

# **Marketing of Library and Information Services**

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# Market Survey

- ▶ A market survey is a tool used to gather information about existing or potential customers in a certain market or population. Researchers select a sample of customers from the population. The information from the survey is then used to assess attitudes and beliefs, and in turn predict market behavior, such as buying intentions

# Marketing Survey cont...

- ▶ The study of the spending characteristics and purchasing power of the consumer who are within your business's geographic area of operation; a research method for defining the market parameters of a business. .

# Definitions

- ▶ “The systematic gathering, recording and analysis of data about problems relating to the marketing of goods and services” —The American Marketing Association.
- ▶ “The systematic objective and exhaustive research for and study of the facts relevant to any problem in the field of marketing.” —Richard Crisp
- ▶ “Marketing research is the careful and objective study of product design, markets, and such transfer activities as physical distribution and warehousing, advertising and sales management.” —Clark and Clark

# Definitions cont...

- ▶ “Marketing research is the inclusive term which embraces all research activities carried on for the management of marketing work, the gathering, recording and analyzing of all facts about problems relating to the transfer and sale of goods and services from producer to consumer.” —Harry Hapner

- ▶ From the above definitions, it is clear that marketing research is concerned with tackling the problems emerging from the beginning to the final stage of marketing process.

# Primary Aims

The primary aims of marketing research are to enhance the quality of the decision making of marketing managers . It can reduce business risk through the acquisition of relevant data and information.

The purpose of market research is to gather data on customers and potential customers. The collected data aids business decision making. This therefore reduces the risks involved in making these decisions





# Objectives of marketing surveys

**Marketing surveys are undertaken for attaining the following objectives:**

- ▶ To Provide Basis For Proper Planning
- ▶ To Reduce Marketing Costs
- ▶ To Find Out New Markets for The Product
- ▶ To Determine Proper Price Policy
- ▶ To Know The Market Competition
- ▶ To Study The External Forces and Their Impact

# Objectives of marketing surveys (cont...)

- ▶ To study the needs, wants and expectations of consumers.
- ▶ To find out reactions of consumers to the products of the company.
- ▶ To evaluate company's sales promotion measures for suitable adjustment and improvement.
- ▶ To study current marketing problems and opportunities for suitable follow-up actions.
- ▶ To suggest the introduction of new products, modifications of existing products and to discover new uses of existing products.
- ▶ To design and test appropriate packages of company's products and make packaging as attractive as possible

# Objectives of marketing surveys (cont...)

- ▶ To find out methods for making the products of the company popular and raising its goodwill and market reputation.
- ▶ To assess competitive strength and policies.
- ▶ To estimate potential buying-power in various areas
- ▶ To know the company's expected share of the market.
- ▶ To study existing pricing, channels of distribution and market competition for suitable changes, if necessary.

# Objectives of marketing surveys (cont...)

- ▶ To determine the dimensions of the marketing problems, facilitate evaluation of the alternative solutions of different problems and help in the selection of a right course of action.
- ▶ To define the probable market for a specialized product and to report on general market conditions and tendencies, buying habits, etc

# Why market survey in libraries

- ▶ Marketers say that perception is reality. For each user, the perception of the library may be different, and sometimes not what we expect
- ▶ We need to know how users perceive the library, what they expect from the library, and how they make decisions about using library products. Market research helps us understand our market, our specific user groups, or segments.
- ▶ With careful market survey in library, we can determine how our users perceive the library, what they expect from the library, and how they decide whether or not to use our products.

# Getting information from user can help us to

- ▶ Identify the demand.
- ▶ Identify your competition.
- ▶ Learn how your users make decisions about services.
- ▶ Learn what value customers place on library products.
- ▶ Determine the promotion.

# Types of market surveys can be used in libraries

- ▶ Telephonic survey.
- ▶ Written narrative surveys/ questionnaire .

# Conclusion

- ▶ The modern library is now generally called an information market and the library user is a consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information. The library should give priority to provide excellent customer service enhancing its image as information provider in the information era. The library and information services should be user (customer) oriented in order to satisfy their information needs effectively. Marketing of library and information services includes customer (users) priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services, etc. The ultimate aim of marketing here is to provide the right information to the right user at the right time.