

Strategic Management of Info – Marketing: A Case Study of Fisheries Institute Libraries in Kerala

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Introduction

- Information is the fifth need of man
- Information products and services should be marketed
- The challenges of budget cuts, increased user base, the rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirements are forcing the professionals to adopt marketing to improve the management of library and information centers.

Definition Marketing

According to Philip Kotler “Marketing is 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 organization’s offering in terms of the target market’s needs and desires and as using effective pricing, communication, and distribution to inform, motivate and serve the market.”

Need of Info-marketing in Libraries

In order to remain viable in the atmosphere of competition from other information sources, libraries must market their services to make strong connection with community, anticipate trends and use new technology in ways to make services as timely and convenient as possible for their patrons.

Marketing strategies in Libraries

- A strategy is an action oriented blue print accomplishing the organization's mission, goals, and objectives.
- The basic principle of market mix such a product, price, promotion and place are applicable in effective marketing of library.

Marketing strategies in Libraries

Product - is anything that can be offered.

Price – The libraries now have to invest lot of money to use highly sophisticated gadgets of modern technology.

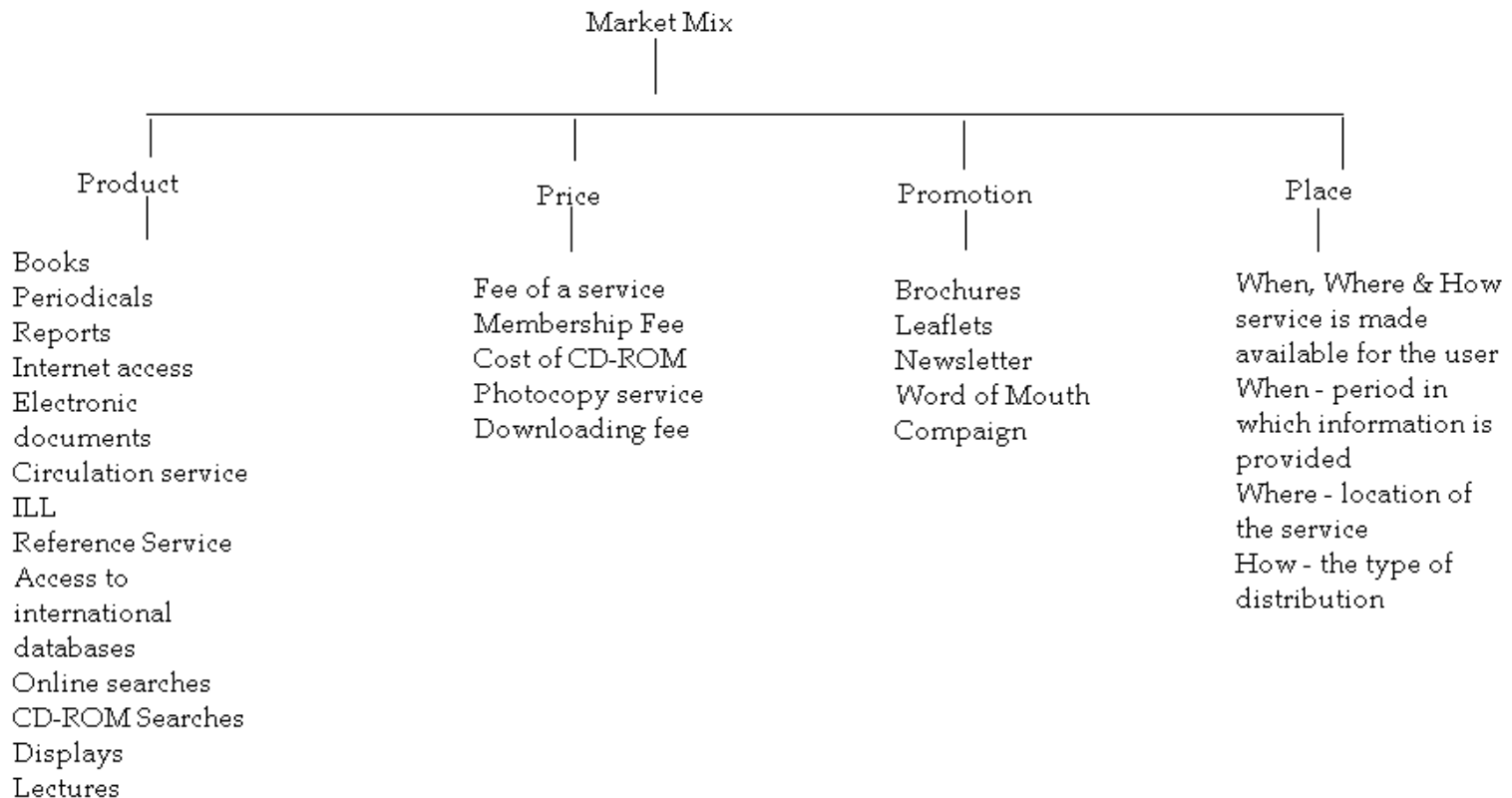
Therefore, information is no longer a free service if one wants instant, comprehensive, up to-date and world wide coverage of information. Price can be used to express the value of information services

