SERVICE MARKETING CONCEPTS SUITABLE FOR PUBLIC LIBRARIES IN SRI LANKA: A REVIEW OF LITERATURE

Deshapriya, U.H.R.S.[1], Senevirathne, W.[2]

Abstract

This study examines the review of literature on concepts of service marketing in public libraries in Sri Lanka. This paper reviews thorough literature search on selected 43 articles from various e-databases such as Emerald Full Text, Science Direct as well as Google Scholar between 2010 to 2021 years. This review focuses on to identify the concepts used by public libraries in worldwide available in research articles for ascertain the service marketing strategies and that are more adoptable for services marketing in public libraries in Sri Lanka. The analysis of the study indicates that marketing has its significance in library and information services for the effective and efficient information management, improvement of library image and satisfying the customer's needs better. Librarians must focus more on marketing and promotion of their library products and services due to the information explosion, technology revolution, and escalating library costs. Web 2.0 and social media are having an impact on library services and libraries are using these tools as a means of marketing services. The study suggests that, all the concerned authorities of the library and information services engage effectively with society should come forward to support information practitioners to develop a positive image of the public library marketing in digital era.

---

[1]Information Assistant iii, National Library of Sri Lanka.
  Email: sanjeewani93118@gmail.com https://orcid.org/0000-0003-0946-6811
[2]Librarian, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka.
  Email: wathmanel.ousl@gmail.com https://orcid.org/0000-0001-9307-3804

Introduction

Today marketing spreads its wings within library services and in libraries, no matter what category we call it. Marketing concepts now are highly relevant to the library field as Information is now treated as a marketable commodity. The library and Information science profession (LIS) must be cognizant of these trends and ready to employ them. The library field consists of offerings that include libraries, library and information professionals, and library and information goods and services. Philip Kotlar (1980), Marketing Guru has defined marketing "as social and Managerial process by which individuals and groups obtain what they: need and want through creating, offering and exchanging products of value and others ". Because of the above definition, library activities are teamwork or the efforts of the group working in library. To attract more and more users to the library, Library staff needs to extend promotion and cooperation to users and market their services.

"A public library is an organization established, supported, and funded by the community, either through local, regional, or national government or through some other form of community organization. It provides access to knowledge, information, and works of the imagination through a range of resources and services and is equally available to all members of the community regardless of race, nationality, age, gender, religion, language, disability, economic and employment status and educational attainment." (IFLA,1994) Marketing is becoming increasingly relevant to the library field as Information is now treated as a marketable commodity. To attract more and more users to the library, Library staff needs to extend promotion and cooperation to users and market their services. Marketing is necessary to offer benefits, Changes as user needs reduce barriers to use and access, persuade and inform customers, and carefully plan to satisfy their needs. Public Libraries need to establish relationships with users, suppliers, fund providers, governments, parental organizations, and so forth to remain relevant to the community to which they are offering their services. Public libraries are involved in service operations in the public sphere, and service marketing is different from product marketing due to its intangibility, heterogeneity, inseparability, and perishability. Libraries need to promote themselves to show their move from passive repository of information to a dynamic partner in the education and social process, and embrace new technologies to provide enhanced services. They need to establish relationships with users, suppliers, fund providers, governments, parental organizations, and so forth to cater to the need of users and convince and satisfy others for efforts/resources. Thus, a library that recognizes the marketing concept will be closest to its users. The study further presents the

services marketing concepts that are useful to develop effective marketing for public library services marketing.

Aim of the Study
The purpose of this study is to explore the literature on concepts of service marketing in public libraries in Sri Lanka and how the marketing concept is applied in practice to market public library services. This literature survey started from 2010 to 2021 aims to investigate the service marketing culture of libraries and seeks to understand the awareness of the promoting information and services of the public library through modern marketing theories and practices.

Research Objectives
The main objective of the study is to explore the literature through the research articles regarding concepts of service marketing and how these marketing concepts can be applied in practice to marketing library services in public libraries in Sri Lanka.

The specific objectives of the study will attempt to:
- Find out the type of service marketing concepts available in research articles, that can be useful for marketing public library services
- Ascertain the service marketing strategies used in public libraries worldwide
- Identify the concepts more adoptable in service marketing of public libraries in Sri Lanka

Research Questions
1. What are the most commonly used services marketing strategies for libraries mentioned in the research papers?
2. How are those services marketing strategies used to market libraries and information services in public libraries in Sri Lanka?
3. What are the benefits of using services marketing in libraries and information services in public libraries?
4. What are the concepts that are more adoptable for services marketing in public libraries in Sri Lanka?

Research Methodology

The review of literature provides the researcher a bird's eye view of the research done so far in that area. It also suggests new avenues of approach to the solution of a chosen problem. The review of literature is a source from

where research ideas are drawn and further developed into concepts, and, finally, into theories and it is a key component of any research study and process. This study aims to explore the literature on concepts of service marketing in public libraries in Sri Lanka and how the marketing concept is applied in practice to market public library services. It will investigate the service marketing culture of libraries and seek to understand the awareness of the promoting information and services of the public library through modern marketing theories and practices. It will also identify the most commonly used services marketing strategies for libraries, how they are used to market libraries and information services in public libraries, what are the benefits of using services marketing, and what are the concepts that are more adoptable for services marketing. Finally, the study will cover current concepts in public library services marketing by identifying the main library marketing concepts and the changing perspectives.

