

DELHI NCR CORPORATE LIBRARY MARKETING STRATEGIES



Kumari Anuradha

M. Phil, Roll No. 141233; Session-2014-15

University Department of library science, B.R.A. Bihar University, Muzaffarpur, India

E-mail: kumaria065@gmail.com

ABSTRACT

The parent organizations of libraries demand a Return on Investment (ROI) for every amount of money that is spent on libraries. According to Mercado3 (1998), "the effects of globalization and liberalization are gradually transforming this scenario totally." While it is expected of librarians to provide the quickest, most up-to-date, and most expensive gear and software available in order to make the information marketplace accessible, it is also expected that librarians will downsize, save money, and streamline their operations. The function of a librarian today is very different from what it was in the past. Now, not only do they have to run the library, but they also have to make sure that every user has access to the library's materials, which may be found in the library.

KEYWORDS: Corporate, Library, streamline.

INTRODUCTION

The parent organisations of libraries demand a Return on Investment (ROI) for every amount of money that is spent on libraries. According to Mercado3 (1998), "the effects of globalisation and liberalisation are gradually transforming this scenario totally." While it is expected of librarians to provide the quickest, most up-to-date, and most expensive gear and software available in order to make the information marketplace accessible, it is also expected that librarians will downsize, save money, and streamline their operations. The function of a librarian today is very different from what it was in the past. Now, not only do they have to run the library, but they also have to make sure that every user has access to the library's materials,

which may be found in the library. Now, the most difficult task for those who work in libraries and information services is not to manage the collection, the people, or the technology; rather, it is to transform these resources into value-added services. The concept of services has also evolved, moving from fundamental to value-added, from staff-assisted to self-service, from in-house to outreach, from uncharged to charged, from reactive to proactive, and from mass customisation to personalised service. The utilisation of marketing methods for the promotion of information products and services (IPs) within libraries is the response to the concerns posed above.

The utilisation of library resources can be increased as well as the promotion of library services and facilities with the assistance of marketing. A significant portion of the libraries are turning to marketing in an effort to increase library usage. According to Weingand⁴ (1999), "marketing is no longer viewed as simply the selling of a product, but more as an approach to product design that reflects the identified needs of the target populations." This statement was made in response to the fact that "marketing" is no longer seen as simply the act of selling a product. According to Janakiraman⁵, "Marketing discipline has emerged into a vital corporate function since the three previous forty years." This statement was made in 1998. During this time period, ideas and perspectives have been applied, not only to the provision of consumer goods and services, but also to the operation of non-profit organisations, issues pertaining to social development, and so on. The original idea of marketing has evolved into a fully fledged field of study in recent years. It offers well-structured theories that are currently seeing widespread application all across the world. According to what Hiremath⁶ (2003) observed, "It has become crucial that the tools of marketing are very much essential in the current quickly changing and highly competitive world." It does not include an exception for places like libraries and information centres that are involved in the processing of information to help people make decisions.

Utilizing a library's resources and information technology to their full potential is one of the most important factors in determining a company's level of success and productivity in today's highly interconnected and information-driven world. As a result, their outreach is currently undergoing a transition into a new phase as a direct result of the increasing emphasis that is currently being placed on the marketing of library services and resources. This change, which can be considered as a paradigm shift, occurs when public or private utilities, such as libraries and information services, transition into user-centric enterprises.

In spite of this gradual but consistent change, marketing operations may, at times, prove to be disappointing due to a lack of synergies between the numerous activities carried out throughout the library's various verticals. Due to the fact that libraries have not yet substantially engaged in comprehensive service planning and are instead primarily focused on a select few conventional initiatives, the structural connections between these activities may not be as strong as they could be. This is because organisational gaps exist. Therefore, it is absolutely necessary for library professionals and leadership to take on the responsibility of analysing and addressing these gaps in order to locate and implement synergies that will kickstart reforms. After gaining an awareness of the tasks and obligations that pertain to them in the contemporary

information landscape, library professionals are obligated to effectively promote the services that they provide.

OBJECTIVES OF THE STUDY

1. To study the role of marketing strategies in promotion of library product and services.
2. To know the approach of corporate libraries towards using marketing as a tool for promoting library services.

