics of staff, motivation to improve qualifications and quality of library services. Skilled manpower should be to form in a marketing unit of a library.

Kinnell and Margaret (1990), Past literature on marketing of information, libraries use to practice promotion of services and neglecting an overall marketing strategy. Promotion including advertising and public relations is only one element of marketing.

Marketing of information and all products demands a highly personalized service, proximit of the knowledge base of users and great care in packaging and delivery in addition to product design and development, so that customer retain the business for long time (Gopal Krishana, 1991).

Kinnell and MacDougall, J. (1992) There is a little strategy planning involved in implementation of marketing practices and a gap between formulation of objectives and marketing information on user needs. There is a lack of specific staff and budget allocated for marketing. In the new climate of tight budgets and performance indicators there is a greater need for managing strategically as well as operationally.

Darlene Weingand, E. (1995) of the four elements in the "marketing mix" Price (cost) analysis provides the library manager with valuable data for decision making and a practical approach to developing marketing strategies. This article examines the concept of the program budget cost finding methodologies, the influence of demand, the impact of technology and budget presentation. Emphasis is given to looking beyond simple numbers and considering pricing within the broader definition of what products "cost" and to whom.

Patnaik K.R. (1996) describes the marketing concepts techniques and strategies relevant for library and information centres. Differentiates between the marketing task for profit and non-profit organization. Identifies changes and problems facing library and information centres and suggests marketing strategies and concepts that can be protective to counter airs to libraries role in society.

Morgan L. (1998) It is high time the libraries have to think more aggressively about marketing their information and knowledge products and services in order to survive in the increasing competitive information provision, marketplace. Marketing includes not only publicity or

promotion but also product creation, pricing and distribution. The emphasis should be on customer satisfaction and meeting the expectations of customers.

Kunneke, C. (1999) Marketing via the web is the key to the future, especially for libraries servicing distance learning academic institutions, such as gateway advertising product information and recommendation, building a sense of community, establishing customer discussion panels, creating a dialogue, targeting specific demographic groups, evaluating gateway success; and pricing and getting listed in directories.

Nims, Julia, K. (1999) Marketing involves designing products based on user needs and wants. At the thirteenth annual LOEX conference in 1984, the application of marketing principles to library instruction programs was investigated. This article examines the role of marketing, promotions activities, and public relations in library instructional services and discusses some reactions to using these techniques to improve instruction programs.

Marketing has various definitions, according to American Marketing Association (2013) marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Sharma and Bhardwaj (2009) defines marketing as a total system of interacting business activities to plan, promote and distribute want satisfying products and services to present and potential customers.

Basanta & Sanjah (2008) also stated that the ultimate aim of marketing is to provide the right information to the right user at the right time. A user ascertains the effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided

Kotler, Andresen, and Alan (1991) provided the details of the study that a market driven approach should be the focus of libraries, to reorganise their structure, to reengineer their activities, to redefine their goals, to redesign 34 their portfolio, and to reconsider their service delivery system. They have presented that the resources may be devoted only to satisfy the wants of the users A customer orientation towards marketing holds that success will come to that organisation that best determines the perception, needs, and wants of the target markets and satisfies them through the design, communication, pricing, and delivery of appropriate and competitively viable offering

Libraries should provide actively marketing services. The basic aim of marketing is a know and understand the users in order to satisfy their needs in an effective way. A marketing plan is an essential tool, which enable the librarian to focus the objectives of library. Right information to the rights people at right time will be the mantra for any library and information center's. The delayed information doesn't yield any productive result. Hence the librarians should be able market and promote the library collections and services among its users, to utilize them at right time a right

STATEMENT OF THE PROBLEM:

The problem under investigation is ‘marketing of library and information products and services of three autonomous colleges under Calcutta university: a comparative study’. It is appropriate to investigate the marketing of information products and services and to establish a marketing plan for information products and services of the colleges

The main purpose of the present study was to study the information needs and use pattern of teachers, students and research scholars of college libraries. The researcher decided to use a questionnaire as a tool of research for visit each teacher, students and research scholars collect data required due to vast distribution of the respondents in three colleges library under university of Calcutta. The literature survey has revealed that there is no such study has been done in the Calcutta university libraries on “Marketing of Library and Information products and Services of three autonomous colleges under Calcutta University: comparative study”.

The marketing of information services is an emerging area of interest in the academic library profession in recent years. The library budgets for primary sources are not keeping pace with the increase in the cost of publications. Also library budgets are subjected to drastic cuts due to economic consideration, Government policies etc. The operational and service costs in university libraries are increasing on account of labour, equipment and other infrastructural inputs. Each university library has some kind of information products and services to offer commercially. Now it is the time to shift from fully free-based information services and make a beginning to meet at least some of its operational expenses.

Because of the above stated competition, several university libraries including university of Calcutta libraries have adopted marketing of library and information services, but then, it is not known exactly how in terms of the strategies employed, what type of resources are marketed by these libraries, in order to remain visible, valuable and relevant to their communities and patrons and generally what challenges they encounter during this process.

OBJECTIVE OF THE STUDY: The following are the objectives of the study:

- 1) To collecting data regarding the effort of marketing of library and information services of the colleges
- 2) To assess marketing methods of the colleges
- 3) To assess and compare to be studies with respect to the standard
- 4) To study the marketing of library services in different College libraries
- 5) To examine the various types of fees collected for Information marketing used in libraries under survey.
- 6) To make the comparative analysis of their services in the selected libraries.

- 7) To assess the marketing of information services for user's needs.
8. To examine the various types of information service, marketing methods used in libraries in the study.
9. To understand the need for marketing in library and information centre.
10. To improve training and knowledge skills of marketing tools and techniques.

