Marketing of public library services in Balochistan: planning and prospects.

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Abstract: *The purpose of this paper was to examine the marketing of library services in public libraries of Balochistan, and to identify the factors related to the use of different library marketing strategies in public libraries. Being quantitative in nature the study adopted survey method using close ended questionnaires for data collection from librarian and other related staffs in public libraries of Balohistan. The findings of the study depict that the librarians in public libraries have a positive perception towards the applying marketing strategies. It also identified factors relating to the marketing services and resources that are linked to the creation of awareness among librarian, lack of fund, poor internet quality, and not using library website and new trends of library marketing for libraray services. This study highlights the key factors related to the adaptation of libraray marketing services in libraries and provides outreach services to the readers. Library administrators by using these results can develop the library marketing plans to effectively promote their library services and resources.*

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Introduction

Marketing is an important promotion tool in the modern world. It is an area which is now beginning to attract the attention of librarians, research scholars, and businessman's. As for as marketing services in libraries are concerned, the seasoned analysts and researches are agreed that marketing services are the back bone of any institution. When it comes to marketing services in libraries it reveals that the world libraries have progressed on this field with an accelerated speed.

Aramstorng and Kotler (2006) defines marketing in such words, publicity of any organization is a public and administrative method by which human being and organizations to get what they want with need to develop through creating and exchange assessment each other. Apart from this, Ntulo and Otike (2010) defines that in marketing application public libraries elaborate that, public libraries were the leading organization which applied the principles of marketing tools and techniques that improved and satisfy the clients according to their needs.

Basanta & Sanjah (2008) declare that the pertinent goal of marketing is to give correct access information at proper time. Madushun (2008) opines Marketing is a key factor of library information, marketing, delivery is the basic integrants of library. Marketing has made libraries more visible, which fulfills demands and goals of the customer.

As for as the situation of marketing services in the libraries of Balochistan is concerned, the scenario is pathetic. The libraries lack basic marketing services which have brought the libraries in the province on the verge of decline. The libraries have been facing immense problems of funding, basic facilities like internet, electricity, advertisements, materials, trained technical staff, management, etc. The

survey conducted in this research justifies that in only 2.9 percent of libraries in the province have books more then 2000, whereas only 12 percent of the users are aware of the library marketing services, where there is zero percent online database relevant sources are available, 52 percent of libraries in the province lack funding, staff and expertise, and 52 percent of libraries have no access to internet facilities.

This research will immensely shed light upon the weaknesses and problems of marketing of library services in the public libraries of Balochistan and will provide pragmatic strategies and suggestions for upbringing of the marketing services in the province with correct data analysis.

The objectives of the study

1 To find out the existing position of marketing and its services and in public libraries of Balochistan;

2 To measure, staff awareness concerning different aspects of marketing in public libraries of Balochistan.

3 To examine, the facilities and resources of the libraries regarding marketing in public libraries of Balochistan.

Literature review

The most important aim of public library is that, it is an easy access to the people. Penday (2018) says Public libraries are the central access point to provide information and knowledge. The philosophy of public library is to satisfy   their community according to their needs, and now the libraray member is the library customer which is another term for marketing (Nims, 1999, p, 249).

Phenomenon of marketing concept introduced in1960s, (McCarthy-1964). In 1980s, marketing was established as a different academic discipline and prior to this marketing was known and used for earning money (Berry, 1995). Professionals and LIS scholars started believing that marketing with the wishes and demands of their customers may possibly contribute both towards the achievement of the total library aims and to improve the existing services (Koontz, 2006). Ania and popoola (2004) mentioned that different kinds of following services are using most of the libraries like, leading libraray services, library cooperation and documents delivery services, selective dissemination of services (SDI), translation services, abstracting and indexing, consultancy services etc.

