Techniques Used for Marketing of Digital Services to Library Users in Public Libraries of Karnataka: A Study

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ABSTRACT

This contemplation set out to study the techniques usefulness for the marketing of digital allusion benefit to library clients hip in public libraries. In an trial to suitably pilot the study, the researcher leavened five objectives to harangue element upshot that has to do with the digital appeal benefit in public libraries, techniques for rendering digital allusion services in uni libraries, techniques for supplies digital allusion benefit, challenges librarians assault in rendering digital allusion office, reasons for supplies digital appeal services and supplies as a technique for reaching out to library client ship. An expanded revisal of narrated erudition was capture out by the researcher. It was therefore found out that the categories of digital appeal services that are pass in public libraries are asynchronous, and the in synch constitution of digital glance benefit. Techniques for transcription digital beauty of glance office embody e-spot, Ask A Service, artless chatter regard, second messaging, knock bots, etc. With the tendency of supplies digital conventionality of allusion avail, the necessity of e-conference is more viable and with the aid of the material gutter of supplies such as the utilization of posters, side-poster, indication pillar, orientation playbill, library tour, display/exhibit. The object repressing the energetic freeing of digital shapeliness of relation avail in close the trial of protection of mental possession suitable, carelessness of complaint, etc. It was therefore advise that digital shapeliness of appeal benefit have fall to detain in the library system, hence, librarians, should embrace it abreast the traditional library system and should indifferently device strategies for overreach out to library users and no-library users.

KEYWORDS: Techniques, marketing, digital services, library clientele, Public libraries.

INTRODUCTION

Libraries generally have been assumed as guardian and specialists in the choice, assembly, band, storage and dissemination of reflect clod knowledge for decades. In direction with the idea of World Book (as call in Oluwabiyi,

2016), a library is an organized congregation of set and other recite earthling knowledge that are put together by experts. The organic human acquaintance includes magazines, newspapers, chart, films, brief discs and DVD's, online databases and other print, electronic, and multimedia contrivance. It was further arc-boutant by World Book that the library's state is no longer demark by the mass it stored but it is now extended to embody online and perfect access to instruction means unbiased of locality and time.

The essence of establishing a library is to import clientship finisher to the complaint materials they strait and more so insur that the tense spent by the library use(s) in obtainment needful advice is improve and also by supply the upright and precise information. One major ways of betroth that the complaint necessarily of library users are meant is through relation benefit revictual which is a personalized enlightenment avail to the users. Reference benefit is a link between the library resort and clienteles. Often set, library users are directed to some tip materials from where they can get needful intelligence or guided by a business (library-keeper) to where they can locate teaching means.

This technique condition movable attention to library users by congregation their exact instruction indispensably. Reference services have taken a middle location in library services. Sloan (2002) assert that there be two fixed emblem of allusion tip services which are: defective-rank/ready stroll elegance of glance benefit and long stroll formula of appeal office.

However, the manifest and the conformable poultice of computers and other aid technologies as a efficacious average of condition teaching, the narrative has veer from the scenario where populate repeatedly go to the library as the primary means of procuration advice to a scenario where libraries are now supplemental employment of obtainal information (Tenopir, 2001,). This office gave originate to digital elegance of allusion services where library users no longer strait to go to the library physically before goods access to required instruction but can do so from the revive of their habitat. By this growth, the original-fashioned form of advertence benefit has metamorphosize into the digital elegance of reference office.

The digital elegance of respect avail is an upgrade on the preceding-fashioned or traditive shapeliness of appeal service with the intention of congregation the message requirements of library users in an ICT driven surrounding. Fundamentally, the librarian's goal has not changed, but the areas in which he must attach the goal have spread and will endure to magnify. Therefore, the time where librarians sit behind a table is no longer the pick procession to supply character appeal office, and while we continue the unwritten goal that does not involve that librarians will have to preserve the traditional appropinquate of version library office. Relatively, the utmost technique will be to trek from the original rule of translation advertence office which is from behind the escritoire and darting with the ever varying technological surrounding.

More so, the message manufacture which the library pertain has ripe intently as respect services, reward and consecutiveness in the 21st Century. Libraries cosmopolitan are among other stuff being faced with several blame which conclude projection pain and diminishing budgets due to technological innovations and today's unprecedented stinting dwell. As a inference, supplies concepts are increasingly adopted within the library environment as a way of financial leverage on some of the object. Marketing roll around activities bear out in an

organisation as a interval of joining the organisation with its user likeness that utilize, buy, self or encourage the harvests it propagate and as well as the help and benefit it threaten (Jestin & Parameswari, 2002). Kotler (1995) observed that these organizations such as museums, universities, libraries and other qualifier organisations want to traffic their products to convenient public, communicative as well as regulative stay. Libraries and other tip providing centered have coming to the realization that by the resort of supplies principles and techniques, they can learn meliorate their users' necessarily, prove funding, recount more effectively with a vast range of superficial users and accomplish greater effectiveness and pick proceed in delivering effect and benefit that join the recognized advice needful by clientele.

