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Marketing of Library and Information Product and Services: Study of Special Libraries of Karachi

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Abstract: -

Marketing and advertising are essential for expanding awareness of library product and services. Special libraries have an assortment of difficulties in marketing library and information product and services due to quickly changing media advancements, expanded user demands, competitions from other data sources like the web, and diminished library financial plan. The focal point of this study was on the promoting view of LIS Professionals working in Karachi's special libraries, likewise centered on marketing procedures for library and data items and services. The Research was restricted to Special libraries of Karachi. The study was directed utilizing a quantitative methodology and an illustrative overview research philosophy. There are 53 professionals in the objective population. On the basis of past studies, the literature is examined. A far reaching and self-constructed research questionnaire was the data tool for the collection of data and distributed to all participants working in Special libraries of Karachi. Cronbach Alpha was utilized to decide the instrument's steadfast quality, and the outcome was 0.821, which is acceptable. Information was arranged and examined. SPSS form 23 and MS Excel 2013 were used to analyze the data using descriptive statistics. Results shows that majority of the Librarians have positive attitude about the promoting the product and services of special libraries. The Marketing tactics utilized in Special libraries show how viable they are at advancing library services. Though the marketing mix was not taken on as a predefined approach, it was resolved that an assortment of existing services suitable the criteria. Reference Services, CAS, SDI services are the main services and advertising channel for the improvement of library product and services. The library staff were totally ready for this work. Karachi special libraries face troubles in advancing their library and information product and services. The study was concluded by authorizing proficient professional librarians to develop and promote the library more effectively through marketing, displays,

advertising and exhibitions etc. This study proposed Marketing Strategies, procedures, and techniques for publicizing libraries and information product and services, and furthermore fill the Marketing gap.

Keywords: Marketing, Services, Information, Special libraries, information Products, Marketing Mix

Introduction:-

Libraries have forever been viewed as vital for educational activities and exploration of new ideas and research, and all types of libraries have totally relied on their institutional parent body financial support and assistance and to keep their doors open to one and all. As Google's search grows, the value of libraries is being questioned, and a new generation of users have new expectations and demands for library services. Due to this changing challenging situation LIS professionals face a variety of challenges.

So, it is to time of need to identify and distinguish user needs, plan service delivery for everyone, promote available resources, deliver services efficiently and effectively, and compete for finance and other resources. There are various kinds of libraries, each with its own users, collections, features, and services. Academic libraries, school libraries, special libraries, national libraries, and public are the most widely recognized characterizations for libraries.

Our main focus in this study to special libraries. According to American Library Association, “A library established, supported, and administered by a business firm, private corporation, association, government agency, or other special-interest group or agency to meet the information needs of its members or staff in pursuing the goals of the organization. Scope of collections and services is limited to the subject interests of the host or parent organization”. (ALA, 1983, p. 212).

Marketing has grown to be so vital to library offerings because of adjustments in instructional techniques, the impact of technology, new techniques for disseminating facts, and decreased budgets that it may now not be taken into consideration a distinct activity.

It is fundamental to all special kind of libraries to market their facts product and offerings thru advertising. Marketing has modified right into a vital device for demonstrating the want for similarly expenditures. Various marketplace studies techniques, which include surveys, recognition groups, and thought analysis, have to be used to pick out unique libraries` desires and layout suitable offerings and infrastructure.

Many libraries have found out the significance of advertising principles and the way they will be implemented to their holdings. As unique librarians, we ought to aggressively or actively put it on the market and sell our library and facts services and products with a purpose to meet the needs of the era.

In the context of a unique library, advertising refers back to the gadgets which might be used to ship facts (each uncooked and processed) to its members. Various scholars have provided definitions of marketing that we might use to better understand to marketing.

AMA defines “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (AMA, 2004, p. 260)

“Marketing is a social and managerial process by which individuals and group obtain what they need and wants through creating and exchanging value with others.” (Armstrong and Kotler, 2005, p. 30)

Generally marketing viewed as a collection of methods and techniques used by non-librarian managers. Librarians, on the other hand, are actively involved in the marketing process. The marketing is a technique of moving a product from a manufacturer to a final patrons. Marketing in the broadest sense is a social medium by which the material products and culture of society are transmitted to its members. Marketing aims to identify users and evaluate and meet their needs, desires and expectations by creating and delivering the right products and services. The main focus of the concept is on the clientele or patrons and their satisfaction is the ultimate goal.

World Marketing Association defines “Marketing as the core business philosophy that directs the processes of identifying and fulfilling the needs of individuals and organizations through exchanges which create superior value for all parties.” (World Marketing Association, 2012, p. 12)

Marketing of libraries, as well as related information products and services, is a novel concept in Pakistan. As a result of the complex and multifaceted activities of society, the demand for information products and services continues to grow. In addition, rising document costs, changing information demand, and intensifying competition from the early information sector will require the adoption of marketing tactics in bookstores. Special libraries need to adapt to provide the right information to the right users at the right time, in the way they need to thrive in today's technological and competitive environment. To achieve this goal, special libraries must use marketing methods similar to those used by other service companies.

Objective of the study:

The main objectives of the study are:

1. To investigate librarians' perceptions on marketing in Karachi's special libraries.
2. To learn about the current promotional tactics available in Karachi's special libraries.
3. To determine what current products are available in Karachi's special libraries.
4. Investigate the processes offered at Karachi's special libraries.
5. To identify the people who work in Karachi's special libraries.
6. To identify the challenges/difficulties that special librarians in Karachi faced in promoting library and information products and services.

Scope of the study:

The objective of this study is to determine the usefulness of market information products and services. The study also focused on the marketing strategies used to advertise libraries and information products and services. The scope of this study was limited to the Karachi Special Libraries. There are seven P's in the marketing mix, but here we only focus on the four P's of marketing mixes: product, advertising, process and people. The four P's of marketing are key elements related to marketing libraries and information products and services.

Problem statement:

Marketing is the process of providing the best service to people. People can easily get what they want. In the age of libraries and cyber libraries, library marketing is also very important. Marketing activities have been underway in Pakistan, especially in Punjab. Similarly, marketing in part of Sindh is being explored, but no work has been done in Karachi so far. Therefore, it was necessary to study the marketing of the Karachi library. In Karachi, we chose a special library. The survey will be conducted to investigate the market situation in the special libraries located in Karachi. The main motivation is to raise awareness of the library and its services, and the library does not sell its products in a way that attracts library users. It is therefore necessary to investigate how special libraries sell their products. The main objective of the study is to examine the market perceptions of librarians working in the Karachi Special Libraries, to know the current advertising strategies offered by the Karachi Special Libraries, and to find out the current products that exist in the Karachi Special Library. Find out about the challenges faced by special librarians in Karachi in advertising libraries and information products and services. Our goal is not only to gather information about the library, but to implement it. Emphasize the fact that the library is part of society.

Significance of the study:

In the last quarter of the twentieth century, the LIS profession in industrialized countries was seen to have followed the marketing approach in libraries.