Marketing strategies in Libraries

Promotion – is any marketing effort whose function is to inform consumer about the merits of a product or service.

Place – represents the distribution channels that an organization utilizes to convey its own physical products or services to the end users.

Marketing Strategies in Libraries



Info-Marketing Strategies followed in Fisheries Institutes in Kerala

- Fisheries and associated industries contribute
 - Significantly to national and global economy
 - To employment
 - To income
 - Food security

Such a sector of economic and social importance needs timely information support.

Info-Marketing Strategies followed in Fisheries Institutes in Kerala

- Central Marine Fisheries Research Institute, (CMFRI)
- Faculty of Marine Sciences, Cochin University of Science and Technology (FMS – CUSAT)
- College of Fisheries, Panangad (COF – KAU)
- The Marine Products Export Development Authority (MPEDA)
- The Central Institute of Fisheries Technology(CIFT)

Info-Marketing Strategies followed in Fisheries Institutes in Kerala

- Fishery Survey Of India (FSI)
- Central Institute of Fisheries Nautical and Engineering Training (CIFNET)
- National Institute of Oceanography (NIO)
- Centre for Marine Living Resources and Ecology (CMLRE)
- National Institute of Fisheries Administration & Management (NIFAM)

Info-Marketing Strategies followed in Fisheries Institutes in Kerala

- Fisheries institutes libraries users consists of students, teachers, technical staff, research scholar and scientists. In order to cope with various information needs of users all the information products and services of libraries must be planned, organized and controlled according to users expectations. The basic principle of market mix are used for analyzing marketing of fisheries institute libraries.

Methodology

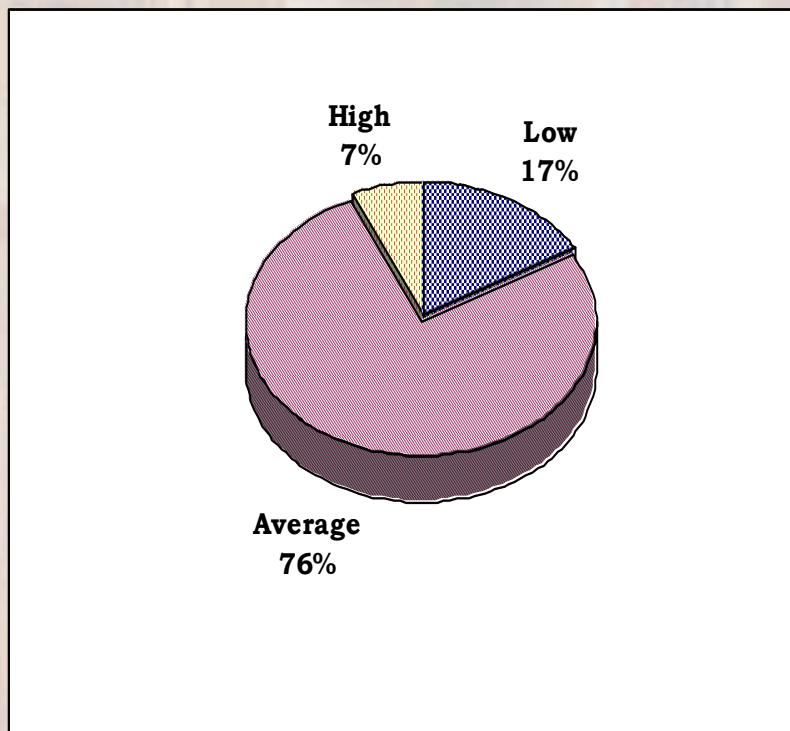
- Survey method
- Semi structured interview and
- Observation