This study will provide an extensive and comprehensive literature review on services marketing concepts relating to public libraries from the selected materials including scholarly articles, journal articles, and web-based open-access research articles. It will use services marketing concepts mainly covered in scholarly articles and books as the main sources of information, as well as other sources of information such as newsletters and Internet resources. The primary research method for this study is the literature review, which surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory. The research design will first review various types of marketing concepts that can be used to promote library and information services marketing in libraries and their characteristics, and then develop service marketing concepts or methods to categorize constraint factors for constraint identification and modeling. Finally, existing constraint modeling methods will be identified based on a comprehensive review of current services marketing concepts in public libraries practices from scholarly research articles. Because of the limited time duration, these study doing from sample selection. The sample will be selected from the source of publications within the specified time limit. So, the source of the study area sample will retrieve 43 articles through key databases for service marketing were used, such as Emerald Full Text, Web of Science, JSTOR, and Science Direct as well as Google Scholar between 2010 to 2021 years. Therefore, the sample will be 43 articles.

Literature Review

The literature review as a research method is becoming increasingly important as knowledge production in business research is accelerating and fragmented. It is a systematic way of collecting and synthesizing previous research, creating a firm foundation for advancing knowledge and facilitating theory development. It can also provide an overview of areas in which the research is disparate and interdisciplinary, and synthesize research findings to show evidence on a meta-level and uncover areas in which more research is needed. Traditional ways of describing and portraying the literature often lack thoroughness and are not undertaken systematically. Literature reviews are an important part of research, as they can serve as a basis for knowledge development, create guidelines for policy and practice, provide evidence of an effect, and engender new ideas and directions for a particular field. However, conducting a literature review and evaluating its quality can be challenging. This paper offers simple guidelines on how to conduct better, more rigorous literature reviews and, in the long run, improve the quality of research. The available literature on LIS marketing is widely scattered, making it difficult to identify actual research gaps.

Seifi, & Kazemi, (2018) was conducted a systematic review on "The use of marketing concepts in public library services: The results showed that according to the role of technology evolution, managers and librarians of public libraries could apply professional marketing models and marketing orientation in order to improve customer based services and the user satisfaction. Garoufallou, et al. (2013) made a study on 'The use of marketing concepts in library services". This paper examines and clarifies the existing misunderstandings and difficulties in library and information services marketing, and stresses the importance of its adoption in this contemporary competitive environment. Raul, Belapurkar and Munnolli,(2016) had discovered In future, users may need different services such as wireless printing from mobiles, a Wi-Fi service for mobiles. Also they may require any thesis of the institute in audio/video format to save the time of reading. Services such as Google voice can be used to alert users for any important events. Libraries can promote mobile friendly databases such as use of 'PubMed' for handheld devices. A webcam service can be provided to user to check the availability of free computers, so that user can decide the time to visit the library from different locations.

The main core of the article has focused on the presentation of international literature related to the application of marketing concepts to libraries and information services. The main body is divided into three subsections aiming to discuss in detail each of the important issues that were identified through the literature review on specific objectives of the research. It covers the use of marketing fundamental concepts in the library context by presenting the challenges, difficulties, and benefits encountered in the process.

- Type of service marketing concepts covered in literature
- Service marketing strategies used in public libraries worldwide
- Services marketing concepts adoptable for public libraries in Sri Lanka

The literature review is a series of connected arguments in support of the research question. Instead of a mere 'review', it must firmly scaffold the overall argument, the thesis, by argumentatively engaging with the literature.

The type of service marketing concepts

Public library services are widely defined within the literature - a review of indicative sources on public libraries identifies many generic services: lending services (books, films, music, other media); reference services; provision of information and advice; heritage services; digitization services; genealogy services; online database subscription services; online access to catalogs; ICT skills training and access to equipment; children and young people's services; and reader development and literacy programs (Brophy, 2007; Chowdhury, Burton, McMenemy, and Poulter, 2008; Dempsey, 2000; Dewe, 2012; McMenemy, 2009 ;Dongardive (2013). Defines Services marketing are a sub-field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast-moving consumer goods (FMCG) and durables) and services marketing. Services marketing typically refers to both business-to-consumer (B2C) and business-to-business (B2B) services and includes marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services, and professional services. The range of approaches and expressions of a marketing idea is developed with the hope that it be effective in conveying the ideas to the diverse population of people who receive it. (Dongardive , 2013).

Marketing of library and information services is a relatively new area of study hence some librarians believe that such activity is impossible but some authorities in marketing, specifically Philip Kotler asserts the act of marketing is not limited to profit-making organizations but could also apply to non-profited oriented organizations like libraries and information centers