This study will be useful to library professionals who will be able to use the findings to reflect the effectiveness of the marketing strategies used, adjust the weight of the components' persuasions, better understand various effective marketing approaches to enable them to market library services more effectively, and enable library management to assess their strengths and weaknesses and project ahead.

It will also strengthen library users' awareness of available materials and services, resulting in higher usage. It is important to note that in the current period, when a considerable amount of material is being published electronically, it has become necessary for libraries to market their services.

The aim of this study is to help libraries market their products so that they can expand their services and better meet the requirements of their users

Key element of marketing:

A four-point classification was devised by E. Jerome McCarthy, an American marketing professor, in 1960, and has since been embraced by marketers all over the world. In 1981, Bernard H. Booms and Mary J. Bitner developed the 7P model, sometimes known as the Booms and Bitner 7 Ps.

The original marketing mix model was expanded from four to seven parts in this service marketing mix method. The 7Ps are a supplement to Jerome McCarthy's four verifiable marketing variables that allow service firms and knowledge-intensive workplaces to use this services marketing mix.

1. Product: All of the components and pieces required to provide a service are referred to as "products."

This offers value to the customer/user, who prefers products that are of the best quality, performance, and innovation. Marketing specialists in product-oriented businesses should concentrate their efforts.

Spend time and effort on items that will improve over time. Providing products with a respected brand and appealing packaging, for example, increases sales. There is a sale in addition to customer/user satisfaction.

2. Price: Price and other costs show the management of various expenses borne by customers/users



in order to obtain the advantages generated from the supply of services.

It is a versatile and influential factor that affects the company's revenue, profitability, and market share.

Customers use pricing as a deciding factor because, depending on their financial status, most buyers consider price before purchasing a product.

3. Place: It shows how firms get their tangible goods or services to the end user. Users' service output levels must be considered by the distribution channel designer.

4. Promotion: In this process, the marketer's goal is to communicate with users so that they recognized the product. Marketers must design strategies to persuade present and prospective customers to purchase their goods. The benefits gained from employing a service organization's services define the value and importance of promotion.

5. People: People are the most crucial component when it comes to giving services. People, or employees, are a relatively new component of the marketing mix, with their significance in strategy formation just recently recognized. People can contribute to the marketing mix through their employer, management, culture, and customer service.

6. Process: It is a method of providing a service to end users. It ensures that services are available as well as their long-term/appropriate quality. This marketing mix component's goal and job is to balance service, demand, and supply.

7. Physical evidence: It refers to the environment and facilities that libraries need to provide services to its patrons. It also encompasses all tangible, visible touch points (the full environment) with which your customers/users will interact prior to acquire your services.

Review of Literature:

Ezeh (2021) examines how marketing helps libraries promote the value of their services in an emerging information technology world where users prefer the "Web" as their primary source of information in a study of the importance of marketing library resources in libraries and information centers. . Technological advances, marketing, and globalization have brought about significant change and problems in the educational environment, bypassing the old paradigm of library services. According to the study, if information marketing is effectively planned and conducted, it can upset the norm of librarianship.

Horsfall (2020) discussed how to effectively promote libraries and information services in the digital age. It focused on librarians promoting themselves and library services that require the use of ICT via network 2.0 tools such as WhatsApp, email, Facebook, YouTube, Twitter, LinkedIn, and the phone to contact their customers and serve their information requirements. Based on past research, the study used a conceptual review. It emphasizes the importance of marketing LIS to promote utilization, whether physically or remotely, to ensure long-term development. There were several difficulties, such as librarian ignorance, lack of ICT infrastructure, lack of public awareness of their right to information, lack of funding, and lack of library staff training and retraining. A number of techniques, consequences, and recommendations, however, were offered. The conclusion was reached that effective marketing should be used to promote libraries and information services as a cure for ensuring the long-term existence of Nigerian libraries in the digital age.

Yusuf (2019) works at the Kaduna State Public Library on marketing approaches for the information service. The research was limited to public libraries in Kaduna State, Nigeria. To come up with a conceptual framework for the analysis, the researchers looked at one hypothesis and augmented it with a model. The research was carried out utilizing a qualitative technique and a descriptive survey research design. The target audience includes all 87 librarians from the three libraries, as well as 400 library visitors. The study's subheads, objectives, and conceptual framework are used to guide the review of literature. There have also been reported gaps in empirical literature evaluations. Data was collected using an interview schedule and a questionnaire. To test the validity and reliability of the instruments to be used for data collection, a pilot study was undertaken in a library with similar characteristics to the Public library. The main findings of the study, which focused on library initiatives, show how poor they are at marketing library services. The issues that public libraries have in marketing library services in Kaduna state have been addressed.

Thabit and Manaf (2018) investigate the role of marketing mix elements (product, price, place and promotion) in improving product promotion effectiveness and reducing organizational challenges. The important findings of this study can be stated as follows: 1. In terms of increasing product sales, the campaign has a significant influence. 2. Product distribution has the potential to improve customer happiness. 3. The company's marketing strategy has a significant impact on increasing product sales.

Waheed, Rafique, and Soroya (2017) investigate how 46 public libraries in Punjab, Pakistan, use marketing strategies and marketing mix. It also intends to fill a research gap in the application of marketing strategies by public libraries. Despite the fact that the marketing mix was not used as a pre-defined approach, a number of current services were found to meet the criteria. The Current Awareness Service, reference services, and face-to-face user help are all relevant services and communication channels for advertising of library services and merchandise (CAS). The librarians were smart, capable, and friendly. Libraries provide plenty of room, and some services are available for a little cost. This research will also fill a knowledge vacuum in the field of public library marketing strategies.

Mamatha (2016) discovered that libraries used Twitter as a site for engagement and communication because they had a large number of followers, which can be advantageous. She recommended that experienced staff members be hired to update and manage the library's Twitter accounts on a regular basis to attract more users.

According to (AMA) American Marketing Association (2019) defined marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, users, partners, and society at large”.

According to Adekunmisi (2013), libraries must be proactive in providing high-quality services in order to be competitive in the face of rising information sources such as online books, cyber cafes, and web-based commercial service providers. Professional marketing strategic management can help libraries and their users prevent a potential disconnect.

As indicated by Patange and Tukaram (2013) embedding library and information products and services is the strategy by assessing the demands, desires and expectations of the user by creating and delivering more effective products and services. Librarians need to be fully aware of the new dimensions of library and information services in order to establish appropriate strategies and plans to maximize the effectiveness of library services.

According to Konya (2013), Marketing is a form of marketing communication. This communication is critical to the success of the library, especially in terms of increasing its visibility. In addition, it becomes a method of approaching users and educating them about the importance of the library. In general, advertising refers to the means and resources used to keep the public informed about library proposals. The library uses public relations, advertising, publicity, and personal communication as examples of marketing. Brochures, booklets, posters, newsletters, user-focused seminars, book presentations or exhibits, press and social media announcements, and user-focused seminars, book presentations or exhibits are among the method tools (Facebook, Twitter, Blogs and others

Research Design:

To collect data from Karachi's special libraries, a survey research method was used. Surveys are a great way to get a handle on a wide range of unobservable data, such as people's perceptions, attitudes, and opinions.