This is by dint of competency that is used to appearance the developmental challenges in the glob (Chandra, 2011). Nolan (1998) advised library professionals to be converted into entrepreneurs. Kaur (2009) said that for changing the scenario of libraries, efforts should be increased. Rajpurohit (2016) discussed that the importance of marketing libraray services is direct effects upon user's satisfaction. Gupta and kumar (2017) in the age information communication technology the users behavior is totally change to retrieve their information, the flood of information is a big problem for users and as well as librarian, without adopting new technologies librarians cannot satisfy their users.

Phillips (2016) describe that libraries are facing a period of paradigm shift. He says that to save libraries from devaluation, marketing of library resources, services and products is the only solution. Martn (2012) describes that with the explosion of technologies like face book, you tube, twitter (web 2.0 technologies) provide many options for video creation, so that to enhance and promote library

marketing. new changes have different challenges' most library science professionals not aware about new technological trends

many other several new challenges like perpetual access , digital archiving ,dealing with bundle pricing ,consortia agreements and models, access and copy right issue, (Mugda ,sawati and satish 2016) .

The Marketing of LIS as the subject is at the initial stage in Pakistan. Because of the short time of its introduction as subject, a very little literature has been produced (Shafiq & Pervaiz, 2007) .They pointed out that in Pakistan public libraries of Lahore; librarians hardly use publicity techniques or public relations. Information professionals should use marketing and PRP for the promotion of library use (Ameen, 2015). Ameen and Warriech (2007) suggested regarding LIS marketing that there should be seminars and workshop so that LIS marketing in the libraries of pakistan be promoted.

Literature review found that wide range of the existing literature reports about how, what and why is marketing essential in library science. There is a dire need of using new trends of marketing. In addition, it is necessary that the librarian must be equipped with information communication technology (ICT). They also must have the knowledge of publicity and advertisement in both traditional and new trends of marketing like web 2.0, social media, like face book, Whats App, twitter etc.,

Research methodology

The mixed method where used to complete the study, while survey method where deployed to enlarged the population. Sami structured questioner where used to collect data from the chose population. The study was carried out in public libraries of Balochistan .Balochistan is the province of Pakistan.The population of the study comprises upon 64 librarian and library of staff of public libraries of Balochistan. The purposive sampling where used to get the data. Sami structured questionnaire where made according to set of objective of the study. The collected data has been analyzed with SPSS with and other electronic devises was used.

Presentation of Data

Result of the Study

Table.1

Table.1. Frequency distribution of the respondent regarding the statement "What is your "Qualification"

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Metric	8	12.5	12.5	12.5
Intermediate	8	12.5	12.5	25.0
Bachelor	24	37.5	37.5	62.5
Master	24	37.5	37.5	100.0

Total	64	100.0	100.0	

The Table.1 analyzed data conformed about the response to "Qualification" of respondent" . As data showed that a significance majority of the respondents are Bachelor or above education, only 25% respondent are intermediate or below qualification.

Table.2. **Frequency distribution of the respondent regarding the statement,"What is your Professional experience?**

Professional experience	Frequency	Percent	Valid Percent	Cumulative Percent
1-5	7	10.9	10.9	10.9
6-10	8	12.5	12.5	23.4
11-15	7	10.9	10.9	34.4
16-20	14	21.9	21.9	56.3
20 or More	28	43.8	43.8	100.0
S	64	100.0	100.0	

Table.2 showed that in response to "Professional experience", out of 64 respondent 43% respondent mentioned their professional experience more than 20. 16 to 20 professional experiences are 21.1% and 6 to 10 professional experiences are 12.5%.

Table.3. **Frequency distribution of the respondent regarding the statement "What is Gender?your**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	21	32.8	32.8	32.8
	Male	43	67.2	67.2	100.0
	Total	64	100.0	100.0	

Table.3 showed that the gender of respondent as males and females are 67.2 % and 32.8% respectively. Out of 64 respondent 43 are males and 21 are females in this survey.

Table.4. **Frequency distribution of the respondent regarding the statement "What is your Age?**

Age		Frequency	Percent	Valid Percent	Cumulative Percent
	20-29	11	17.2	17.2	17.2
	30-39	29	45.3	45.3	62.5
	40-49	24	37.5	37.5	100.0
	Total	64	100.0	100.0	

Table.4 showed the distribution of the age group as 30 to 39 years are 45.3% in this survey, 40 to 49 years are 37.5% and out of 64 respondent 20 to 29 years are 11 and their percentage is 17.2%.

