Marketing Electronic Information Resources (EIRs) in Academic Libraries: A Conceptual Study

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Abstract - *The present study has describe the meaning of marketing with special reference of academic library. The modern library system has going to adopt new technology for provide ICT based products and services to satisfy the diverse needs of users. Electronic information resources are the parts of this. This paper has discover why the need of marketing of electronic information resources and what is advantage to do it. The study endeavors to discuss how the marketing of e-resources can be achieved through digital media, such as the Internet, email-list, library's websites, blogs and postcard; social media such as, Facebook, Web 2.0, Wikis, LinkedIn, Myspace, Blogging, YouTube and the print materials. The aim of the study is to introduce various tools that can be used in libraries for marketing e-resources.*

Keyword: Electronic Information Resources, Marketing, Academic Library, Digital Library

Introduction

The advancement of Information Communication Technology (ICT) has created a new opportunities and challenges for academic libraries for how to manage and promote their information resources and services to satisfy the new user's needs. It has changed information resources of the libraries, the variety of user and their information needs, users approach to accessing information such as print format into electronic format etc. Today it is also possible that users can access information resources without the physically presence in the libraries. The preference of users toward using e- resources has drastically increased in the academic library because it facilitate the easy and remotely access of information, fast searching for pinpointed information and save the time of users. In this digital age, library's collection has continue, to move more their information resources from print to electronic formats,

therefore the challenges of effective marketing of those resources has become apparent[1]. Importance of marketing in academic libraries has been seen for the reason like users are unaware of non-print library's materials, lack of ICT skill to search relevant information and unsatisfied with available libraries collections. Millions of dollars spend on electronic resources in a year by the academic libraries, yet many of them are underused and unknown to users[2]. Library have spent a large amount of their budget for acquiring electronic resources such as E- journals, Online Databases, E-books etc. The traditional marketing technique for print resources, such as display of new books, exhibition, bulletin board, user orientation and library guide are seems to be lessees suitable and adequate for electronic resources because there are physically absence to view for users.

Background of the Study

There has been no lack of literature on marketing of libraries and information resources but all the previous study had mainly covered the marketing of print material which is major part of academic library's collection. After the emergence of information communication technology (ICT) electronic resources has grew as the major part of library's collection. Therefore the present study has focus on marketing electronic information resources. The aim of marketing is informing the users (Actual and potential) of the multiplicity of services that a library has provide. Due to the information explosion and improved information communication infrastructure, access to global information has been enhanced. As a result, there is a need for libraries to identify the e-resources that meet the information needs of their clients (Kamar, 2008)[3]. In physical library where the information resources is in print format has openly and clearly displayed with good sings and items are easily find by users. But non print materials cannot interact with users easily (Nooshinfard&Ziaei, 2011)[4]. Veeramani&Vinayagamoorthy (2010)[5] in his study "A Study on the Need of Marketing Techniques for Academic Libraries in Kuwait" found that Computer-assisted language learning is more than effective of conventional English language instruction. The library and information centers (LICs) are developing marketing strategies and becoming aware of marketing their services.He also agree that LICs are interested in marketing of information products/services. Library and information professionals are grasping a marketing approach, as it is an essential weapon in the competition age. Efforts for increasing user-awareness are taking place for efficient marketing of information. Yi (2016)[6] discuss the three main techniques used to promote libraries and services as digital media (catalogues, e-mails, library Website, online advertising, social media, Webcasts and Website announcements), print

materials (advertisements, booklets, brochures, direct mail, flyers, giveaways, leaflets, newsletters, print advertising and published guides) and events (classroom instruction, exhibits or display, face to face events, library tours, training sessions and workshops). Bhat (1998)[7] outlined the marketing approaches used in the British Council Network in India and found that techniques such as personal visits, presentation at institutions, brochures, leaflets, newsletters, extension activities, cultivating the press and media advertisements were used to promote library and information services in order to increase the customer base. Jain (2013)[8] in his paper "application of social media in marketing library and information services" concluded that Social media is well- recognized forum for marketing library and information services. She supported their argument with Ezeani&Igwesistatement growing population of patrons and librarians using Social networking is an indication that "it is an ideal vehicle for marketing the services of libraries to patrons".

What is marketing and it Definition?

Marketing is a broad concept many scholars has defined as his own way. But most of them are agree with, it is an organizational process which establish the relationship between customers need/demand for products and services and delivered them through achieving the goals of organization. Jain (1999) has simply define "marketing is the identification and satisfaction of user needs and wants". American Marketing Association (2004)[9] has define marketing is an organizational function and a set of process for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stake holders. Kaur, S. has state that, marketing is concerned with costumers and the satisfaction of their needs with appropriate products and services. According to Kotler "marketing is the analysis, planning, implementation, and control of carefully formulated programs designed tobring about voluntary exchanges of values with target markets for the purpose of achieving organizationalobjectives". Looking as above definition it is clear that, marketing is a long range activities or groups activities which involves to identify the costumer's needs, develop products and services, value of product/services for customers, distribution, promotion and evaluation of products and services. Therefore, the purpose of marketing is to increase the consumer satisfaction and identify the better way to achieve organization goals.