In this study, the census method was chosen as the sampling method. A census method is a type of sampling method in which the entire population is examined. Another name for it is complete enumeration or 100 percent enumeration of a survey. Not only is the total number of individuals

counted in a population census, but also information on the number of males and females, age, education, occupational level, and other criteria.

In Karachi, a total of 53 special libraries were discovered throughout the examination. A total of 53 questionnaires were delivered to Karachi's special librarians, who collected data as needed. Despite receiving 43 questionnaires. The data was gathered from the chief librarian. As a result of these efforts, the overall response rate (N=43) was 74.13 percent. The internet, HEC's website, and other web-based sources were used to compile a list of special libraries.

A questionnaire was used to collect data to address the study's research questions. A comprehensive Questionnaire was designed based on our study requirements. A questionnaire is a type of questionnaire that consists of a set of questions intended to gather information from respondents. Closed- ended questions were included in the survey.

Table 1 – Response rate

Questionnaire administered	Returned	Not returned	Response rate %
53	43	10	74.13%

As shown in table 1, a total of 53 questionnaires were delivered to Karachi's special librarians, who collected data as needed. Despite the fact that 43 questionnaires were received, 10 questionnaires were not. As a consequence, the overall response rate (N=43) was 74.13%.

Gender Response

Table 2 shows the demographic information of participants, such as age, gender, and education, which was gathered to see if there was any link between marketing perceptions and application. It was assumed that younger librarians would be more knowledgeable about LIS marketing because they had studied it throughout their master's and M. Phil programs. In order to use marketing, it is necessary to have a solid understanding of the subject. Professional education, marketing education, and abiding knowledge of marketing were all acquired from the respondents.

Table 2 – Gender wise Response

Gender		Frequency	Percentage
Valid	Male	25	58.1
	Female	18	41.9
	Total	43	100.00

Table 2 shows that 58.1 percent of male and 41.9 percent of female responded. The majority of responses were male, according to the results. Males make up the vast majority of special and medical librarians and professionals. Females, however, account for 41.9 percent.

Table 3 –Age wise response

<u>Age</u>		<u>Frequency</u>	<u>Percentage</u>
Valid	21-30	5	11.6
	31-40	12	27.9
	Above 40	26	60.5
	Total	43	100.0

Table 3 shows that the majority 60.5% of respondents belong up-to 40 years (Above 40) of age group.

(11.6%) respondents belong to 21-30 years of age.

(27.9%) respondents belong to 31-40 years.

26(60.5%) of respondents belong up to 40 years of age (Above 40 years).

Table 4 Designation wise distribution

<u>Designation</u>		<u>Frequency</u>	<u>Percentage</u>
Valid	Chief Librarian	22	51.1
	Librarian	10	23.3
	Head of Library	11	25.6
	Total	43	100.0

Table 4 shows that 22 (51.1%) of the respondents are chief librarians, 10 (23.3%) are librarians, and 11 (25.6%) are head of library.

Table 5 -Distribution of Working Experience of Respondents

<u>Working Experience</u>		<u>Frequency</u>	<u>Percentage</u>
Valid	1-10	15	34.9
	11-20	8	18.6
	Above 20	20	46.5
	Total	43	100.0

The 'working experience of in-charge librarians' is shown in Table 5. To get a good picture of the staff's education, the researcher sought to determine what their highest level of experience was. This is crucial for this study since it will provide information on their library marketing experiences.

According to the data, fifteen (15) professionals have 1-10 years of experience, eight (8) professionals have 11-20 years of experience, and twenty (20) professionals have above 20 years of experience.

According to the findings, the bulk of the employees had more than 20 years of experience, as evidenced by 46.5 percent of the respondents.

Table 6 – Level of Qualification of Respondents

<u>Level of Qualification</u>		<u>Frequency</u>	<u>Percentage</u>
Valid	Bachelor’s degree in Library and Information Science	3	7.0
	Master’s degree in Library and Information Science	31	72.1
	M. Phil	8	18.6
	Ph.D	1	2.3
	Total	43	100.0

Table 6 shows the respondents' level of qualification. Three (3) respondents have a bachelor's degree in library and information science, thirty-one (31) respondents have a master's degree in library and information science, eight (8) respondents have a M Phil, and one (1) respondent has a Ph.D., according to the findings. 72.1 percent of respondents had a master's degree in library and information science, indicating that the majority of respondents have one.

Table 7 – Perception of marketing by librarians

<u>Sr. No.</u>	<u>Statement</u>	<u>SD (%)</u>	<u>DA (%)</u>	<u>N (%)</u>	<u>A (%)</u>	<u>SA (%)</u>
1	. Marketing is a process that satisfies the demands and desires of library user.	2.32	3.68	7	40	47
2	Marketing is a management process that identifies, anticipates, and fulfills the requirements and desires of library users	2.32	2.32	2.32	67.44	27.90
3	Marketing is necessary for achieving organizational goals.	2.32	6.97	16.27	39.53	34.88
4	Marketing is necessary for both profit and nonprofit organizations like libraries.	2.32	6.97	16.27	39.53	34.88
5	Marketing creates needless jobs for librarians.	6.97	4.65	18.60	46.51	23.25
6	With the help of marketing, users make quickly find and use library services.	2.32	6.97	16.27	39.53	34.88
7	Library services are delivered to users through marketing.	4.65	18.60	27.90	27.90	20.93
8	Users' perception of libraries and librarians can be shifted through marketing.	4.65	4.65	18.60	48.83	20.93
9	Special libraries do not need to market themselves because the services they provide are well-known.	16.27	23.25	25.58	20.93	13.95
10	I believe that marketing will increase library users awareness.	2.32	5.68	9	53	30
11	Marketing is not essential for libraries.	30.23	37.20	13.95	13.95	4.65
12	Marketing is a vital skill to have if you work in a special library or collection.	0.03	13.95	37.20	37.20	11.62

Note: SD= Strongly Disagree DA= Disagree N= Neutral A= Agree SA= Strongly Agree

Respondents were asked the perception of marketing and information products and services of special libraries of Karachi on a 5-point likert scale as shown in table 7. The table covers the following:

- The statement ‘Marketing is a process that satisfies the requirements and desires of library users’ shows that (2.32%) librarians strongly disagree; (3.68%) librarians disagree; (7%) librarians neutral; (40%) librarians agree; while (47%) librarians strongly agree.
- More so, the table reveals that on the statement of ‘Marketing is a management process that identifies, anticipates, and fulfills the requirements and desires of library users’ shows that (2.32%) librarians strongly disagree; (2.32%) librarians disagree; (2.32%) librarians neutral; (67.44%) librarian agree; while (27.90%) librarian strongly agree.
- The results on the statement of ‘Marketing is necessary for achieving organizational goals’ shows that (2.32%) strongly disagree; (6.97%) disagree; (16.27%) neutral; (39.53%) agree; while (34.88%) strongly agree. Most of the librarians are agree with that perception.
- The table 7 shows that on the statement ‘Marketing is necessary for both profit and non-profit organizations like libraries’ (2.32%) librarians strongly disagree; (6.97%) librarians disagree; (16.27%) librarians neutral; (39.53%) librarians agree; while (34.88%) librarians strongly agree for this perception.
- The results on the statement of ‘Marketing creates needless jobs for librarians’ shows that (6.97%) librarians strongly disagree; (4.65%) librarians disagree with this; (18.60 %) librarians have neutral perception; (46.51%) librarians agree; while (23.25%) librarians strongly agree with this perception.
- The table 7 reveals that on this statement ‘with the help of marketing, users may quickly find and use library services’ (2.32%) strongly disagree; (6.97%) librarians disagree; (16.27%) librarians neutral; (39.53%) librarians agree; while (34.88%) librarians strongly agree.
- The results on the statement of ‘Library services are delivered to users through marketing’ shows that (4.65%) librarians strongly disagree; (18.60%) librarians disagree; (27.90%) librarians neutral; (27.90%) librarians agree; while (20.93%) librarians strongly agree.
- The above table shows that on the statement ‘User’s perceptions of libraries and librarians can be shifted through marketing’ (4.65%) librarians strongly disagree; (4.65%) librarians disagree; (18.60%) librarians neutral; (48.83%) librarians agree; while (20.93%) librarians strongly agree.
- The results on ‘Special libraries do not need to market themselves because the services they provide are well-known’ shows that (16.27%) librarians strongly disagree; (23.25%) librarians disagree; (25.58%) librarians neutral; (20.93%) librarians agree; while (13.95%) librarians strongly agree with that perception.
- The results on ‘I believe that marketing will increase library user's awareness shows that (2.32%) librarians strongly disagree; (5.68%) librarian disagree; (9%) librarians neutral; mostly (53%) librarians agree; while (30%) librarians strongly agree with that perception.
- The results on ‘Marketing is not essential for libraries’ shows that (30.23%) librarians strongly disagree; (37.20%) librarians disagree; (13.95%) librarians neutral; (13.95%) librarians agree; while (4.65%) librarians strongly agree.
- The table 7 on ‘Marketing is a vital skill to have if you work in a special library or collection’ shows that (0.03%) librarians strongly disagree; (13.95%) librarians disagree;

(37.20%) librarians neutral; (37.20%) librarians agree; while (11.62%) librarians strongly agree with this perception.

Figure 2 – Marketing Education

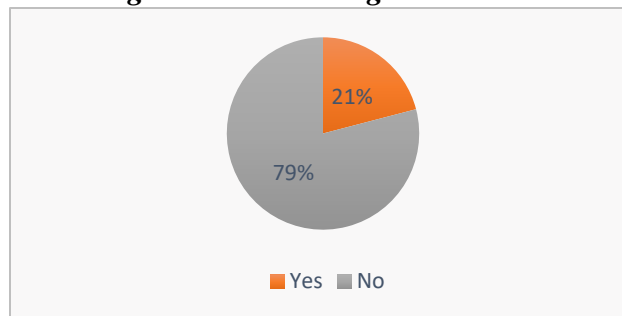


Figure 2 shows that the marketing education of respondents. The figures show that (21%) respondents have marketing education while (79%) librarians don't have any education of marketing.

Table 8 – Marketing Strategies of Special Libraries in Karachi

Sr. No.	Statement	Yes	No
1	Any formal marketing plan or strategy.	39.53%	60.47%
2	Separate budget for marketing.	41.86%	58.13%
3	Mission statement.	65.10%	34.90%
4	Creating Electronic Advertisements.	86.00%	14.00%
5	Logo of the library.	53.50%	46.50%
6	Inter library loan service.	44.20%	55.80%
7	E-marketing (website, social media).	95%	5%
8	New arrival list.	76.70%	23.20%
9	Use of bulk SMS.	27.90%	72.10%
10	Conducting Periodic Orientation.	48.80%	51.20%
11	Bindery and photocopy service.	60.50%	39.50%
12	Mailing/Newsletter.	55.80%	44.20%
13	Monthly book display.	53.50%	46.50%
14	Organizing seminar and conferences.	48.80%	51.20%
15	Compilation of bibliography.	41.90%	58.10%
16	SDI service.	58.10%	41.90%
17	CAS service.	55.80%	44.20%
18	Handout (poster, brochures, etc.)	53.50%	46.50%
19	Library fair	51.20%	48.80%

Table 8 presents the results on activities of marketing of library and information products and services of special libraries of Karachi. The findings show that (39.53%) libraries have formal marketing plan or strategy. Libraries creating the electronic advertisements for marketing were (41.86%). Mission statement of the libraries have (65.10%). Most of the libraries (86%) create electronic advertisement. For the marketing activities, (53.50%) libraries have their logo of the

library. Inter library loan service for marketing were adopted (44.20%). The best marketing activity in this era is E-marketing were (95%) libraries used E-marketing (Website, social media) as the marketing activity. (76.70%) libraries capped new arrival list as the marketing activity. (27.90%) libraries use the bulk SMS as the marketing activity. (48.80%) libraries conduct the periodically orientation. (60.50%) libraries used the bindery and photo copy services as the marketing activity. (55.80%) libraries used the mailing/newsletter as the marketing activity. (53.50%) libraries used the monthly book display as the marketing activity. (48.80) libraries organized the seminars and conferences. (41.90%) libraries provides the compilation of bibliography. (58.10%) libraries used SDI service as the marketing activity. (55.80%) libraries provides the CAS as the marketing activity. (53.50%) libraries print the handout (poster, brochures, etc.) for the marketing, while (51.20%) libraries organized the library fair.

Figure 3 – Librarians involved in marketing

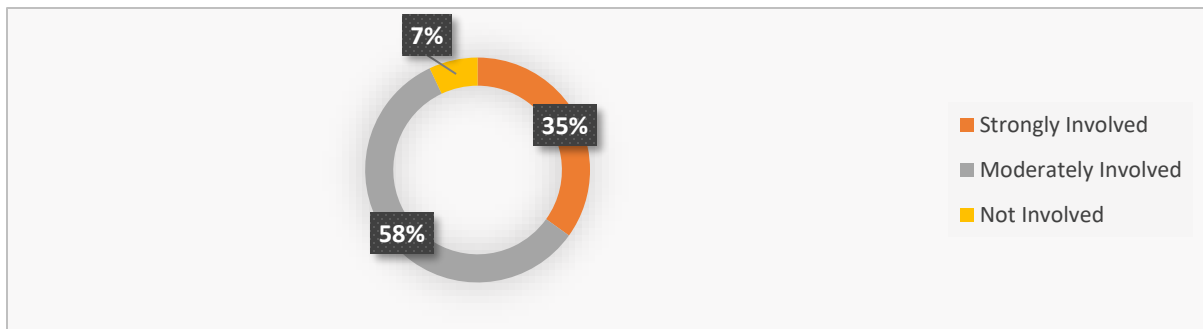


Figure 3 shows the results of the respondents involved in library marketing. According to the data, 35% of respondents are strongly involved in marketing, 7% are moderately involved in marketing, and the majority (58%) are not involved in marketing of library and information products and services.