HYPOTHESIS:

- 1). The utilization of library and information services of the college libraries is inadequate in the absence of a strong marketing strategy, even though the libraries have a sizable collection and a large number of users.
- 2). The information products and services of the college libraries have a strong market potential.
- 3). Users differ significantly in their perceptions regarding the marketing of information products and services.
- 4). Users are moderately satisfied with the information products and services of the college libraries.
- 5). providing quality service, maintaining user relations, and setting up a customer friendly system is only possible from the staff that is trained marketing techniques.

SCOPE OF THE STUDY: The researcher was selected three colleges Under Calcutta University, West Bengal. They are

1. ST. XAVIER'S COLLEGE(AUTONOMOUS), KOLKATA,
2. RAMKRISHNA MISSION RESIDENTIAL COLLEGE, NARENDRAPUR
3. RAMKRISHNA MISSION VIDYAMINDIR, BELUR HOWRAH

LIMITATION:

Present study is limited to three colleges under University of Calcutta. the users of the university library represent a cross section of the society, priority has been given to students, teachers, non-teaching staff on the ground that they form the core target group of the college library system.

METHODOLOGY:

There have been many methods and techniques which can be used for collecting the data. Generally, the questionnaire method, interview method, observation method, case study method, Delphi technique, diffusion study techniques, critical incident methods etc. are used in one or the other context. A questionnaire was developed and used for data collection. A total number of 240 questionnaires were distributed among the students and 190 filled the questionnaires were acquired from the respondents. For sampling, random sampling process was followed for the marketing of library and information services. 70 respondents were selected randomly from St. Xavier's college, 65 respondents were selected from Ramkrishna Mission Residential College and 55 respondents were selected from Ramkrishna Mission Vidyamandir Belur, Howrah.

Table1: College wise questionnaires distribution:

Name of the college	Questionnaires(distributed)	Questionnaires(collected)	Percentage(%)
St. Xavier's College	80	70	87.5
Ramkrishna Mission Residential College	80	65	81.25
Ramkrishna Mission Vidyamandir	80	55	68.75
Total	240	190	79.17

Table 1 shows that the distribution of questionnaires and respondents rate. Out of 240 questionnaires 87.5% percentage received from St. Xavier's college, 81.25% received from Ramkrishna mission Residential College and 68.75% received from Ramkrishna mission Vidyamandir.

DATA ANALYSIS:

Table 2: Library product and services:

Library products and its services(F)	St. Xavier's college(F)	Ramkrishna Mission Residential college(F)	Ramkrishna Mission Vidyamandir(F)	Total frequency
Subject wise bibliography	6(8.57)	7(10.77)	4(7.27)	17

Abstracting and indexing journal	12(17.14)	6(9.23)	8(14.55)	26
List of new arrivals(monthly)	5(7.14)	3(4.62)	2(3.64)	10

Table 2 shows that majority of the users 26 respondents under study that library provides abstracting and indexing journals, 17th users respondents that library provides subject wise bibliography whereas only 10th users responded that monthly list of new arrivals, are the product of the library.

Table 3: Services provided by the library

Services provided by the library	St. Xavier's college(F)	Ramkrishna Mission Residential college(F)	Ramkrishna Mission Vidyamandir(F)	Total
Reprography services	10	13	14	37
Document delivery services	8	7	12	27
Xerox Services	9	7	6	22
Inter library loan services	15	10	11	36
Current awareness services	16	7	18	41
Literature search services	19	20	21	60
Internet services	23	24	17	64
Reference services	24	20	17	61

Table 3 shows that the majority of the users 64(33.68%) indicated Internet services provided by the libraries for the users, next responded service is reference service responded by 61 (32.11%) users, 60(31.58 %) users is indicated literature search service. CAS service is responded by 41(21.58 %) users, Reprography Service is indicated by 37 (19.47%) users. Inter-Library loan service is responded by 36(18.95%) users, Document Delivery Services is despondence by 27(14.21%) and. The Xerox service is indicated by 22(11.58%)

Table 4: Source of income of the library:

Source of income	St. Xavier's College, Kolkata	Ramkrishna Mission Residential College	Ramkrishna Mission Vidyamandir
Xerox	10	7	11
Fine	35	38	40
Member fee	22	24	28
Donation	40	30	35
Govt. sponsored	25	20	22

Table 4 shows that majority of the users indicate that Donation is the main source of income of the libraries, next source of income is fine. Minimum responded source of income is Xerox.

Table 5: Users should pay fees for information products and services:

Name of the College	Agree F	Disagree F	Undecided F
St. Xavier's College	8	20	10
Ramkeishna Mission Residential College	7	22	3
Ramkrishna Mission Vidyamandir	6	23	9
Total	21(11.05)	65(34.21)	22(11.58)

F=frequency, %= percentage

Table 5 shows that majority of the users (34.21%) disagree that users should pay fees for information products and services, 11.58% users undecided whereas that 11.05% users agree should pay fees for information product and services.

CONCLUSION:

The Libraries and information centre has a significant role in promoting higher education. A good library in an academic institution is considered as the nerve centre of the institution. The National Education Committee in 1964-66 (Popularly known as Kothari Commission) has recognized the important of libraries in Colleges and Universities and stated that no new university, college or department has to be started without making adequate provision for library. Promoting of library and information service is an important task for library management to fulfil the objectives of its parent's institution. A successful library service depends upon a successful marketing mix where a dependent variable is not influenced by a single variable, but more than one variable. Therefore, the librarian and library management committee should use marketing tools and techniques to make effective plan by which a library can fulfil the user's needs and demands.

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