Table.5. **Frequency distribution of the respondent regarding the statement "Staff Strength?**

Staff Strength	Frequency	Percent	Valid Percent	Cumulative Percent
1-3	30	46.9	46.9	46.9
4-6	23	35.9	35.9	82.8
6 or More	11	17.2	17.2	100.0
Total	64	100.0	100.0	

Table.5 showed the staff strength in library. There are 3 or less staff in library is 46.9%, 4 to 6 staff strength is 35.9% and 6 or more is only 17.2%

*Table.6.***Frequency distribution of the respondent regarding the statement "Numbers of professional staff"**

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3	24	37.5	37.5	37.5
4-6	35	54.7	54.7	92.2
6 or More	5	7.8	7.8	100.0
Total	64	100.0	100.0	

Table.6 showed that numbers of professional staff in library where 35(54.7%) 4-6 professional staff in library, followed by is 24(37.5%) 1-3 and rest of them 5(7.8%) professional staff where working public libraries of Balochistan.

Table.7. Frequency distribution of the respondent regarding the statement "Total Number of users per day internal (Members Average)"

	Frequency	Percent	Valid Percent	Cumulative Percent
1-20	42	65.6	65.6	65.6
21-40	11	17.2	17.2	82.8
40 or More	11	17.2	17.2	100.0
Total	64	100.0	100.0	

Table.7 showed the total number of users per day internal (members average) and there is 42 (65.6%) internal user per day are 20 or less than are 20, followed by 11 (17.2) 21 to 40 and 40 or more than 40 percentage same as (17.2%) internal user used public libraries of Balochistan.

Table.8. Frequency distribution of the respondent regarding the statement "Awareness about marketing of library services. How much you are aware about marketing of slibrary services"

	Frequency	Percent	Valid Percent	Cumulative Percent
Aware	8	12.5	12.5	12.5
Slightly aware	4	6.3	6.3	18.8
Not at all	26	40.6	40.6	59.4
Moderately aware	23	35.9	35.9	95.3
Very much aware	3	4.7	4.7	100.0
Total	64	100.0	100.0	

Table.8. Analyzed data conformed about the awareness about marketing of library services, where showed their agreement on 26(40.6%) response not at all, followed by 23(35.9%) showed the moderately aware, 8(12.5%) of them aware, and 4(6.3%) of the respondents are slightly aware, rest of 3(4, 7%) of them where Very much aware about the marketing of library services public libraries of Balochistan.

Table. 09. **what kind library services are available for marketing in public libraries?**

Statements	Available	Not Available	Percentage (%) Available	Percentage (%) not Available
Lending services.	21	43	32.8	67.2
Inter library loan.	16	48	25	75
Document delivery services manual /electronic	59	5	92.2	7.8
Reservation services.	22	42	34.4	65.6
Translation services	0	64	0	100
Reference services	51	13	20.3	79.7
Bibliographic services	13	51	20.3	79.7
Library manual.	26	38	40.6	59.4
Selective dissemination of information.	12	52	18.8	81.2
Current awareness services.	12	52	18.8	81.2
Referral services.	13	51	20.3	79.7
Indexing and Abstracting services.	0	64	0	100
Online /CD- ROME Search	0	64	0	100
Reprographic services	0	64	0	100
Online Database related services	0	64	0	100
Newsletter/ bulletins/ Brochures	55	9	85.9	14.1

Library membership services	45	19	70.3	29.7
Information for special users	0	64	0	100
Internet related services	9	55	14.1	85.9
Inter library loan services	0	64	0	100
Library website service	12	52	18.8	81.2

As shown above table 09 data where analyzed about the availability of library services for marketing, where respondents showed their agreements about "Document delivery services manual /electronic services" 59 (92.2%) with "available", followed by Newsletter/ bulletins/ Brochures 55 (85%), Library membership services 45 (70.3%), Library manual services 26 (40%), and Reservation services (34%). Finding of the results show that the provision of Inter library loan, translation, Reference services, Bibliographic, Selective dissemination of information, Current awareness services, as a general, data clearly showed that most of the services are not available in library for marketing in Baluchistan.