REVIEW OF LITERATURE

As Darlene E. Weingand³¹ (1995) puts it, "Marketing can be viewed as a process of exchange and a way to foster the partnership between the library and its community." In order to nurture the partnership, marketing strategies can be an effective tool that comprises series of activities that begin with identifying the needs of the community and end with communication back to the community about the library's response to those needs. In order to nurture the partnership, marketing strategies can be an effective tool that comprises series of activities that begin with In addition to this, it is surprising how much Melvil Dewey and other renowned librarians have contributed to the utilisation of marketing methods. The five rules of Library science that were first presented by Padamshri S.R. Rangnathan, who is considered to be the founder of library science in India, are the most illustrious instances of marketing library and information services in India. The time has come to focus on marketing for library services. According to Martey³² (2000), "there are many solid reasons why marketing ideas should be applied to the operation of a service organisation like the library."

The library is a service organisation. To begin, individuals who provide financial support to libraries are interested in learning "how effectively the monies that have been allotted to the library are being utilised to satisfy the information demands of its clients." According to Gupta³³ (2006), "Public libraries were the first to embrace the concept of marketing, with the main thrust in the 1980s aiming at the four Ps – product, price, place, and promotion– and academic libraries were the leaders in marketing their services." Public libraries were the first to embrace the concept of marketing, with the main thrust in the 1980s aiming at the four Ps – product, price, place, and promotion. During the following decade, libraries maintained their focus on traditional marketing methods such as the acquisition of new clients; however, they also began to recognise the significance of catering to the requirements of their patrons.

In today's world, libraries have also realised that marketing is a strong instrument that helps them to better their administration and management, and they have taken steps to incorporate this understanding. At the same time, it assists libraries in meeting the needs of their patrons and offers opportunities for areas of potential development. Because of the many obstacles that libraries must overcome, such as decreasing budgets, an information explosion, the digital revolution, and high user expectations, libraries are being forced to think creatively and employ marketing as a tool in order to improve their operations and the quality of their services. Gupta³⁴ (2003) noted that "the interest in marketing has enormously expanded over the last

two decades in practically all form of libraries around the world. Even the motivations for employing marketing strategies have not significantly shifted throughout time. The founding missions are increasingly ill-suited for the demands of the marketplace; budgets are becoming tight while units are claiming for more support; the recruiting and fund-raising arenas have become extremely competitive; and the rising competition among similar information service providers" are some of the common reasons that have been identified. Edewor³⁵ (2016) explained that "traditionally, libraries have been engaged in marketing of library and information resources and services through display of new books, exhibitions, bulletins, user orientation programmes, production and issuance of library guides, library week outreaches, and other publicity programmes." The promotional aspects of marketing include these actions, which are a part of that aspect. However, the demands of modern information handling, coupled with the advent of ICT, which brings various competitors in the delivery of information services, demands an innovative approach in reaching out to users, for which the above traditional strategies are no longer adequate.

This calls for an innovative approach in reaching out to users, which calls for an innovative approach in reaching out to users. As a result, it should not come as a surprise that an increasing number of university libraries are turning to social media in order to advertise and sell library services. According to Spalding and Wang³⁶ (2006), "Only by utilising marketing principles and techniques can libraries better understand the needs of their users, justify funding, communicate more effectively with a variety of external audiences, and achieve greater efficiency and optimal results in delivering products and services to meet the identified needs of their clients." This is a quote from the authors. "Only by utilising marketing principles and techniques can libraries better understand the needs of their users, justify funding, communicate more effectively with a variety of external audiences, According to what is said in Gupta³⁷ (2006), "marketing for libraries might mean a few distinct things:

Business libraries, also known as corporate libraries, are specialised libraries that function for any organisation or firm. The way in which corporate libraries function is distinct from the operation of regular libraries. Corporate libraries, as opposed to libraries located in traditional educational or public contexts, typically serve a more specialised clientele and are responsible for the management of more specialised types of material. According to Edgar³⁸ (2004), "Corporate information agencies, such as corporate libraries, information centres, or knowledge centres, often provide intellectual services within an organisation with a primary emphasis on information access and management." Their collections and services are more focused and relevant to the demands of their customer as a result of the fact that they were designed with the goal of assisting the mission of the organisation that sponsors them. Because of the downturn in the economy, businesses of all sizes and types, including corporations, are seeing significant drops in their income. Companies are reducing the workforce strength, and a number of offices that served many cities have been shut down. The libraries are likewise subject to the immediate repercussions of circumstances of this nature. It was requested that libraries justify the return on investment (ROI) that had taken place in libraries. Business libraries are subscribing to online databases and research tools such as databases of copyrights and impact factors due to the nature of their users and the requirements of the corporate