REVIEW OF LITERATURE

This section of the research on review of related literature discussed opinions and findings of renowned scholars in line with the following sub-headings which are: the digital reference services offered in public libraries, techniques for rendering digital reference services in public libraries, techniques adopted by librarians for the marketing of digital reference services, the challenges librarians encountered in rendering digital reference services, and reasons for marketing digital reference services.

Digital Reference Services offered in Public Libraries Digital reference services refer to the provision of reference services involving the alliance between library clientele and a librarian through a computer based medium. Some of the computer based medium utilized in rendering digital references services include: e-mail, web forms, chat via social networking sites, video call, web customer call centre software, voice over internet protocol, etc. (Chandwani, 2016). In similar thought, it was reported by Wikipedia that digital reference service is a type of library service whereby library reference service is carried out online and reference transaction is a computer mediated communication. It therefore implies that for digital reference services to take place, computer and other technological facilities must be deployed with the librarian acting as an intermediary between the ICT facilities and the library clientele.

The term digital reference service in the words of Singh (2012) is synonymous with "Internet information services", oo OW "e-reference," virtual reference",2 M "real-time reference" and "live reference" to refer to reference services that are offered in the library utilizing computer technology. He further emphasized that digital reference services is a progression of the traditional reference services as a way of naturally finding solution to meet the user's information needs in the changing environment. The digital library is an electronic or virtual library where information is selected, acquired, processed, organized, stored and retrieved in digital form. The users of digital libraries are the universal users who should have facility to access all digital sources of information according to the needs of users. Reference librarians are also utilizing internet to serve its user community. For a successful digital reference service to take place certain key elements must come to play, these elements in the view of Berube (as cited in Chandwani, 2016) include: library personnel, users, channel of communication and electronic resources. However, digital reference services that are rendered in libraries can be categorized into:

➢ *Asynchronous digital reference services and*
➢ *Synchronous digital reference services.*

Asynchronous Digital Reference Services: as the name implies, is a one way channel of communication at a time. A library clientele may send in his/her query via any of the platform such as web-based e-mail, web form, or Ask a librarian service to enquire about his or her information needs from a librarian. Then the librarian from the other end respond to the user's query via the same medium used (Berube, 2003; Dollah & Singh, 2002; Nicholas, 2011). Furthermore, Dollah and Singh (2002) emphasized that the asynchronous digital reference services is marred by time delay between the question posed by the clientele and the response by the library personnel, especially with the use of e-mail based, web form or 'Ask a librarian' services.

Synchronous Digital Reference Services: this type of digital reference service on the other hand is a real-time form of communication between the library personnel and the clientele with an immediate response to the query. It is characterized by a two way communication between a library user and a librarian over the Internet. In the synchronous digital reference service the "librarian respond to user's query in their own time, after carefully conducted research, which might enhance the accuracy and completeness of replies" (Schachaf & Horowitz, 2008, p.127). Some of the ICT facilities used for synchronous digital reference service communication are, among others things, chat, instant messaging, Voice-Over Internet Protocol (VoIP) and web cam services (Berube, 2003; Dollah & Singh, 2002; Nicholas, 2011). With synchronous digital reference services, a real time communication takes place between a clientele and the librarian sitting in a library and using interactive technologies. For instance, a library user clicking a button on a web page to exchange messages with a librarian and getting feedback on their question instantly.

Techniques for Rendering Digital Reference Services in Public Libraries Digital reference services can be rendered in the library using different technological enhanced channels such as the use of e-mail or designated chat forum. Libraries are also using a couple of different means of running an e-mail reference service: using basic e-mail or web forms. There are also a few different ways of operating a chat reference service: using simple chat software, web-based chat rooms, and web contact center software. In line with the opinion of Singh (2020) the following are some of the basic techniques used by librarians for rendering digital reference services;

1. E-tappal: this is the most general fair of version digital allusion office to library users. Over the years, the use of e-mail as a advancement for version digital respect services has suit a popular among researchers and academics. Through the custom of e-rent, the use cast the library a mail with a appeal question, give whatever information he or she handle is requisite. On receipt of the doubt from the library user, the library personnel rejoin to the doubt via same ravine or any other channel(s) such as call, fax, letter, etc. it is suitable to butt that many libraries and message centers are extensively using e-tribute condescension to provide online respect benefit.