Product (Perception/Satisfaction of user)

Opinion of the users about the collection in the library

Statement	Strongly disagree	Disagree	No Opinion	Agree	Strongly agree
Have adequate number of books to meet the requirements	6 (0.9)	76 (12)	21 (3.3)	453 (71.3)	79 (12.4)
Subscribes sufficient number of journals	6 (0.9)	218 (34.3)	66 (10.4)	291 (45.8)	54 (8.5)
Have adequate collection of e-resources	6 (0.9)	205 (32.3)	132 (20.8)	236 (37.2)	56 (8.8)
Considers the needs of users while acquiring e-resources	2 (0.3)	66 (10.4)	125 (19.7)	386 (60.8)	56 (8.8)
Provides required e-resources always	2 (0.3)	127 (20)	198 (31.2)	240 (37.8)	68 (10.7)
There is a general preference for e-resources than print materials	3 (0.5)	117 (18.4)	105 (16.5)	243 (38.3)	167 (26.3)

Opinion of users about overall library collection

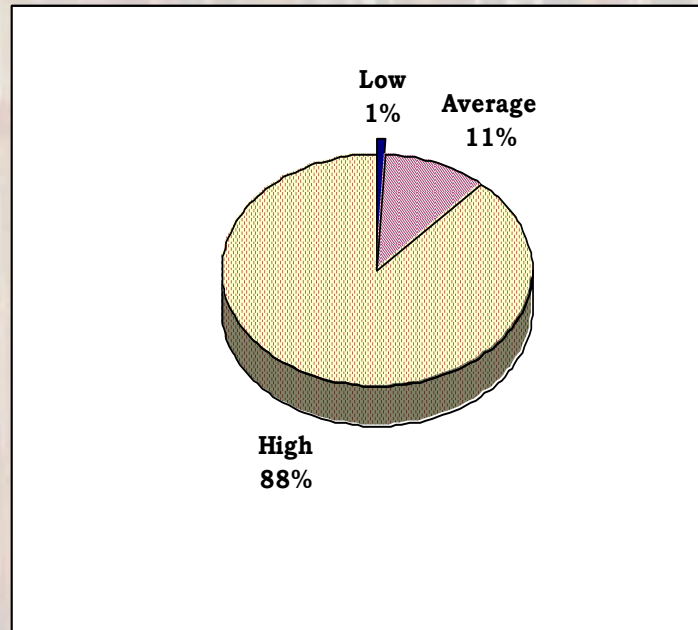


Results of the figure points that about three fourth of the users have the opinion that only an average level of collection is available in the library. About 16.5 percent argued the collection of materials in the library is very low.

Opinion of the users about the attitude of library staff

Statement	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
They always help when the users fail to get a needed information	0 (0)	5 (0.8)	12 (1.9)	381 (60)	237 (37.3)
They inform the users about the availability of the online resources requested	3 (0.5)	19 (3)	48 (7.6)	413 (65)	152 (23.9)
They immediately responds to the needs of users	0 (0)	9 (1.4)	28 (4.4)	421 (66.3)	177 (27.9)
Behaviour of the staff gives confidence to the users	3 (0.5)	10 (1.6)	79 (12.4)	384 (60.5)	159 (25)
They have sufficient computer knowledge	3 (0.5)	5 (0.8)	57 (9)	428 (67.4)	142 (22.4)
They educate the users how to get the e-resources well	0 (0)	24 (3.8)	90 (14.2)	389 (61.3)	132 (20.8)
They are polite and courteous	3 (0.5)	8 (1.3)	22 (3.5)	434 (68.3)	168 (26.5)

Opinion about library staff



Results of the figure shows that majority of the users (88.2%) have the high opinion that library staff are co-operative, polite, courteous and have sufficient computer knowledge. Only 0.8 percent disagree to that and 11 percent are not fully satisfied.