environment. The costs associated with these sorts of databases are quite high, and it is only natural for a corporation to expect returns on the investment they make. As a result of the proliferation of available information, readers demand information that is accurate and exact for their research and academic pursuits. The users are unaware of the available resources. The observation made by Jindal³⁹ (1999) is spot on: "For the past two decades, libraries all over the world have been riding on a stormy sea, battling pressures of all kinds." On the one hand, there is a consistent escalation in the cost of reading materials, which is at the rate of 20% per year, while on the other hand, the cost of other things like maintenance, salaries, and operations all grow at a rate of 10% every year. "The information seeking behaviour of the library users is also evolving towards new technology," Jayapal and Kaliyaperumal⁴⁰ (2015) said in their paper on their findings. Because they are under a lot of pressure to do their assignment on time, they are not willing to wait in order to receive the information that is of importance to them.

It is important to highlight that the pattern of information seeking behaviour exhibited by IT professionals is noticeably unique from that exhibited by any other patrons of the library. This is due to the fact that they have a larger amount of experience with technology. They are proficient in using software, hardware, and other tools, and as a result, they favour obtaining knowledge from online resources while searching for a new paradigm shift in the library. Because of this, they end up going to the library much less frequently." As a result, it is absolutely essential to educate people about the services provided by libraries and to encourage them to utilise them. Affelt⁴¹ (2011) wrote in her article that "Corporate library goals should reflect the ideals of the profession: to deliver to people exactly what they need, and often may not realise they need, in a form that they find helpful and usable, from a source that is highly accurate and reliable, and in a way that saves them time and money." Affelt⁴¹ (2011) suggested that "Corporate library goals should reflect the ideals of the profession." Corporate librarians have access to key tools, one of which is marketing techniques.

These methods help corporate librarians to construct a positive image of the library among management and users. The marketing process does not call for a significant financial outlay on your part. It is possible to initiate it from the desktop computer by utilising a straightforward internet connection. The most essential thing is to educate yourself on the many ideas of marketing talents, which can be found in a large number of books and also on the internet. According to Holt⁴² (2007), "the initial responsibility of librarians must be "intellectual," and librarians must continue studying over the entirety of the period that they claim to be library professionals."

RESEARCH METHODOLOGY

Research is defined as "a diligent examination or inquiry particularly via search for new facts in any discipline of knowledge¹," according to the Advanced Learner's Dictionary of Current English. The research methodology that was used for this study mostly focuses on the instruments, the many different research methodologies, and the procedures that were utilised in order to achieve the predetermined goals of the study. This chapter will provide an in-depth discussion of the several research approaches that were utilised in the course of carrying out this research. The precision of the findings can be improved by making use of several distinct

research methods. The chapter provided a detailed description of the numerous research methods, sampling techniques, and data collection methods that were utilised for the purpose of collecting primary and secondary data, as well as numerous scale items that were utilised for the purpose of finishing the research work.

DATA ANALYSIS

Analysis and Interpretation of data is the most important part of any research. In this study, the analysis and interpretation has been divided into two parts, part one analyzes the responses received from librarians and part two analyzed the user responses. After the analysis through tables and graphs, various tests i.e., SPSS, Chi-Square, ANOVA and Mean, Median, Mode also applied to test the hypothesis.

Table 1 - Print Books

Range	Responses	Percentage
Up-to 10000	5	50 %
Up-to 20000	2	20%
Up-to 30000	1	10%
More then 30000	2	20%
Total	10	100%