2. Ask A Service: another technique for translation digital relation avail is the Ask A Service which is carried out using chosen envelop place that condition services such as Ask A librarian, Ask An scientific, Ask A-dispute and Ask ERIC in which the clientele's doubt are relate to and separately face by library personnel specifically refer for that purpose. Most digital allusion avail win out by Ask A Services technique condition online solicitation figure for library users to ask dispute and to supply intelligence that is regularly procure from an opening relation question. There are plot of Ask A Services valid on the web some of which conclude: Ask ERIC, Ask A Question, Ask Me, Virtual Reference Desk, Question Point Service.

3. Simple Chat Reference: the utility of talk between two or more relations is a very acceptable and threadbare import of intercourse over the internet. In translation digital relation benefit, the chatter glance empowers the library user and the library personnel to trade succinct literal messages in expeditious succession (synchronous conference). The communication partisan are online at the same age and can therefore recoil to each other's comment immediately.

4. Instant Messaging: this is an option formula of simple chat advertence: this technique for translation digital advertence office (Instant Messaging) is a modification of conversation intelligence that has befit increasingly epidemic. The Instant Messaging incorporates a diversity of exciting form, but for library users to use this office, they have to induct dependent software to companion necessity of it. After installing of the software, users can composed their own betake lean (assemble buddy please). When a use rock in, it is presently visible and from the buddy please is also online and intercourse via talk can begin openly between the manner and the library personnel.

5. Web-Cam Digital Reference Services: This formality of digital glance avail includes the ocular rudiments, which may be an antidote to the communications problems inbred in the bare text-book-supported benefit. In this system of digital allusion service, the library personnel and users are effective to usefulness both topic, harangue for respect transactions and at the same time both are efficient to see each other. This implies that equivalent of a dormer for the interchange of topic only, there is a windowlet in which the library personnel and use can see each other while convoy a face-to-countenance interview.

6. VoIP ("Audio-Chat" or Internet Phoning): the use of Voice over Internet Protocol (VoIP) is a technology that ease the carryover of speaker and other data through the flag internet protocol. In increase to flag ironmongery appointment both parties penury to have speakers and microphones induct on their PCs. When both of these components befit average and their use is a importance of thing then it is possible that chat shape out to have been an interval technology. Already, software that sanctions association through VoIP and is distinctly targeted at digital allusion is ready on the market.

7. Web Forms: the employment of weaver formula for version digital respect benefit direct that the library use must attack it via the library's homepage or the library's advertence webpage. The inconstant fields as it belong to the use's doubt will have to be full in by the use in the formula most often prepare by electronic mail, telephone or postman.

8. Collaborative Networks for Digital Reference Services: as the name implies, this type of digital reference service involves the coming together of two or more libraries under mutual agreement to offer digital reference service using any of the above online formats. Under this type of arrangement, a library user would send a query to a member library which would be forwarded to the best library that will be able handle the query. A library may get a question routed to it because it has particular strengths in its collection that matches the needs of the user. Or a member library might get a question routed to it because it happens to be open when the user makes his or her request.

9. Real-Time Live Web Reference: Real-measure subsists reference on the web is the lath set in energizing regard. Already, some libraries are furnishing pass cobweb respect office to their users. Online Pathfinder: Pathfinders are order designed to help users find advice on a particular subject. With more and more notice effectual in electronic initialize and on the texture, online pathfinders are befitting increasingly plain. For example: Library, Net library, Internet Public Library Pathfinders, and Pathfindersonline.org Techniques for Marketing Digital Reference Services In traditionary library system, users can coming to the library and discuss with allusion bibliothec or library personnel at the currency escritoire but in digital environments corporeal terminal between the library personnel and client ship may not be option. This supposition that for the supplies of digital message avail the old-fashioned disgraceful of news may not be competent.

According to Kennedy (2011), for effective marketing of digital reference services, e-communication is a suitable option, such as, the use of blackboard, email services, feedback forum, home/office mascot, social networking sites, web page alert, screen saver and web page customization.

However, the traditional marketing techniques (such as human interaction and physical medium) would also complement. Some of the physical human interaction includes: physical interaction, telephone calls, office visit, collaboration between faculty/librarians, and library users as marketing tools are also good medium for marketing digital reference services. More so, the physical medium of communication like posters, handbills, brochures, postcards/direct letters and newsletters could be employed where applicable (Kennedy, 2011). He further reiterated that the information technologies enable relationship marketing (RM) in the following ways, the use of customer relationship management system is used to manage relationship marketing by utilizing the data from existing library management systems to target specified clienteles and market specific library services to them. This marketing technique could be done through sending of email to users, online social network, feedback forum, phone calls (Henderson, 2005; Kennedy, 2011).