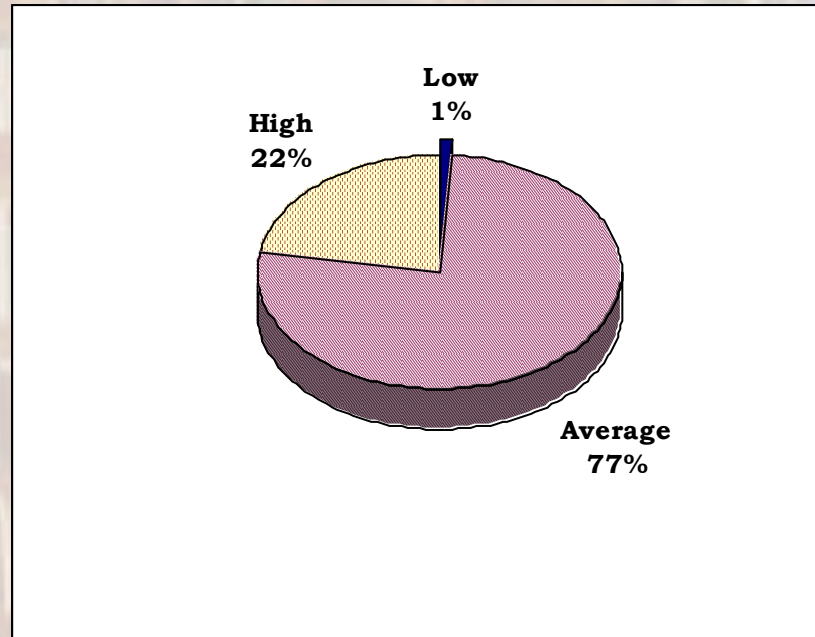
The services provided by the library as per librarians response

Services	Frequency	Percent
Computerized system for issuing books	5	83.3
Ledger system for issuing books	1	16.7
Open access system	6	100
Issue of back volumes of journals	4	66.7
Content page services	6	100
Circulation of new arrivals	6	100
ILL	6	100
Reprographic services	6	100
Reference service	6	100
Compilation of bibliography	3	50
Current Awareness Service	6	100
Selective Dissemination of Information	6	100
User Education	6	100

Opinion of the users about the services provided by the library

Statement	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
e-resource database service is adequate	6 (0.9)	183 (28.8)	133 (20.9)	248 (39.1)	65 (10.2)
Issues sufficient number of e-resources	8 (1.3)	211 (33.2)	181 (28.5)	194 (30.6)	41 (6.5)
Regularly exhibits lists of new e-resources	0 (0)	142 (22.4)	138 (21.7)	330 (52)	25 (3.9)
Issues e-resources as many days as required	0 (0)	168 (26.5)	211 (33.2)	227 (35.7)	29 (4.6)
Provides lists of useful websites	0 (0)	110 (17.3)	133 (20.9)	346 (54.5)	46 (7.2)
Has flexible working time	16 (4.0)	127 (31.8)	60 (15.0)	170 (42.5)	27 (6.8)
Provides photocopying service	25 (3.9)	202 (31.8)	95 (15)	270 (42.5)	43 (6.8)
Provides book bank facility	6 0.9)	148 (23.3)	159 (25)	241 (38)	81 (12.8)