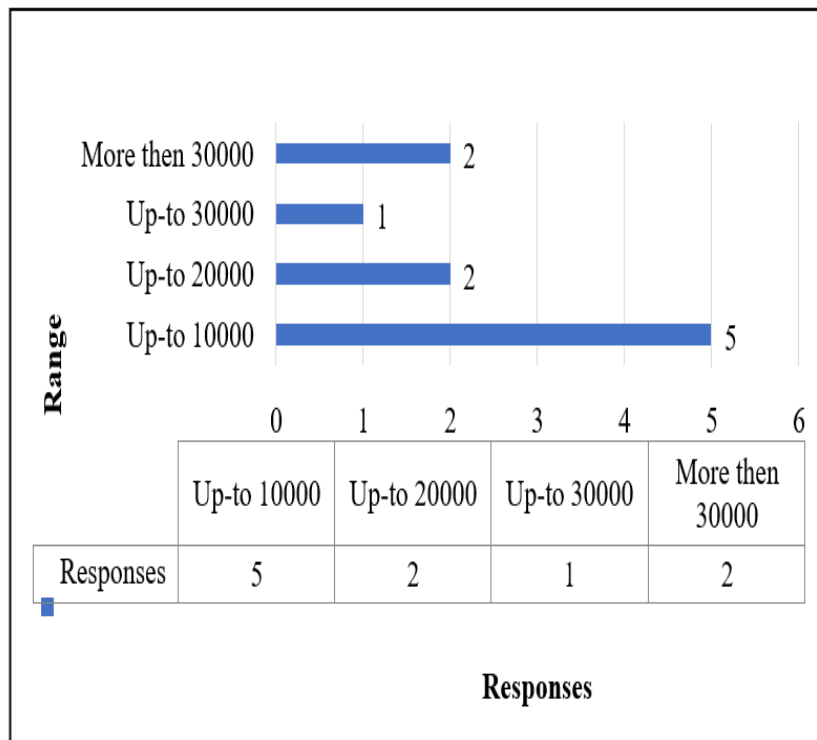


Figure 1 - Print Books

The print book collections of 50% (05) of the libraries can reach up to 10,000, while 20% (02) of the libraries may reach up to 20,000, and 10% (01) of the libraries can reach up to 30,000. There are two libraries, representing 20%, that have more than 30,000 books. The fact that the vast majority of library patrons visit these establishments in search of reference and up-to-date information explains why these libraries stock fewer hard copies of books than they once did. The fact that these libraries are adjacent to the corporate headquarters or production divisions means that patrons often spend less time reading books and more time being up to speed on the latest news and fashions.

Table 2 - Print Journals

Range	Responses	Percentage
Up-to 50	5	50%
Up-to 100	1	10%
Up-to 150	2	20%
Up-to 200	2	20%
Total	10	100%

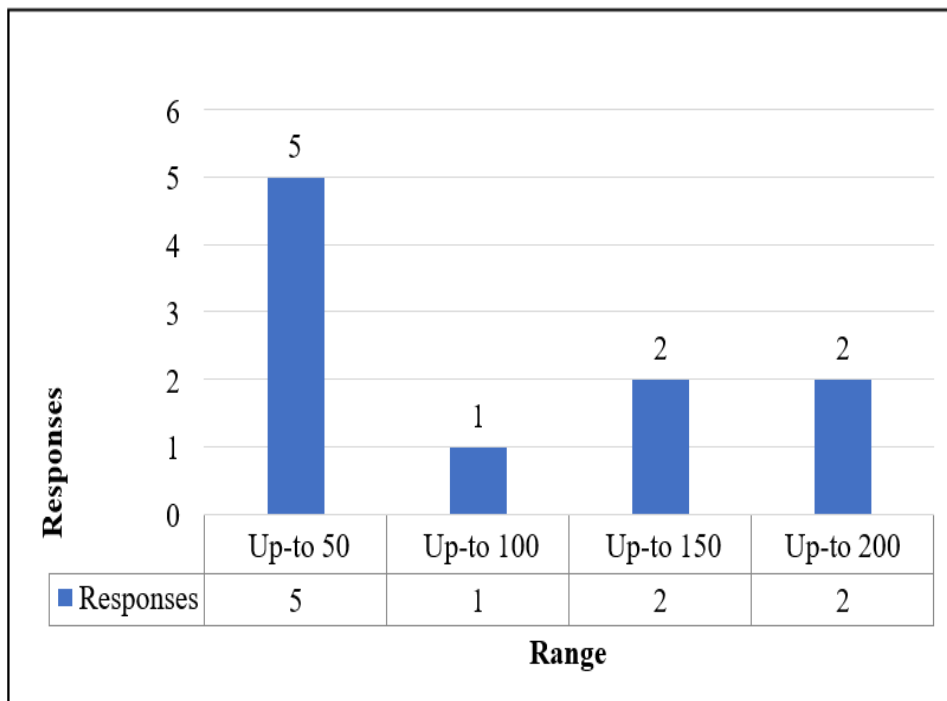


Figure 2 print Journals

Five of the libraries (50%) subscribe to up to fifty print publications, while one of the libraries

(10%) subscribes to up to one hundred journals. Two (20%) of the libraries had subscriptions to as many as 150 different periodicals. It is essential to take into consideration the fact that among all of these sample libraries, twenty percent (02) subscribe to up to two hundred print periodicals. Journals are an essential primary information source that should be used to keep abreast of the most recent developments in research trends. This is the reason why there is a significant increase in the number of journal subscriptions purchased by corporate libraries.