Figure 4 – Promotional tools of marketing

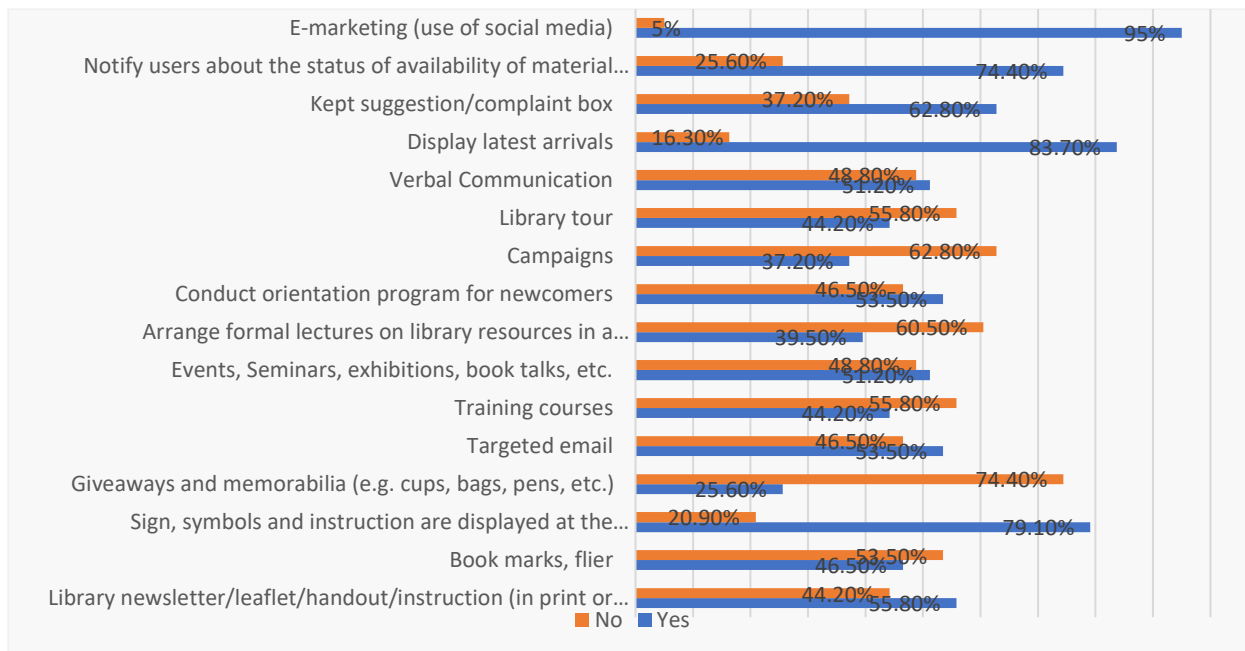


Figure 4 shows the results on the promotional tools used for the marketing of special libraries and information products and services. The findings shows that libraries used library newsletter/leaflet/handout/instruction (in print or electronic) as a marketing tool (55.80%); book marks, flier (46.50%).

More so, the figure 4 shows that Sign, symbols and instruction are displayed at the appropriate place in the library (79.10%); Giveaways and memorabilia (e.g. cups, bags, pens, etc.) (25.60%); targeted email (53.50%); Training courses (44.20%); Events, Seminars, exhibitions, book talks, etc. (51.20%); Arrange formal lectures on library resources in a particular field (39.50%); Conduct orientation program for newcomers (53.50%); Campaigns (37.20%); Library tour (44.20%); Verbal Communication (51.20%); Display latest arrivals (83.70%); Kept suggestion/complaint box (62.80%); Notify users about the status of availability of material services (74.40%); use of social media (95%).

In the findings shows that most of the libraries use as a tool for marketing of library and information products and services through a use of social media (95%); Display latest arrivals (83.70%); Sign, symbols and instruction are displayed at the appropriate place in the library (79.10%).

Figure 5- Products in libraries

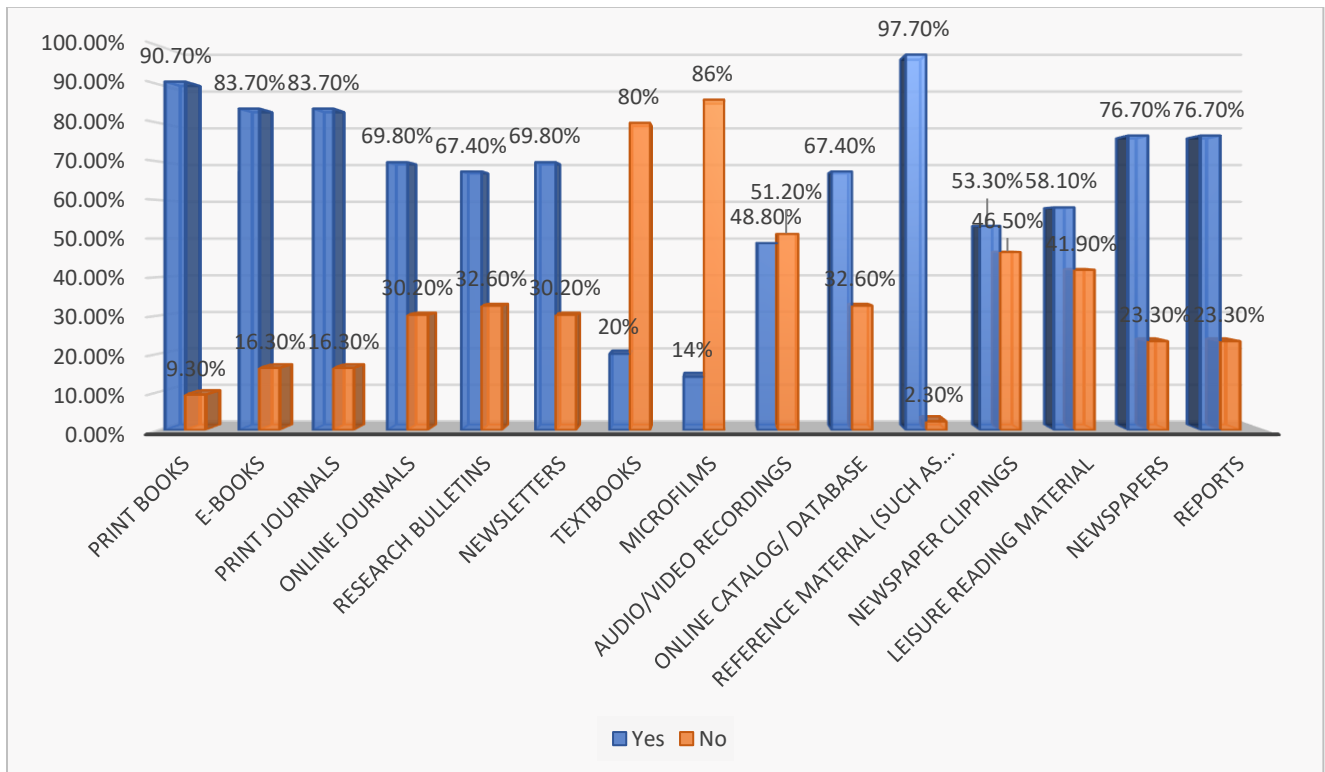


Figure 5 presents the results on the products exists in special libraries in Karachi. The results covers the following:

The figure 5 reveals that special libraries have (90.70%) print books; E-books (83.70%); print journals (83.70%); online journals (69.80%); research bulletins (67.40%); newsletters (69.80%); textbooks (20%); microfilms (14%); audio/video recording (48.80%); Online catalog/ Database (67.40%); Reference material (such as encyclopedia, dictionaries, directories etc.) (97.70%); Newspaper clippings (53.30%); Leisure reading material (58.10%); Newspapers (76.70%); Reports (76.70%).