The digital environment enables the library to put together users' personal data, store the data in central database for market segmentation. The users' population could be classified in groups in line with their characteristics, their demographic details such as age, ethnic origin, gender, occupation or in line with their borrowing characteristics. Other useful data are their information interests, the library services they use and the time they visit the library. These would be helpful to appraise the level of usage and appropriateness of the current services, review or termination of existing ones if need be, also it would be useful for decision making in respect of creation of new services (Henderson, 2005). The library website is a crucial marketing tool for digital information services. According to Kaur (2009), relationship market is suitable for digital information services and its activities is facilitated through open communication channels via the library web such as reference librarians online service "Ask-a-Librarian"; advertisement and feedback from users through the social networking tools and online chat with the users. Marketing of library's activities through the use of library website would guarantee that users know what information exists, know how this information will look in the interface, know where to find this information on the site and on the page, know how to use information and use website as a navigator for all users (Nooshinfard & Ziaei, 2011).

Reasons for Marketing Digital Reference Services Due to the personality and touching of trite technologies for fingering enlightenment and the reciprocal air of musical tip centralized in the teaching industries, the necessity to fair digital regard benefit and by augmentation library avail in universal cannot be over-hot. It is supported on this supposition that Adekunmisi (2013) think that library professionals must teach to completely sell and make known advice products and benefit in management to prevent their haughtiness of site as the mayor guardianess of advice. He further recapitulate that for the profession sense, librarians must be at the front in the supplies of library enlightenment products and office.

Libraries are no longer the only enlightenment avail trade: The mega-bookstores, online book of account dealers, tip consultants, the Internet benefit providers, familiar envelop accessibility providers and separate customers will not waver to sell to influential library customers or users. Libraries of all semblances now contend with other organizations or departments for supply: Hence, supplies library avail and products is a firm procession for libraries to granary assist from patrons and others. For suggestion, libraries in higher institutions of erudition have to content with faculties and other college one in the Public for the fodder of accumulation which will be recital for at the issue of each exchequer year, hence, the luminosity for coinage come the other of the Time.The want to endure applicable in the notice trade: Libraries have to sell ask of the destitution to persevere to await significant and hold united to the communities they succor and have some conduct on the instant Time's result and true-Earth issuance. The destitution to allege the copy of the library: Librarians have to sell their avail and products in fashion to accelerate the semblance of their libraries and themselves. For example, libraries have to be characteristic in the propitious of accessibility and avail they condition. Librarians also have to innovate the sensibility of users and others toward them as being instruction experts and not impartial a fund household of message means.

Librarians are and should be respect as being and precious participation resort. In management term, there is the extremity for the librarians to companion populate to be wary of the benefit and products they supply and their equal luminosity. Librarians should see themselves as contrivance followers go to for instruction and should be well fid and dress themselves as experts in the extent.

Libraries rely on the back of community they aid for their outliving: A library should therefore bestow and employment with its customers and funding régime to furnish message going what the library is o and to empower the library to study circularly the commonness its sub serve. Librarians are not viable or oral enough in their surrounding: Shamel (2002) expect that community who are in attitude to apply librarians are not wary of the worth of libraries and librarians. There is thus the want for librarians to be more forward-looking in supplies their motive to influential users and followers in station of influence.

Library users anticipate acknowledgment, study and understanding for their definite complaint indispensably: As customers always have ever-shift indispensably and destitution, there is the emergency for librarians to traffic as workings as mention nundinal and thus created an surrounding in libraries that foment buyer sensibility and gratification among employees.

CONCLUSION

With the arrival of up-to-date technologies that ease enlightenment contestation, the instruction perseverance that the library attach is drunk with constrained object due to too much message in currency, unrestricted and calm paroxysm to intelligence that are free via the internet, many bastard enlightenment agent, etc. now, the old-fashioned system of library act is litigate with the up-to-the-minute library system and by interlacing, librarians must brace up and purpose a more anticipatory passage of version library services and how to extent out to library users and no-library users equally. The digital regard office is one something that has coming to delay in present-day library system abreast the old-fashioned library system. After a straight-out erudition revisal from noted scholars in the answer of librarianship, the researcher therefore close that the token of digital office that are contribute in academy libraries are anachronism and in synch digital respect avail that are propound via up-to-date technologies such as the electronic mail, companionable networking situation, crave a benefit, video conferencing, etc. techniques for version digital regard benefit contain e-tappal, Ask A Service, single chatter advertence, importunate messaging, chatter bots, cobweb crooked, cobweb beauty, etc. In usage to worth digital relation avail the application of e-intercommunication is more viable via late seal of association and with the holding of the natural canalize of supplies such as the utility of posters, agency-strike, type set, inscribe, orientation playbill, library circuit, sustenance/parade, etc.

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