Table .10. **What kind of resources available and facilities regarding marketing of library services?**

Statements	Not Available	Available	To some extent	Mean
Proper infrastructure	16	32	16	1.0
Proper budget	40	16	8	0.5
Lab facilities	40	8	16	0.6
Net facilities	52	8	4	0.3
Expertise	52	4	8	0.3
Brouchers	44	16	4	0.4
Marketing management section	52	8	4	0.3
Marketing manager	53	8	3	0.2
Marketing tools	52	0	12	0.4
Creation of digital resources	61	3	0	0.0
Online access to e-resources	40	12	12	0.5
Orientation /user education	52	12	0	0.2
Proper human resource regarding library marketing	53	6	5	0.2
Proper section/ department for marketing	64	0	0	0.0
Any other resource valuable in your library for marketing	40	0	24	0.7

Table 10 shows the data analyzed about the library resources and facilities that were Accessible for public library marketing, where respondents showed their attitude about "Proper infrastructure" (1.0%) with "not available". followed

by "proper budget1" 40 (0.5%) resources and facilities were provided and people were demanded to reflect about resources which are attainable and unavailable for marketing in their libraries and to some extent. However, the results show that Proper budget, Lab facilities, Net facilities, Expertise, Broachers, Marketing management section, Marketing manager. As a general, data clearly showed that most of library resources and facilities are not available in library for marketing in Baluchistan.

Table .*11.* Competences required for librarians in marketing of library services

Statements	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Mean
Knowledge about user's perception	46	13	2	2	1	1.2
Knowledge about users' needs	47	5	10	1	1	1.0
To know the marketing planning/plan	47	9	6	2	-	1.0
To know marketing research	37	19	2	5	1	1.4
Ability to get feedback from user's	49	10	2	2	1	1.1
Presentation skills	33	9	12	3	7	1.6
Use of internet	51	3	5	3	2	1.0
Marketing strategy	55	4	2	2	1	1.0
Communication skills	10	13	5	34	2	1.2
Promotion skills (collaboration, ownership, efforts)	49	11	2	1	1	1.2
Effective team work	25	39	-	-	-	1.6
Increased strong interpersonal relations	5	22	3	31	3	1.4
Ability to sell/promotion idea/library services	3	2	6	24	29	1.5
Vision to change traditional service to online service/virtual services	4	13	13	22	12	2.1

The Table 11 analyzed data conformed about the respondent "competences required for librarians". Finding shows the behaviors of the respondents statement about the Knowledge about user's perception 46 (1.2%) with strongly agree, followed by the statement about the Knowledge about users' needs 47 (1.0%) with strongly agree, where they respond agreement about the statement. However, the rest of study results

Show that Communication skills 34 (1.2%) with disagree, increased strong interpersonal relations, Ability to sell/promotion idea/library services 29(1.5%) with strongly disagree.

Table 12. **What kind of issues and problems are you facing to market your library services?**

Statements	Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree	Mean

Lack of effective communication between librarians and users	23	23	12	4	2	1.8
Management does not understand the concept of marketing	27	17	11	7	2	3.3
Poor access to information technology	16	29	12	6	1	2.2
Librarian do not know how to market library services	32	17	3	7	5	2.1
In-adequate fund.	24	21	5	8	6	1.5
Lack of training in marketing	30	21	8	2	3	1.6
Lack of facilities to market library services	23	25	1	13	2	1.9
Management does not have marketing policy	16	26	6	13	3	2.3
Lack of media access to marketing of public library services	23	23	12	4	2	1.0

Table 12 shows the data analyzed about the issues and problems are you facing to market your library services where the respondents showed there agreement about the statement "paucity of effectiveness communicating among librarians and users" 23(1.8%), showed strongly agree, followed by the statement about "Management does not understand the concept of marketing"27(3.3%).where librarian replied their agreement statement about the "In-adequate fund"24(1.5%),followed by the statement about the "Lack of training in marketing"30(1.6%) with strongly agree, the respondents showed their agreement abut "Lack of facilities to market library services"25(2.3%) with agree, .Rest of the respondents showed statement about the "Lack of media access to marketing of public library services"23(1.0%) responses are agree or strongly agree.