Figure 6 – Services of special libraries

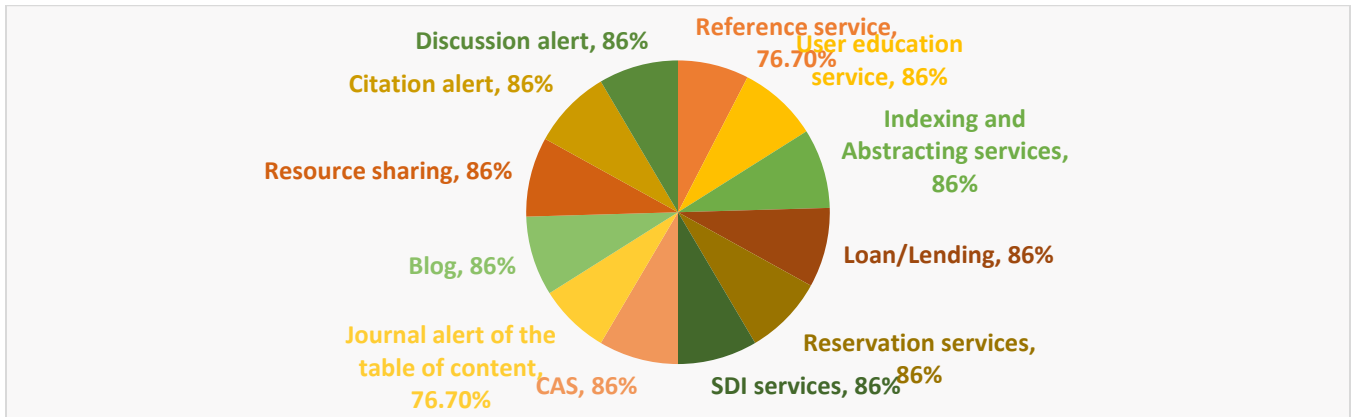


Figure 6 presents the results on the services provides by the special libraries. The findings shows that special libraries provides the Reference service (76.70%).

More so, the figure shows that user education service (86%); Indexing and abstracting services (86%); Loan/Lending (86%); Reservation services (86%); SDI services (86%); CAS (86%); Journal alert of the table of content (76.70%); Blog (86%); Resource sharing (86%); Citation alert (86%); Discussion alert (86%).

Figure 7 – Online services of special libraries

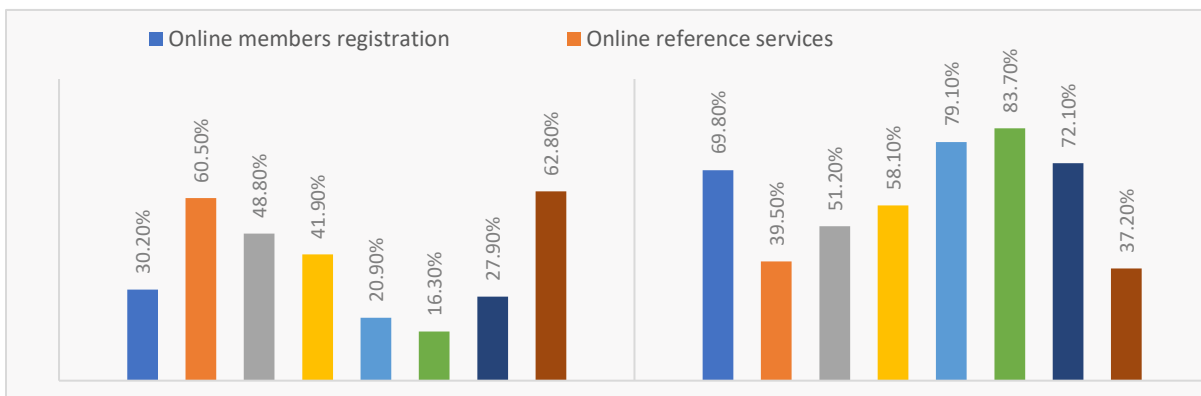


Figure 7 presents the results on the online services provides by the special libraries. The findings shows that special libraries provides the online members registration (30.20%); online reference services (60.50%); circulation expires alert (48.80%); Loan period alert (41.90%); online library tour (20.90%); Online users education courses (16.30%); Establishing subject portal (27.90%); Link to selected internet resources (62.80%).

Table 8 – Membership process

<u>Sr. No.</u>	<u>Statement</u>	<u>SD (%)</u>	<u>DA (%)</u>	<u>N (%)</u>	<u>A (%)</u>	<u>SA (%)</u>
1	When using library services, library members faces procedural issues with the membership process.	14	18.60	16.30	34.90	16.30
2	When it comes to book issuing, library users face procedural issues.	18.60	25.60	18.60	23.30	14
3	When it comes to return books to the library, library users face procedural issues (such as overdue, fine).	25.60	14	16.30	30.20	14
4	When it comes to book renewals/reservations, library users face procedural issues.	14	37.20	20.90	18.60	7
5	Delivery of library services are effective	2.30	11.60	14	41.90	30.20

Note: SD= Strongly Disagree DA= Disagree N= Neutral A= Agree SA= Strongly Agree

Table 8 shows respondents’ response on the membership process of the special libraries of Karachi. The table shows the following:

- On this statement, ‘When using library services, library members faces procedural issues with the membership process’ shows that (14%) librarians strongly disagree; (18.60%) librarians disagree; (16.30%) librarians neutral; (34.90%) librarians agree; while (16.30%) librarians strongly agree.
- More so, the table 8 shows that on the statement ‘When it comes to book issuing, library users face procedural issues’ (18.60%) librarians strongly disagree; (25.60%) librarians disagree; (18.60%) librarians neutral; (23.30%) librarians agree; while (14%) librarians strongly agree.
- The results on the statement ‘When it comes to return books to the library, library users face procedural issues (such as overdue, fine)’ shows that (25.60%) librarians strongly disagree; (14%) librarians disagree; (16.30%) librarians neutral; (30.20%) librarians agree; while (14%) librarians strongly agree.
- The results on the statement ‘When it comes to book renewals/reservations, library users face procedural issues’ shows that (14%) librarians strongly disagree; (37.20%) librarians disagree; (20.90%) librarians neutral; (18.60%) librarians agree; while (7%) librarians strongly agree.
- The results on the statement ‘Delivery of library services are effective’ shows that (2.30%) librarians strongly disagree; (11.60%) librarians disagree; (14%) librarians neutral; (41.90%) librarians agree; while (30.20%) librarians strongly agree.