Opinion about library services

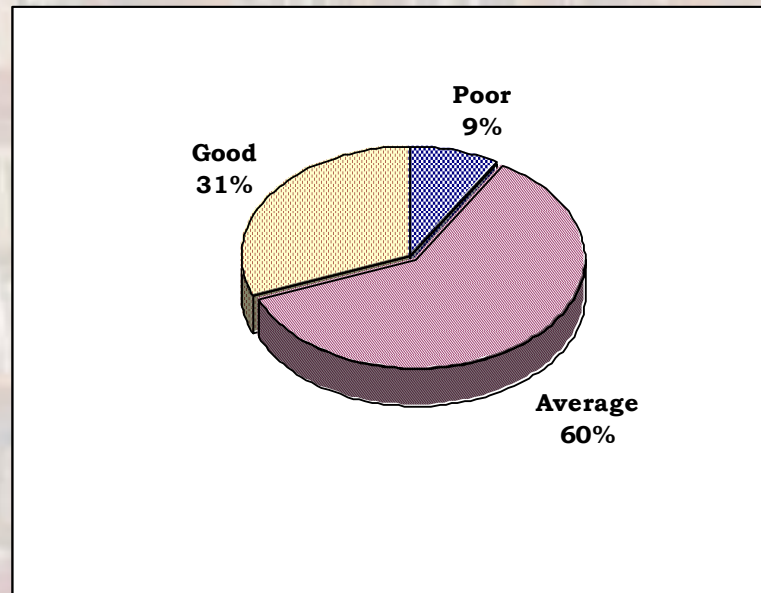


This figure points that only 22.4 percent of the respondents is having very good opinion about library services. More than three fourth of the users are not fully satisfied with the library services. Only about 1 percent argued the services of library is very low.

Opinion of the users about the Physical facilities of the library

Statement	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
It has well equipped furniture	8 (1.3)	62 (9.8)	82 (12.9)	348 (54.8)	135 (21.3)
It has an air conditioned e-resources workstation	41 (6.5)	227 (35.7)	72 (11.3)	235 (37)	60 (9.4)
It has better ventilation and lighting facilities	13 (2)	65 (10.2)	136 (21.4)	337 (53.1)	84 (13.2)
It has comfortable seating facilities	6 (0.9)	76 (12)	143 (22.5)	283 (44.6)	127 (20)
It has separate e-resources	2 (0.3)	211 (33.2)	148 (23.3)	179 (28.2)	95 (15)
It has a separate CD-ROM workstation	15 (2.4)	263 (41.4)	183 (28.8)	139 (21.9)	35 (5.5)
It has excellent mobile zone	18 (2.8)	100 (15.7)	292 (46)	200 (31.5)	25 (3.9)

Opinion about Physical facility of the library

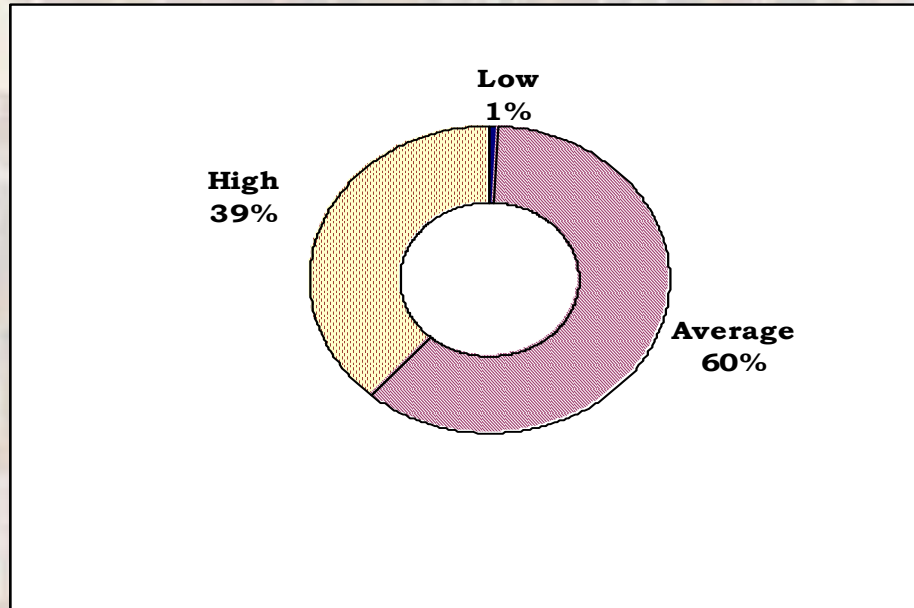


About 60.3 percent of the users have the opinion that the libraries have only an average level of physical facility. Only 31.2 percent argued that physical facility of the library is good. About 8.5 percent argued that physical facility is poor.