(Pantage, 2013). Marketing can play a vital role in public library management. It is essential to identify the users' needs and expectations to develop strategies, products, and services to satisfy these needs (Dragon, 1979). The library heads should consider branding their marketing plans and properly planning and developing the way to raise their image and allow the employees to take ownership of the services (Hood & Henderson, 2005). Marketing is not new to libraries and it is as old as modern librarianship. The origin of marketing dates back to the 1870s and the approaches and philosophies of library experts like Melvil Dewey, SR Ranganathan, and others were marketing oriented. Even today, Ranganathan's Five Laws have been seen in the light of today's marketing concepts. A significant number of library users know about services, resources, and facilities being delivered by the libraries and the majority of users had a good opinion about the awareness of the marketing of information services in Gulbarga and Theni District Library. Numerous users possessed a positive attitude towards organizing the library week (Saravanan, 2010; Tadasad and Talikoti, 2014) Patange (2013) explained that the activity of marketing involves improving the image of the institution in question, attracting and maintaining an increasing population of satisfied Customers or users as in the case of libraries and information centers. The library heads should consider branding their marketing plans and properly plan and develop a way to raise its image and allow the employees to take ownership of the services (Hood & Henderson, 2005). Marketing concepts are highly relevant to the library field as Information is now treated as a marketable commodity. Library activities are teamwork or the efforts of the group working in the library. The more we delve into marketing, the more useful it is for daily planning, execution, and outcome. Libraries are challenged as never before to remain relevant to the community to which they are offering their services. Public Libraries need to establish relationships with users, suppliers, fund providers, governments, parental organizations, and so forth. They need to treat their users as 'customers' and understand that they exist for their customers.

The marketing mix is commonly referred to as the four P's of marketing – product, price, place, and promotion. This is a simple, yet effective means of considering the key elements necessary and the emphasis to be placed on each, to effectively implement any marketing strategy. Some more concepts have been added over the years, e.g. Process and People. The mix still provides a useful framework for thinking about ways in which an organization is marketing strategy be implemented. The mix also considers a range of aspects concerning marketing and reflects on how they interact with each other. However, there is a continual debate about whether the marketing mix is relevant in present-day times.

The marketing mix refers to the tactics (or marketing activities) that we have to satisfy customer needs and position our offering clearly in the mind of the customer. It involves the 7Ps; Product, Price, Place and Promotion (McCarthy, 1960) and an additional three elements that help us meet the challenges of marketing services, People, Process and Physical Evidence (Booms and Bitner, 1981)

The 7 P's of service marketing are mentioned in Fig. 1 below.

Figure. 1 - Source: https://www.researchgate.net/7Ps-Marketing-Mix-

As previously stated, the marketing concept is a management style or attitude. By looking at the seven P's of services marketing, it is possible to break down the overall concept of market orientation into indicators against which organizational performance can be measured.

7Ps Definition
- Product: A product is viewed as anything that can be offered to a market to fulfill a need or want of customers/users.
- Price: This alludes to the prevailing component that decides the income or benefit or market share of the organization. It is an essential factor in marketing that the client considers before obtaining a specific product. The cost for the item is generally set when the organization introduces or acquires a product.
- Place: This represents the dissemination channel through which a product/benefit is passed on to the client. It is normally connected

with 'when', 'where', and 'how' a specific product/service is made accessible to the clients/users.

- Promotion: It is described as a system through which the target group (clients/users) is informed about the accessibility of assets, administrations, and items offered by an association. The promotion blend comprises of various sub-components such as advertising, personal selling, sales promotion, public relations, direct marketing, internet marketing, sponsorship, trade fairs, and exhibitions.
- Participants: These are the human components in promoting who play a vital role in service delivery in the organization. They are the organization's faculty who possess enter a position in impacting clients' impression of product quality. In-library, they incorporate every one of the classifications of library faculty.
- Physical Evidence: This is the environment in which the services are conveyed that encourages the execution of the services.
- Process: This constitutes the methods, systems, and stream of exercises by which a service is obtained. Process choices influence how a service is conveyed to clients.

The results from a study by Yams, (2016) show that the components of the product, distribution, and promotion play a role in attracting users to the public libraries of Tabriz, but the price component does not affect attracting users. Furthermore, there will be no use as far as there is no awareness about products and services. Therefore, after producing any product or service, libraries should inform their targeted customers, and subsequently, there may be an application (Yams, 2016) by looking at the seven P's of service marketing, libraries can cultivate a market-orientated focus as a basis for its quality management framework. Many Australian university libraries are marketing to their clients in just such a way.

The most important elements of such a strategy are:
1. Understand your client (Market research)
2. Identify your client market (Segment & target)
3. Identify your strengths as a competitive business (Position)
4. Know the product your clients want and where they want to use it (product& place)
5. Develop effective and efficient procedures & systems that facilitate outcomes for clients (processes)
6. Employ and train staff in both work skills and client relationship marketing(people)
7. Communicate the benefits and advantages of your product over competitors,

Such as the chaos of the internet (integrate marketing communication) (Flaten,2006)

The marketing mix is commonly referred to as the four P's of marketing – product, price, place, and promotion. Some more concepts have been added over the years, e.g. Process and People. The mix still provides a useful framework for thinking about ways in which an organization's marketing strategy is implemented. The promotion blend comprises advertising, personal selling, sales promotion, public relations, direct marketing, internet marketing, sponsorship, trade fairs, and exhibitions. It is described as a system through which the target group (clients/users) is informed about the accessibility of assets, administrations, and items offered by an association. Libraries can cultivate a market-orientated focus as a basis for their quality management framework. Many Australian university libraries are marketing to their clients in just such a way. The 7 P's of service marketing are: Understand your client (Market research),. Identify your client market, Segment & target, Position, and place.