Table 9 - Library Staff's Professional Skills

<u>Sr. No.</u>	<u>Statement</u>	<u>SD (%)</u>	<u>DA (%)</u>	<u>N (%)</u>	<u>A (%)</u>	<u>SA (%)</u>
1	The library staff is well-trained to do the job.	4.70	2.30	11.60	34.30	46.50
2	The library staff is empowered and has authority to make routine decisions.	2.30	11.60	14	41.90	30.20
3	The library staff is capable of providing excellent service to its users.	2.30	2.30	4.70	51.20	39.50
4	The library staff is well-educated.	2.30	11.60	9.30	30.20	46.50
5	The library's staff have the resources to fulfill the promised services.	11.60	7	4.90	46.50	30

Note: SD= Strongly Disagree DA= Disagree N= Neutral A= Agree SA= Strongly Agree

Table 9 presents the results of ‘the library staff’s professional skills and measure’ on a 5-point likert scale as shown in Table 9. The table covers the following:

- The results on the statement the library staff is well-trained to do the job shows that (4.70%) librarians strongly disagree; (2.30%) librarians disagree; (11.60%) librarians neutral; (34.30%) librarians agree; while (46.50%) librarians strongly agree.
- The results on the statement the library staff is empowered and has authority to make routine decisions shows that (2.30%) librarians strongly disagree; (11.60%) librarians disagree; (14%) librarians neutral; (41.90%) librarians agree; while (30.20%) librarians strongly agree.
- The results on the statement ‘the library staff is capable of providing excellent service to its users’ shows that (2.30%) librarians strongly disagree; (2.30%) librarians disagree; (4.70%) librarians neutral; (51.20%) librarians agree; while (39.50%) librarians strongly agree.
- The table 9 on the statement ‘the library staff is well-educated’ shows that (2.30%) librarians strongly disagree; (11.60%) librarians disagree; (9.30%) librarians neutral; (30.20%) librarians agree; while (46.50%) librarians strongly agree.
- The results on the statement ‘the library's staff has the resources to fulfill the promised services’ shows that (11.60%) librarians strongly disagree; (7%) librarians disagree; (4.90%) librarians neutral; (46.50%) librarians agree; while (30%) librarians strongly agree.

Table 10 - Library Staff's Social and Communication Skills

<u>Sr. No.</u>	<u>Statement</u>	<u>SD (%)</u>	<u>DA (%)</u>	<u>N (%)</u>	<u>A (%)</u>	<u>SA (%)</u>
1	The library staff treats users with respect.	2.3	2.3	7	32.6	55.8
2	The library staff are willing to help users actively.	2.3	7	2.3	32.6	55.8
3	In this regard, I have received complaints from users.	14	27.9	18.6	27.9	11.6
4	By counseling, I motivate employees to change their behavior.	4.65	4.65	16.3	48.8	25.6
5	I encourage employees to change their behavior by issuing an informal warning to the person.	2.35	2.35	16.3	60.5	18.6
6	I encourage employees to change their behavior by issuing a formal warning to the person.	2.3	4.7	18.6	53.5	20.9
7	I believe there is a communication gap between myself and my staff	39.5	27.9	14	9.3	9.3
8	Library staff must be able to communicate effectively.	2.3	2.3	4.7	46.5	44.2
9	It is easy to tell higher authorities about library issues or difficulties.	7	7	20.9	39.5	25.6

Note: SD= Strongly Disagree DA= Disagree N= Neutral A= Agree SA= Strongly Agree

Table 10 shows the findings of the library staff's social and communications skills and measure on a 5-point likert scale as shown in table 10. The findings covers the following:

- The results on the statement 'the library staff treats users with respect' shows that (2.3%) librarians strongly disagree; (2.3%) librarians disagree; (7%) librarians neutral; (32.6%) librarians agree; while (55.8%) librarians strongly agree.
- The table 10 on the statement 'the library staff are willing to help users actively' reveals that (2.3%) librarians strongly disagree; (7%) librarians disagree; (2.3%) librarians neutral; (32.6%) librarians agree; while (55.8%) librarians strongly agree.
- The results on the statement 'in this regard, I have received complaints from users' shows that (14%) librarians strongly disagree; (27.9%) librarians disagree; (18.6%) librarians neutral; (27.9%) librarians agree; while (11.6%) librarians strongly agree.
- The table 10 on the statement 'by counseling, I motivate employees to change their behavior' reveals that (4.65%) librarians strongly disagree; (4.65%) librarians disagree; (16.3%) librarians neutral; (48.8%) librarians agree; while (25.6%) librarians strongly agree.
- The results on the statement 'i encourage employees to change their behavior by issuing an informal warning to the person' shows that (2.35%) librarians strongly disagree; (2.35%) librarians disagree; (16.3%) librarians neutral; (60.5%) librarians agree; while (18.6%) librarians strongly agree.
- The table 10 on the statement 'i encourage employees to change their behavior by issuing a formal warning to the person' reveals that (2.3%) librarians strongly disagree; (4.7%) librarians disagree; (18.6%) librarians neutral; (53.5%) librarians agree; while (20.9%) librarians strongly agree.

- The results on the statement ‘i believe there is a communication gap between myself and my staff’ shows that (39.5%) librarians strongly disagree; (27.9%) librarians disagree; (14%) librarians neutral; (9.3%) librarians agree; while (9.3%) librarians strongly agree.
- The results on the statement ‘library staff must be able to communicate effectively’ reveals that (2.3%) librarians strongly disagree; (2.3%) librarians disagree; (4.7%) librarians neutral; (46.5%) librarians agree; while (44.2%) librarians strongly agree.
- The table 10 on the statement ‘It is easy to tell higher authorities about library issues or difficulties’ shows that (7%) librarians strongly disagree; (7%) librarians disagree; (2.9%) librarians neutral; (39.5%) librarians agree; while (25.6%) librarians strongly agree.