Opinion of the users about the ICT facilities provided by the library

Statement	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
Provides OPAC facility	2 (0.3)	15 (2.4)	133 (20.9)	346 (54.5)	139 (21.9)
Circulation services are computerized	0 (0)	46 (7.2)	98 (15.4)	392 (61.7)	99 (15.6)
Provides CD access	2 (0.3)	56 (8.8)	125 (19.7)	368 (58)	84 (13.2)
Provides free internet services	0 (0)	9 (1.4)	43 (6.8)	384 (60.5)	199 (31.3)
It has bar code technology	21 (3.3)	97 (15.3)	97 (15.3)	335 (52.8)	85 (13.4)
Subscribes to e-journals	9 (1.4)	34 (5.4)	84 (13.2)	389 (61.3)	119 (18.7)
Have its own website	21 (3.3)	241 (38)	79 (12.4)	189 (29.8)	105 (16.5)
Have printing a/CD writing facilities	5 (0.8)	56 (8.8)	66 (10.4)	392 (61.7)	116 (18.3)
Has adequate number of systems	41 (6.5)	253 (39.8)	49 (7.7)	192 (30.2)	100 (15.7)
System got high processing speed	49 (7.7)	116 (18.3)	75 (11.8)	300 (47.2)	95 (15)
Has better downloading facilities	30 (4.7)	117 (18.4)	92 (14.5)	326 (51.3)	70 (11)
System are protected with licensed Antivirus software	6 (0.9)	60 (9.4)	102 (16.1)	414 (65.2)	53 (8.3)
Subscribes to sufficient database	0 (0)	181 (28.5)	201 (31.7)	227 (35.7)	26 (4.1)
Gives orientation to use computers	13 (2)	37 (5.8)	195 (30.7)	362 (57)	28 (4.4)
Provides search techniques to use UGC-INFONET e-journals	8 (1.3)	162 (25.5)	181 (28.5)	228 (35.9)	56 (8.8)

Opinion about the level of availability of ICT facilities provided by the libraries



Regarding the level of availability of ICT facility 60.6 percent of the users have the opinion that it is only on an average level. About 38.6 percent agree that ICT facility is highly available in their libraries. Only 0.8 percent felt that availability of the ICT facility is very low.

Place

Five out of six libraries of fisheries institutes have campus intranet facility. All the fisheries institutes and libraries have internet connectivity. All libraries are computerized and providing OPAC facility. From analysis, it is understood that all libraries have CD access and better downloading facilities. Even though the users are not satisfied with the timings of libraries, they can access needed information without coming to the library.

Price

Fisheries institute libraries are charging membership fee from outside users. A very small amount of income comes from photocopying services. Institutes are collecting fees from outside users for downloading facilities.

Promotion

All the six fishery institute libraries have attractive information brochures. All libraries are providing user education to new comers. Two libraries have web OPAC. Out of six libraries one is having its own website and others are sharing the institute's websites space. Local newspapers and magazines are used for dissemination of information related to programmes and activities in the library, including the specific ventures such as workshops, seminars and refresher courses.

Conclusion

Without effective marketing and competitive services libraries are little more than buildings and books. Marketing should be a continuous process. This paper examines the methods used by fisheries institute libraries in Kerala to market their services to different categories of users and the problems experienced therein. So we can conclude that, although efforts have been made to achieve this, more emphasis must be put on promotion of the already existing services. The existing services should be updated periodically to maintain quality of services and the same should be intimated to the users through various channels.

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A photograph of a library interior. The room is filled with tall wooden bookshelves that reach up to the ceiling, packed with books. In the foreground, there is a wooden desk with a computer monitor and some papers on it. A wooden chair is positioned in front of the desk. The lighting is warm and the overall atmosphere is quiet and scholarly.

THANKS

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