Service marketing strategies used in public libraries worldwide

The results of the research by Chigwada and Chiparausha (2015) studying the librarians' views on the effect of marketing communication channels on the university library of Bindura Education Sciences show that librarians use different marketing methods and channels, such as direct and face-to-face communication, telephone communication, web-based communications, Electronic communications such as e-mail, websites and social networks, text communications such as letters and announcements; media broadcasting via television, radio, etc., to interact with their audiences and improve information services. All in all, the findings indicate that direct or verbal communication and the library's website are mainly used for the marketing of many products and services (Chigwada & Chiparausha, 2015).

Every organization, company, or institution has products that they intend to bring to the reach of their prospective clients; this also applies to libraries and information centers. Libraries have products in form of print resources, electronic resources, and even human resources that they need to bring to the awareness of users through viable strategies (Zubair, Mamat & Noor, 2017). Mutongi (2017) identifies that Marketing should be wholly practiced in libraries and information services to bringing the right information products and services to the right clientele at the right time and place, therefore, satisfying and delighting the customer. A delighted customer will always lure other customers to the library market, Marketing has its significance in

library and information services in the effective and efficient information management, growth of libraries, improvement of our image and brand, and above all meeting and satisfying the customer's needs better. Direct or verbal communication and the library's website are mainly used for the marketing of many products and services. Marketing has its significance in library and information services in the effective and efficient information management, growth of libraries, improvement of our image and brand, and meeting and satisfying the customer's needs better. Public libraries are using marketing techniques for a very long without acknowledging "marketing mix" based management. Public libraries do marketing to improve their image in the community. Librarians must ensure that they put in more effort in the aspect of marketing and promotion of their library products and services.

Adegoke (2015) given the significant role marketing library and information services play in creating awareness of library services, librarians must ensure that they put in more effort in the aspect of marketing and promotion of their library products and services through advertisement, exhibitions, and displays, publicity, public relations to mention but few. Public libraries are using marketing techniques for a very long without acknowledging "marketing mix" based management. Public libraries do marketing to improve their image in the community. (Washeed, 2017) public libraries were among the foremost libraries to adopt the marketing principles and techniques to understand users' needs for improving users' satisfaction and approaching the potential clientele (Ntulo and Otike, 2010).

Today's libraries need marketing knowledge to operate effectively. Snoj and Petermanec (2001) give the following reasons for the libraries to have marketing strategies:
- To improve their organizational status and image to different stakeholders
- To develop new services or change existing ones to satisfy their users
- Improve their performance in general like timely procurement of books.

It is essential that libraries need a proper strategy for successful marketing and to meet their objectives. The key elements of such a strategy (Ewers and Austen, 2006) are:
- Understand your client (market research)
- Identify your client market (segment and target)
- Identify your strengths as a competitive business (position)
- Know the products your clients want and where they want to use them (product and place)
- Develop effective and efficient procedures and systems that facilitate outcomes for clients (processes)

- Employ and train staff in both work skills and client relationship marketing (people)
- Communicate the benefits and advantages of your product over competitors, such as the chaos of the internet (integrate marketing communication)

Public libraries are using marketing techniques for a very long without acknowledging "marketing mix" based management. Public libraries do marketing to improve their image in the community. Librarians must ensure that they put in more effort in the aspect of marketing and promotion of their library products and services. From the findings of the research Jacob, (2018) and also based on the conclusion, the researcher wishes to proffer the following recommendations for the improvement of marketing practices in public libraries.

- ❖ Marketing management principles and practices should be included in the library and information curriculum. This will help to inculcate the skill and knowledge of marketing principles into the library and information professionals.
- ❖ There is a need to train and re-train library staff on good human relations since they interface with members of the public. The professional and friendly relationship between the library staff and the user is a way of marketing the library and also boosting the image of the library in the mind of the users.
- ❖ Exhibition which involves the public display of records, publications, and other information sources available in the library should be used as a promotional strategy in the library.
- ❖ The library building should be given utmost attention. The building should be users friendly. Adequate lighting, sitting accommodation, quality library furniture, and toilets should be provided for the comfort of the library users. The provision of a conducive environment is also a way to attract and retain library users.
- ❖ The stakeholders should make available the needed financial support for the libraries to embark on the improvement of their information products and services to the library users. There is a need for the provision of information and communication technology facilities that enhances service delivery and efficiency of any modern establishment.

The 21st-century era has brought about addiction by some library clientele to information and communication technologies, hence it also serves as a good platform for librarians to market their services through some of these ICT tools (Ifijeh et al., 2016), (Kaushik, 2012) Blogs have become a worthy

source of information in a given field of interest. It is seen from the study that blogging in the area of the marketing of libraries and information services is not prolific with few blogs on the subject seemingly having stopped altogether. Library websites have become the main point of access and catalyst for new web-based library services (Madhusudhan & Nagabhushanam 2012). Diaz (1998) stated that a library website can, and by default does, play a variety of roles. Ganaie, (2013) Libraries and information centers can make use of technology for making exhibitions online. These online exhibitions can carry the message of libraries and information centers to the doorsteps of the population. The only thing library professionals should take into consideration is to give a technical and technological touch to the event in a professional way. Online exhibitions can act as marketing tools for fulfilling the message of the five laws of library and information science.

According to Holly (2013) today's technology-driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Kaplan & Haenlein (2010,) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content." Chi (2011, 20 p.) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user-centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan Mangold & Faulds (2009). According to Shankar in conclusion, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important" (Shankar et al., 2011). Marketing management principles and practices should be included in the library and information curriculum. There is a need to train library staff on good human relations since they interface with members of the public. Adequate lighting, sitting accommodation, quality library furniture, and toilets should be provided for the comfort of library users. The 21st century has brought about addiction by some library clientele to information and communication technologies. Library websites have become the main point of access and catalyst for new web-based library services. Online exhibitions can act as marketing tools for fulfilling the message of the five laws of library and information science.