Discussion

Finding of the present study shows that most of librarian / library staff are not conscious about the library marketing Moreover, the survey observed that 40.1 percent of the librarian were not aware of library marketing services .it should be realized about the awareness of library marketing the subject of library marketing should be part of the curriculum, without knowing library marketing librarian cannot market their services. Finding of the availability of services for marketing different kinds of services indicated that most of library services are not available like inter library loan, library websites, information for special user etc.

The research show confuse situation of library marketing service in Balochistan. The survey conducted in this study further testifies the pathetic situation of library marketing services. and reveals that the situation of library

marketing services in Balochistan is shorter than that of the world and is not according to the international standards of present age. Adopting any promotion strategy for marketing the librarian should

analyze and select those service which are beneficial and fulfill the need s of their community and as well their users

The finding indicates that the questionnaire items were related as about the resources and facilities available they include proper infrastructure, proper budget, internet, expertise, marketing management section, etc. Majority of them showed dissatisfaction over the library marketing situation.

Regarding about the responses the finding of about the marketing literacy required by librarians for marketing of library services .finding of study reveal that the attitude of librarians are about the competences are very high   . However, it shows that while doing marketing practices or providing other library services the librarian must be able answer users query and ability to question evaluate library services. In this regard Farakas (2006) observed that skill and competent staff may contribute to improve the quality of services that gives more access towards the users.

The finding from the research question about the issues and problems facing marketing of library services, though the factor with top level of rating are lack of funding, reduce the effectiveness, communication among the user and librarians, management doesn't support, poor access of information where the highest rating .most of respondents thinks that the shortage of fund is the main cause that effect the marketing of library services. The public library should be dynamic institution that is never static its outlook. Book, method and physical library should be update with the progress of time the fund is given the public libraries are link with the speedy growth and are increasing intuitions .these result agree through the   Abid (1992) who defined that most of progressives countries the public libraries are facing insufficient funds to promote their library services .further he relates his point that most libraries just remain library because they could not access towards information sources due to lack of funding. The Lack of communication between users and librarian and user also shows that   disturb the library services. The above point who agree with Pottin (2002) communication is the main issue between user and librarian, this communication gape hide between user and library that is why they assist from friend not librarian

Conclusion

Marketing of library services is vital for public Libraries. Though marketing is a new term for library and information science but with the passage of time its importance has increased immensely. The ongoing research proved

that in Balochistan mostly librarians are not aware how to market their service. There were huge issues such as lending of materials; inter library loan indexing and abstracting, services, ,lack of budget, marketing management section, marketing tools are highly not available in public libraries of Balochistan.

The study found out that along with other challenges public libraries of Baluchistan are facing the challenges of advertising as well as internet accessibility, adequate funding, advertisement, lack of marketing knowledge by the manager, lack of definite marketing policy, lack of management support and management structure and competition for other information services are the biggest challenges in LIS marketing and management in public libraries of Balochistan. The study found and suggest that for the future planning for marketing of library services public libraries of Balochistan, they should be organizing seminar/workshops, appoint marking expert, applying different social media tools and also developing library website for library marketing in public of Balochistan .

This study has provided tremendous blue prints so that to overcome the issues and to lift upward the marketing services in the public libraries of Balochistan. The steps include vibrant strategies on the part of the government, providing sufficient funds to the libraries in the sphere of marketing, creating awareness among the members of the libraries, the provision of basic facilities, training the staff, launching immense indoor and outdoor advertising.

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