Application of marketing approach in library and Information Centre

Library is a non-profit organization, make the information for all, achieve literacy, improve the living standard of societies and the development of nation is main concern instead of personal benefits. It serve the diverse of users or customers for their information needs, so it is very important for libraries to identify the user's information needs, to collect the information and aware them for information which is available in the library. The first paper on marketing in libraries was presented by Swedish author, GertoRenborg at 63rd IFLA conference with the title, "Marketing of library and information services: how it all began" (Gupta, Koontz &Massisimo, 2006)[10]. Since then, there has been a steady growth in the literature of marketing library and information services. The aim of marketing in academic libraries is to informing the users (actual and potential) of the diverse of services that a library can do and it should also inform users of new information resources and services that has been introduced in the library. Academic libraries has going to decline their budget day to day with partly blamed by academician, scholars and the parent organization the role of libraries is irrelevance and inadequate after the invention of internet. This is new challenges of librarian or library professional to remind their services and products and make it competitive in ICT age. It should also the responsibilities of librarian/library professional to make advancement in library resources such as equipment, staff, and collections and to enhance theme for user's satisfaction among library community. The main reason of marketing ERIs in library, to aware the users for new format of information resources, to ensure the maximum uses over print format and extend for future growth. Veeramani&Vinayagamoorthy (2010)[11] has been identify the four basic reason why the academic library need to adopt a strategic marketing approach, these are following;

- To focused on the customers or a library users wants;
- To determine the library users wants and then think how to make deliver a literature to satisfy those wants;
- marketing helps the library to the future growth of more effective usage of library or information centers by the users;
- It helps to achieve long term goal oriented, so these service could be extended;

Advantage of marketing library product and services

According to Munshi (2008)[12] a successful marketing includes the art of deciding that strategy/ technique is used in different situation. As non-profit-making organizations, library and information centers cannot avoid marketing practices. Although

libraries/information centers as non-profit organization have three constituencies, e.g. clients to whom they provide services, the parent institution from they receive funds; but they should market their services for the following reasons:

- Marketing enables librarian or information managers to understand the real needs of users for taking good management decision, which will turn help in providing maximum information services to users more efficiently and effectively;

- Librarian and information manager is not only interested for the users who due to use the services regularly. He also interested non-users groups. Marketing play a vital role to identify the information needs of non- users and helps to provide them with necessary information;

- Librarian and information manager need to present to their services as an indispensable part of the organization and try to justify the clam that their clients/users cannot do their job efficiently or effectively without a library services. In this way, marketing technique and tool will help libraries and information services receive more funding for their patrons.

- Marketing may help to improve the image of the library and information profession through collection of revenue performing different services to users;

Marketing EIRs in Academic Library

Academic libraries support teaching and research need of the institution they serve. It is library's responsibilities to ensure that the use of its information sources, resources and services are maximized to benefit its users; hence the necessity for marketing of these available resources[1]Electronic information resources has gradually become a major part of academic library's collection. Library has purchased subscriptions to many electronic information resources in order to provide users with access to them free of charge. Effective marketing of EIRs can helps libraries, reach to all their users and let them know that they have a large collection of convenient, easy to use, high quality resources. Academic library ha shift print materials to electronic information materials and services in the form of CD-ROM, e- books, e-databases, e-journals, electronic current awareness services and information subject gateways accessed through internet. This means that students are able to utilize these resources for

effective research and of better quality (Gakibano, Ikoja-Odongo&Okello-Obura, 2013)[13]. Kamar (2008)[14] has been discussed the reason for marketing e-resources these are:

- To ensure access to timely, accurate and reliable information resources.

- To counteract the speed at which information becomes obsolete.

- To create awareness of the availability of e-resources.

- To compete for financial resources with other branch libraries for financial resources from the parent institution amidst tight budgets and financial constraints.

- To promote an updated image of the library's new services and products and the role of staff in the provision of these services and products.

- To meet the rising expectations of information users' needs through the provision recognition of, attention to, and appreciation of library clients

- To benefit the library's image by increasing library funds, increasing usage of services, educating users (actual and potential), changing outdated perceptions, and enhancing the reputation of the library and its staff. Can also lead to an increase in library funding

Tools for marketing Electronic Information Resources

The electronic information resources is a relatively new format of creation, storage and dissemination of information. The collection of e- resources has growing in the library day-to-day, they have pay a heavy amount of their budget for subscribing e-resources especially on e-journals, databases, e-books etc. It is essential to assure the maximum utilization of these new resources by users of library. The marketing helps to build awareness and increases uses of e-resources among the library's users. The table has try to show the some major tools and their features for marketing EIRs in academic library.

Table-1

		Features
Digital media	Library Website, E-mail services, Web page alert, Library portal, OPAC, Online survey, Webcasts and Web announcements, Online advertising Social Network site such as Facebook, Twitter, Flicker, YouTube, Blogs, Wikis, RSS, Web 2.0.	Time saving, Instantly reachable to the patrons, easy to cover large population, cost-effective, less stimulating, require ICT skills, creative, simultaneous in nature.
Print media	Booklets, Broachers, Flyers, Banner/Posters, Bookmarks, Newspaper alert and Newsletter, Use Statistics, Library publications, Annual calendar, Feedback form, Postcard/Letters, survey.	Time consuming, limited access for patrons, expensive, more informative, no extra skill required for use it, Static, at a time available for one users .
Events and Activities	Workshops, Seminars, User-Education and Orientation, Word of mouth, Classroom Instruction, face-to-face events, Library tours, Training session, One- to- one Conversations.	Long time activates, more expensive, more informative for participants, Flexible for instructors, establish direct with and tutors.

Conclusion

This conceptual study had explored the meaning of marketing for non-profit organization. The academic library is a non-profit organization established by their parent organization for teaching, research and development of nation. It has found that the users of library are unaware about of new format of library's collection i.e. electronic information resources. This study had investigated the need of marketing EIRs and suggested the various tools. Finally, the features of it individual marketing tools had discussed in the table-1.

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