According to (Curran et al. 2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all their users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. According to Breeding (2010) the use of Twitter and Facebook as marketing tools "creates a momentum of activity toward the organization's web presence and strategic services". Xia (2009) identifies the Facebook Groups as a platform of communication and marketing library services was advocated, used, and then criticized. This research also found that librarians could play a functional role in organizing Facebook Groups. By constantly announcing new library services and events and notifying members of new books, librarian organizers will be able to connect libraries and library users. This may have a similar function as many other library outreach initiatives but more casually and fashionably. Library marketing can be undertaken through innovative social networking. Facebook Groups can also be used as a useful platform to support the teaching and research of faculty who showed their enthusiasm for connecting to library services (Xia, 2019).

The research entitled "Social media as a platform in academic library marketing: A comparative study" done by Chenget, et al (2020) aims to evaluate the effectiveness of using social media as a platform in marketing. The findings of this study showed the need to increase the effectiveness of library marketing, avoiding unnecessary content, using causal language, and streaming videos of popular events. Most importantly, it should take advantage of the engagement features by interacting with people through broadcasting live videos with the help of tools like Periscope, Facebook Live, and YouTube. Hussain,(2018) examined that library is performing a vital role to make these printed and non-printed materials available to their users, with the advent of advanced technologies in the 21st century various tools have been introduced for the marketing of library resources and services. Initially, web 1.0 technology was introduced to show the users what they have to offer, subsequently, Web 2.0 technology was orchestrated to promote library marketing. Now the question arises whether these tools are object-oriented or not. The answer is yes because, in many developed countries like USA and UK, etc., people are gaining more up-to-date information using Web 2.0 technology. Social media sites are a great stage for retailers to create an experience. Librarians can play a functional role in organizing Facebook Groups. Facebook Groups can also be used as a useful platform to support the teaching and research of faculty who showed their

enthusiasm for connecting to library services. The library is performing a vital role to make printed and non-printed materials available to its users. With the advent of advanced technologies in the 21st century, various tools have been introduced for the marketing of library resources and services. The library should take advantage of the engagement features by interacting with people through live videos with the help of tools like Periscope, Facebook Live, and YouTube.

Here another question is stepping up in the users' minds what does Web 2.0 technology mean for library services? O'Reilly, in 2005 defined the term for the first time. He stated that "Web 2.0" describes the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communication, secure information sharing, collaboration, and functionality of the web". How to use the library 2.0 technology for marketing the library services, the definition of marketing has been mentioned by Philip Kotlar, a Marketing Guru. He defines that marketing is "a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging product of value and others". Web 2.0 was further developed into Web 3.0. It combines the semantic web, Web 2.0 applications, and artificial intelligence creating opportunities and possibilities for the use of semantic tagging and annotation for the social web. Librarians have been using Web 2.0 for organizational purposes and providing services to users. It has been serving the academic electronic library focused on the SOA (Service-Oriented Architecture), from users' perspectives (Yang *et al*., 2009) Chan, 2015) The adaption of Web3.0 provides convenience to library user on one hand but discourage library visit on the other. Library 3.0 must embrace Web 3.0 and go beyond. The role of public library has to be converted into an information center, a meeting place, and a technology hub through which social capital is built-up and spilled over into the community adding to the general quality of community life. All these allow the evolution of library2.0 to library3.0 which refers to the use of emerging technologies such as the semantic web, cloud computing, mobile devices, and established tools like federated search systems, to facilitate the development, organization, and sharing of user-generated content through seamless collaboration between users, experts, and librarians (Belling et al., 2011) Librarians have been using Web 2.0 for organizational purposes and providing services to users. The adaption of Web 3.0 provides convenience to library user on one hand but discourage library visit on the other. Library 3.0 refers to the use of emerging technologies such as the semantic web, cloud computing, mobile devices, and established tools like federated search systems.

Services marketing concepts adoptable for public libraries in Sri Lanka

Today public libraries are playing a vital role in disseminating information to their users in time. They plan programs for the specific public, increase their opening hours, and conduct orientation programs related to information literacy. It is all related to marketing techniques. Marketing of public library products and services is required to attract people to public libraries. The library staff should be aware of all the latest techniques for providing modern services to users. Public library resources and services need to be promoted to create a good image in society. (Washeed, 2017) Chewya et al.,(2011) define evidence based on the challenges of marketing public library services in developing countries in his research.