Table 3 E Resources

Range		Response	Percentage
Up-to 5		6	60%
Up-to 10		1	10%
Up-to 15		1	10%
More then 15		2	20%
Total		10	100%

Because of its speedy delivery and user-friendly search functions, electronic resources have emerged as a significant source of information in recent years. Because of this, each and every sample library has an active subscription to the many online resources. 60% (06) of the libraries subscribe to at least five electronic resources, followed by 10% (01) of the libraries that subscribe to ten electronic resources collectively. One more library, accounting for 10% of the total, has a subscription to nearly 15 electronic resources. Two different libraries each have subscriptions to more than fifteen different resources. The rationale for this is quite clear: using online resources is the easiest and most convenient way to obtain the most recent information and updates. E-resources are characterised by a number of desirable qualities, including user-friendliness, reduced need for time investment, rapidity, and effectiveness.

CONCLUSION

The academic community makes extensive use of digital and electronic sources of information, products, and services in this day and age, which coincides with the rise of the digital world technology. As users in the academic community become more tech-conventional, libraries need to improve their presence in the digital realm in order to keep up with user demand. However, the execution of a successful digital campaign through digital marketing techniques is extremely vital for each library to increase contact with the community of their customers through the many online marketing platforms such as Facebook, Twitter, email, instant messaging, and blogs, etc. This will enable the digital marketing strategies of academic libraries and services and their branches to offer world-class and 24/7 services and 365 days; in the digital marketing strategies, users' availability and facilities process meet increasing information needs and expectations of library patrons whenever and wherever they may be.

REFERENCE

1. Abu K, J. P. (2012). Old wine in new wine skin: marketing library services through SMS-based alert service, *Library Hi Tech*, 30 (2), 310 – 320
2. Adegoke, K. A. (2015). Marketing of Library and Information Services in University Libraries: A Case Study of Usmanu Danfodiyo University Library, *Intellectual Property Rights: Open Access, Sokoto-Nigeria*, 3 (2), 1-5
3. Affelt, A. (2011) Best practices for aligning the mission and marketing the services of the corporate library; In Sigrid E. K. and Marjorie J. P. (edited book), *Best practices for corporate libraries, Libraries Unlimited*, 153-166
4. Aire, C. A. (2007). Word-of-mouth marketing: abandoning the academic library ivory tower. *New Library World*, 108(11-12), 545-551.
5. Amy, A. (2011). Best practices for aligning the Mission and marketing the Services of the corporate library, *Best practices for corporate libraries. California: Libraries Unlimited*, 153-166
Angelicas, A. S. (1992). What library managers know about marketing: a study of Brazilian Geosciences and Mineral technology libraries? *Information Development*. 8(2), 90-94
6. Aschcroft, L. (2002). Issues in developing, managing and marketing electronic journal collections. *Collection Building*, 21(4), 147-154.
7. Banun, S. (1998). Marketing Information Technology (IT) products and services through libraries: Malaysian experiences. In 64th IFLA General Conference August 16-21, 1998. Retrieved from www.ifla.org/IV/ifla64/126-86e.htm
Bellardo, T. (1977).
8. Marketing products and services in academic libraries, *Libri*. 27(3), 181-194. 177
Bendapudi, N.S. (1996), Enhancing Helping Behavior: An Integrative Framework for Promotion Planning, *Journal of Marketing*, 60 (3), 33–49
9. Bosque, D. D. (2017). Beyond awareness: improving outreach and marketing through user survey, *Reference Services Review*, 45(1), 4-17.
10. Bridges, Jane. (2005). Marketing the hospital library. *Medical Reference Services Quarterly*, 24 (3), 81-92.
11. Busari, I. T. (2015). Analytical Approach to Effective Marketing of Library and Information Products and Services in Academic Libraries, *Journal of Library and Information Sciences*, 3 (2), 133-145