- Lack of marketing knowledge by the information manager
- Lack of definite marketing policy and plan
- Lack of user needs assessment studies
- Lack of proper marketing research and segmentation studies
- Inadequate funding
- The reluctance of users to pay for information services
- Lack of management support and management structure
- Competition from other information sources

Selvam & Subramanian (2018) studied the attitudes of staff working in Arts and Science University Libraries towards web-based product marketing and information services. The results of this study indicate that respondents' attitudes toward web-based marketing are positive, and most of the respondents agree that the library website and appropriate social media channels should take action for marketing digital products. In addition, currently, the focus of the studied libraries is on the set of digital resources, rather than the development of the print version. Marketing in libraries is necessary because of making a close relationship between users and employees to provide products and services available in the library and improve the skill of information literacy. Lack of human resources and financial support are regarded as major problems for implementing the marketing program in university libraries. Further, the application and adoption of modern and different techniques and communication channels facilitate communication with users in obtaining information. Givi et al. (2016), in addition to an analytical analysis of the current status of the National Library of Iran in the form of 'marketing price and place', have made some propositions including promoting library earnings capacity, increasing business capabilities of library productions, adapting financial and budget planning, correct mapping of copyright rules, online content enhancement, information system enhancement, promotion of services and

interactive channels, enrichment of library environment with scientific centers, strengthening research face, providing online information and service collaborations, strengthening spatial capabilities and adopting security policies around the library. Public libraries are playing a vital role in disseminating information to their users in time. Marketing of public library products and services is required to attract people to public libraries. Public library resources and services need to be promoted to create a good image in society. Lack of human resources and financial support are regarded as major problems for implementing the marketing program in university libraries. In addition, the focus of the studied libraries is on the set of digital resources, rather than the development of the print version. Giviet al. (2016) has made some propositions including promoting library earnings capacity.

Ezema et al (2014) Identified interpersonal, leadership & management, and information technology skills are the main skills required by librarians for the emerging digital library environment. The study also found that the librarian's" skills in interpersonal, leadership and management are higher than in information technology. Naikwadi , (2012) draws our attention to tools and techniques for marketing such as the Internet, Library Websites, Library Portals, Library Blogs, Web OPAC, Interlibrary loan(ILL) ,Selective Dissemination of Information (SDI) and CAS Services, Organizing library weeks/ book fairs, Seminars/conferences/workshops, New Arrivals, Library brochures, Newsletters, By organizing competitions e.g. Essay Writing, Book Searching, etc., Best User Awards, Information Literacy Program, etc. (Seifi, & Kazemi, 2018). The results showed that according to the role of technology evolution, managers and librarians of public libraries could apply professional marketing, marketing models, and marketing orientation to improve customer-based services and user satisfaction.

Three main factors, namely the information explosion, the technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing plan for its operations and services. The main objective of the library is to provide the right information to the right user at the right time in short to satisfy users'/customers' needs. If we provide products/services at right time to the right users and fulfill the user's needs, it satisfies the objective of marketing too. Using the appropriate medium to market libraries' products and services is extremely important, such as websites, library blogs, library brochures, etc. Chowdhury (2013) suggests the following measure to be a successful and sustainable digital information service to libraries; Accommodate new and emerging user information behavior; Improve digital and information literacy; Improve web accessibility to accommodate all kinds of users, especially those that have

special needs; and. Accommodate new and emerging social networking and social informatics models in specific areas such as digital education, digital health, digital culture, and so on. The main objective of the library is to provide the right information to the right user at the right time. Using the appropriate medium to market libraries' products and services is extremely important. Three main factors, namely the information explosion, technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing plan.

Discussion & Conclusions

Librarians are trying to find appropriate ways to respond to contemporary requirements, fulfill their goals, meet the needs of both existing and potential users, and communicate the library's value. For libraries to survive, the provision of services should meet the requirements of current trends, while respecting the identified and changing demands of a more challenging user. The literature review tackles several issues concerning marketing and library services. Web 2.0 and social media are having an impact on library services and libraries are using these tools as a means of marketing services. Further research is needed on how libraries convey library messages through social media and case studies on specific social networks such as Twitter and Facebook. The only way of achieving this can be by participating staff in training and continuous education in marketing and relative problems and activities. Strategic marketing coming up with maybe a coordinated management method those libraries ought to embrace and incorporate into their social control tasks. Numerous professional organizations provide a large variety of coaching toolkits to support their efforts in suggesting concepts and providing winning implementation examples. Librarians that hesitate to use ancient marketing models and techniques will choose the choice and differentiated approaches of relationship and word of mouth marketing. Thus, the employment of technology, Web 2.0, and social networks open a new way of communicating with users. Social networks and Web 2.0 tools like Facebook, YouTube, blogs, and Wikis get the attention of young users, give a chance for libraries to revamp services and move towards the library web 2.0 concepts, and engage users in taking part in the library scene.

All in all, the findings indicate that direct or verbal communication and the library`s website are mainly used for the marketing of many products and services (Chigwada & Chiparausha, 2015). A delighted customer will always lure other customers to the library market, Marketing has its significance in library and information services in the effective and efficient information

management, growth of libraries, improvement of our image and brand, and above all meeting and satisfying the customer`s needs better. Marketing has its significance in library and information services in the effective and efficient information management, growth of libraries, improvement of our image and brand, and meeting and satisfying the customer`s needs better. Librarians must ensure that they put in more effort in the aspect of marketing and promotion of their library products and services.

In addition, currently, the focus of the studied libraries is on the set of digital resources, rather than the development of the print version. Public libraries are playing a vital role in disseminating information to their users in time. Three main factors, namely the information explosion, the technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing plan for its operations and services.

This literature review tackles variety of problems regarding marketing and library services. However, more analysis is required on variety of problems regarding library staff, services, and marketing issues. For example, the literature review showed that Web 2.0 and social media square measure affecting library services and libraries square measure using these tools as a means of marketing services. It's worth investigating how libraries square measure victimization these tools, they implement them, and methodologies that square measure using, libraries convey library messages through social media and case studies on specific social media like Twitter and Facebook. Furthermore, analysis is required on a variety of specific library marketing issues like the notice of marketing concepts by library staff and therefore how libraries train their staff to place into practice marketing, the implementation of 7Psin libraries, the quality of social networks within the library marketing method, and the case studies of country approach to marketing applications in libraries. A substantial literature on LIS marketing exists, which has been growing and newer dimensions of LIS marketing evolving. A literature review surveys books, articles, and other sources relevant to a specific issue, space of analysis, or theory. Within the social sciences, a literature review typically has an associate degree structure pattern and combines each outline and synthesis, typically among specific abstract classes.

Public Libraries and information centers have been created to realize that marketing of information products and services are an integral part of the administration, especially for reader's satisfaction at their expected level. Keeping this in view, this study reveals all the processes and strategies that can be involved while practicing the marketing of information products and

services. Moreover, it investigates the purpose, usability and actual use of social media platform, Web 2.0 for the marketing and promotion of library services and resources. Whenever we think about library operations, the concept of marketing does not come into mind. But due to the rapid growth of literature and the application of information technology, marketing has become an important tool to promote library services and products. Therefore, library services and products must be promoted among library users. Librarians and Information professionals must start to market library products and services.

Future Research Directions
Furthermore, further research is needed on a number of specific public library marketing issues such as the awareness of marketing concepts by library staff and the ways in which libraries train their staff in order to put into practice marketing, the implementation of 7Ps in libraries, the usefulness of social networks in the library marketing process and case studies of country approaches on marketing applications in libraries.

Acknowledgment

REFERENCES

Adegoke, K. A. (2015). Marketing of library and information services in University libraries: A case study of UsmanuDanfodiyo University Library, Sokoto-Nigeria. *Intellectual Property Rights: Open Access*, 1-5.

ALA(2012a), "About @ your library", available at:www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary/aboutyourlibrary

ALA (2012b), "Welcome to the academic and research library Campaign", available at:www.ala.org/advocacy/advleg/ publicawareness /campaign@yourlibrary/prtools /academicresearch/academicresearch

ALA ACRL (2012), "Marketing @ your library", available at: www.ala.org/acrl /issues/Marketing

Belling A, Rhodes A, Smith J, et al. (2011) Exploring Library 3.0 and beyond.: http://www.libraries.vic.gov.au/downloads/20102011_Shared_Leadership_Program_Presentation_Day_/exploring_library_3.pdf

Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organization structures for service firms, in Donnelly, J.H. and George, W.R. (Eds), Marketing of Services, American Marketing Association, Chicago, IL, pp. 47 - 51.

Breeding, M. (2010). Taking the social web to the next level.

Brophy, P. The Library in the Twenty-First Century. 2nd Ed. London: Facet Publishing, 2007, 248 pp. ISBN: 978-1856043755

Chan, H. C. (2015). Library3. 0 for Public Library. *Journal of Service Science and Management*, *8*(05), 741.

Cheng, W. W. H., Lam, E. T. H., & Chiu, D. K. (2020). Social media as a platform in academic library marketing: A comparative study. *The Journal of Academic Librarianship*, *46*(5), 102188.

Chi, H. H. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of interactive advertising*, *12*(1), 44-61.

Chiparausha, B., &Chigwada, J.P. (2019). Promoting Library Services in a Digital Environment in Zimbabwe. *Research Anthology on Collaboration, Digital Services, and Resource Management for the Sustainability of Libraries*.

Chiparausha, B., Musarurwa, B., &Chigwada, J. (2015). Experiences with library management system migration at Bindura University of Science Education (BUSE).

Chowdhury, G. (2013). Sustainability of digital information services. *Journal of Documentation*, *69*(5), 602-622.

Curran, J. M., & Lennon, R. (2011). Participating in the conversation: exploring usage of social media networking sites. *Academy of Marketing Studies Journal*, *15*, 21.

Dewe, M. M. (2012). Planning public library buildings: Concepts and issues for the librarian.

Diaz, K. R. (1998). Filtering, Selection, and Guided Access.(Internet access in public libraries).

Dongardive, P. (2013). Marketing library and information services. *International Journal of Science and Research*, *2*(11), 227-234.

Dragon, A. C. (1979). Marketing the Library. *Wilson library bulletin, 53*(7), 498-502.

Givi, Esmaili, M. R., Naghshine, N., &Sahli, F. (2016). SWOT Analysis and Strategic Positioning of National Library of Iran Regarding Price and Place Marketing Framework. *Librarianship and Information Organization Studies*, *27*(2), 89-110.

Ewers, Barbara and Austen, Gaynor. "A FRAMEWORK FOR MARKET ORIENTATION IN LIBRARIES". *Marketing Library and Information Services: International Perspectives*, edited by Dinesh K. Gupta, Christie Koontz, Angels Massisimo and RéjeanSavard, Berlin, New York: K. G. Saur, 2006, pp. 21-34. https://doi.org/10.1515/9783598440199.1.21

Ezema, I. J., Ugwuanyi, C. F., & Ugwu, C. I. (2014). Skills requirements of academic librarians for the digital library environment in Nigeria: a case of University of Nigeria Nsukka. *International Journal of Library and Information Science*, *3*(1), 17-31.

Ganaie, S. A. (2013). Online exhibitions: means for marketing library services and library products.

Garoufallou, E., Siatri, R., Zafeiriou, G., &Balampanidou, E. (2013). The use of marketing concepts in library services: a literature review. *Library Review*, *62*(4/5), 312-334.

Henderson, K. (2005). Marketing strategies for digital library services: digital directions. *Library Review*, *54*(6), 342-345.

Hood, D., & Henderson, K. (2005). Branding in the United Kingdom public library service. *New Library World, 106*(1/2), 16-28.

Holly, P. (2013). Social Media as a Marketing Tool: A Literature Review. *University Of Rhode Island Digitalcommons@ URI.*

Hussain, A., & Jan, S. U. (2018). Awareness of web 2.0 technology in the academic libraries: an Islamabad perspective. *Library Philosophy and Practice*, 1-13.

Ifijeh, G. ,Idiegbeyan-Ose, J, Segun-Adeniran, C. D., Fagbohun, M., &Esse, U. C. (2016). Library professionals and social network sites: Use, relevance and challenges from university libraries in Ogun State, Nigeria.

IFLA (2012), "Management and marketing section", available at: www.ifla.org/en/managementand-marketing

Jacob, S., Schiffino, N., &Biard, B. (2018). The mystery shopper: a tool to measure public service delivery?. *International Review of Administrative Sciences*, *84*(1), 164-184.

Kaplan, A. M., &Haenlein, M. (2012). Social media: back to the roots and back to the future. *Journal of systems and information technology*, *14*(2), 101-104.

Kaushik, R. (2012). Impact of social media on marketing. *International Journal of computational engineering & Management*, *15*(2), 91-95.

Kotler Philip (1980), *Marketing Management: Analysis, Planning and Control*, 4th ed. Englewood Cliffs, NJ: Prentice Hall.

Madhusudhan, M. &Nagabhushanam, V.(2012). Use of web-based library services in select university libraries in india: a study,International Journal of Library and Information Studies ,2(1),1-20.

Mangold, W.G.and Faulds, D.J. (2009) 'Social media: the new hybrid element of the promotion mix', Business Horizons, Vol. 52, No. 4, pp.357 –365.

McCarthy, E. Jerome . 1960. *Basic marketing: A managerial approach*. Homewood, IL: Irwin.

McMenemy, D. (2009). *The public library*. Facet Publishing.

Naikwadi, V. A., &Chaskar, P. M. (2012). Implication of marketing plan: for marketing library and information services. *Indian Streams Research Journal*, *2*(10), 1-6.

Ntulo, G., & Otike, J. (2010). Marketing public library services in developing countries. Retrieved November 15, 2014, from http://mu.ac.ke/informationscience/index.php/research-publications/staff-research-and-publication-2/category/10-getrudentulo?download=45

OhioLINK (2012), "OhioLINK marketing toolkit", available at: http://www.ohiolink.edu/ostaff/marketing/

OLC (2012), "Marketing the library, staff training from Ohio Library Council", available at: www.olc.org/marketing/

Patange, J.T. (2013). Marketing of Library and Information Products and Services. *Global Journal of Human-Social Science Research, 13*.
P.G. Tadasad, S. C, Talikoti. Awareness and utilization of resources services and facilities of city central libraries: A users" survey of City Central Library Gulbarga. ILA Bulletin 36 (3), 2000, 80-86.

Raul, M. A., Belapurkar, S. S., &Munnolli, S. S. (2016). Marketing of Library Resources and Services: New Challenges and Opportunities. *Retrieved via: https://www. researchgate. net/publication/305619546*.

Saravanan, G., & Deo, M. (2010). Impact of Futures and Options Trading on the Underlying Spot Market Volatility in India. *International Review of Applied Financial Issues & Economics*, *2*(1).

Seifi, L., &Kazemi, R. (2018). The use of marketing concepts in public library services: a systematic review. *Library and Information Sciences*, *21*(3), 91-124.

Selvam, R., & Subramanian, N. (2018). Web-based Marketing of Information Products and Services in Arts and Science University Libraries: A Study. *Journal of Advancements in Library Sciences*, *3*(1), 62-73.

Shankar, V., Inman, J. J., Mantrala, M., Kelley, E., &Rizley, R. (2011). Innovations in shopper marketing: Current insights and future research issues. *Journal of Retailing*, *87*, S29-S42.

Snoj, B., &Petermanec, Z. (2001). Let users judge the quality of faculty library services. *New library world*, *102*(9), 314-324.

The Public library service: IFLA/UNESCO guidelines for development / [International Federation of Library Associations and Institutions]. Ed. for the Section of Public Libraries by Philip Gill et. al. - München : Saur, 2001, XVI, 116 p. 21 cm (IFLA publications ; 97) ISBN 3-598-21827-3

Yams, Z.H. (2016). Factors Affecting the Attraction of Public Library Users of Tabriz City Using 4p Marketing Model. Presented at the Conference on Management and Humanities Research in Iran, Tehran: Research Institute of Management, Tehran University.

Yang, Y., Gu, Y., Liang, X., Luo, S., & Tung, F. (2009, October). Applying context-awareness to service-oriented architecture. In *2009 IEEE International Conference on e-Business Engineering* (pp. 397-402). IEEE.

Zubair, M.S., Mamat, W.A. and Mohammad, N.H. (2017). Qualitative inquiry on marketing strategies for promotion of library services in university libraries in Nigeria. Malaysia: Department of Library and Information Science