Table 11 - Challenges of Marketing

<u>Sr. No.</u>	<u>Statement</u>	<u>SD (%)</u>	<u>DA (%)</u>	<u>N (%)</u>	<u>A (%)</u>	<u>SA (%)</u>
1	A lack of marketing expertise	4.70	14	20.90	32.60	27.90
2	Lack of ICT skills	9.30	9	11.60	25.60	44.20
3	Low library financial plan	2.30	16.30	20.90	34.90	25.60
4	Absence of prepared library staff	7	20.90	18.60	39.50	14
5	The staff have a unhelpful attitude	18.60	30.20	20.90	18.60	11.60
6	A lack of public relations expertise	7	25.60	27.90	34.90	5
7	Management's perspective of marketing is poor	11.60	20.90	30.20	27.90	9.30
8	Lack of time for marketing	11.60	25.60	27.90	23.30	11.60
9	Marketing training is lacking	9.30	16.30	20.90	41.90	11.60
10	Librarians and staff have no idea how to market their services	14	27.90	16	30.20	11.60
11	Between librarians and users, there is a lack of good communication	18.60	25.60	18.60	23.30	14

Note: SD= Strongly Disagree DA= Disagree N= Neutral A= Agree SA= Strongly Agree

Table 11 presents the results of the librarians faced the challenges of the application of marketing in special libraries of Karachi. The results was measure on a 5-point likert scale as shown in table 11. The table covers the following:

- The results on the statement ‘A lack of marketing expertise’ shows that (4.70 %) librarians strongly disagree; (14%) librarians disagree; (20.90%) librarians neutral; (32.60%) librarians agree; while (27.90%) librarians strongly agree.
- The table 11 on the statement ‘Lack of ICT skills’ reveals that (9.30 %) librarians strongly disagree; (9%) librarians disagree; (11.60%) librarians neutral; (25.60%) librarians agree; while (44.20%) librarians strongly agree.
- The results on the statement ‘low library financial plan’ shows that (2.30%) librarians strongly disagree; (16.30%) librarians disagree; (20.90%) librarians neutral; (34.90%) librarians agree; while (25.60%) librarians strongly agree.
- The results on the statement ‘absence of prepared library staff’ shows that (7%) librarians strongly disagree; (20.90%) librarians disagree; (18.60%) librarians neutral; (39.50%) librarians agree; while (14%) librarians strongly agree.

- The table 11 on the statement ‘the staff has unhelpful attitude’ reveals that (18.60%) librarians strongly disagree; (30.20%) librarians disagree; (20.90%) librarians neutral; (18.60%) librarians agree; while (11.60%) librarians strongly agree.
- The results on the statement ‘a lack of public relations expertise’ shows that (7%) librarians strongly disagree; (25.60%) librarians disagree; (27.90%) librarians neutral; (34.90%) librarians agree; while (5%) librarians strongly agree.
- The above table on the statement ‘management's perspective of marketing is poor’ shows that (11.60%) librarians strongly disagree; (20.90%) librarians disagree; (30.20%) librarians neutral; (27.90%) librarians agree; while (9.30%) librarians strongly agree.
- The above table on the statement ‘lack of time for marketing’ shows that (11.60%) librarians strongly disagree; (25.60%) librarians disagree; (27.90%) librarians neutral; (23.30%) librarians agree; while (11.60%) librarians strongly agree.
- The results on the statement ‘marketing training is lacking’ reveals that (9.30%) librarians strongly disagree; (16.30%) librarians disagree; (20.90%) librarians neutral; (41.90%) librarians agree; while (11.60%) librarians strongly agree.
- The above table on the statement ‘librarians and staff have no idea how to market their services’ shows that (14%) librarians strongly disagree; (27.90%) librarians disagree; (16%) librarians neutral; (30.20%) librarians agree; while (11.60%) librarians strongly agree.
- The results on the statement ‘between librarians and users, there is a lack of good communication’ shows that (18.60%) librarians strongly disagree; (25.60%) librarians disagree; (18.60%) librarians neutral; (23.30%) librarians agree; while (14%) librarians strongly agree.

Summary of key findings:

The key findings of the study are as followed:

- The data demonstrate that the majority of librarians have a favorable opinion of library and information product and service marketing.
- According to the study, the majority of librarians lack basic marketing knowledge. Only 21% of librarians have basic marketing knowledge, particularly those who have studied marketing at the master's and M. Phil level.
- The majority of librarians had explored utilizing marketing tactics for promotion, according to the findings. They did not, however, implement these strategies in practice. They also believed marketing to be a management process that identifies, anticipates, and fulfils the needs and desires of library users. They had no idea how to employ marketing mix services marketing to improve their image and exposure, as well as their libraries. According to the research, special libraries use a range of ways to accommodate their diverse users, including holding periodic orientation, developing electronic marketing, using exhibitions and displays, and organizing seminars and workshops. However, creating electronic advertisements has been proven to have the biggest influence, accounting for 86 percent of the total. Libraries have used electronic advertisements to promote their information products and services in this era of E-marketing. Furthermore, libraries (76.70 percent) use the capped of new arrival list to market their information products and

services. The use of E-marketing (social media) as a promotional tool is the most popular way to notify people about library services and products (95 percent). The sign, symbols in libraries were used as a promotional tool by the majority of libraries (79 percent). Current product/service suppliers receive disproportionately more attention than new ones, according to the study.

- Young professionals made up a modest majority of the participants. In libraries, female librarians were prominently presented. All librarians met the basic selection criterion of MLIS excluded of three which is BLIS. Eight librarians have M. Phil in Library and Information Science and a PhD.
- Librarians claim that their staff is well-trained to conduct routine work. They asserted that their staff are empowered to make routine decisions. The librarian verified that their employees are capable of providing excellent service to their users. Librarians claim that their workforce is well-educated. Librarians acknowledged that their staff had the resources to provide the services offered. They mentioned that they monitor their library staff's motivation and devotion. Librarians agreed that their employees should treat users with respect. Librarians believe that their staff is willing to help users. The majority of librarians said they use counselling to motivate their staff. There is no communication gap between librarians and staff, according to librarians. Sharing library issues/problems with higher authorities is simple, according to librarians. The majority of librarians feel they utilize both formal and informal warnings to convince their employees to modify their ways.
- According to the data, librarians believe that library rules and processes are simple. According to the librarian, users have issues with the membership process. Book returns, on the other hand, are a problem for librarians. According to librarians, library services are delivered efficiently.
- Librarians play an important role in service marketing, but they face a number of challenges that impede their efforts. The absence of ICT skills was regarded as the greatest issue in Table 5.19 findings on the challenges of applying marketing in special libraries in Karachi.
- According to this study, libraries in Karachi's special libraries experienced challenges in marketing library and information products and services. Lack of marketing expertise, lack of ICT skills, low library financial plan, absence of prepared library staff, staff with an unhelpful attitude, a lack of public relations expertise, management's perspective of marketing is poor, lack of time for marketing, marketing training is lacking, librarians and staff have no idea how to market their services, and there is a lack of good communication between librarians and users are all major findings of the study.

Discussion:

According to the findings, special librarians in Karachi have a favorable attitude toward the marketing of library and information products and services. Marketing is a management process that identifies, anticipates, and fulfils the requirements and desires of library users, Marketing is necessary for achieving organizational goals, Marketing will increase library users' awareness, take library services to users, and change user's perception about library, according to special librarians. According to special libraries, marketing will help them identify, anticipate, and satisfy users' needs and wants, as well as bring library services to users, change users' opinions of librarians, and make it easier for users to find and use library services.

Similarly, Estell and Stephens (2011) conducted research at three British universities. Their research found that academic library professionals were unsure about the perception of marketing, which might lead to terminology misunderstandings and mistrust. Over 60% of respondents believe that learning more about marketing methods will benefit them in their professions, according to his findings. This study's good opinion of academic librarians could be due to their belief that, despite their apparent issues with marketing, it will help them focus on users' information needs, improve the library's image, develop a positive relationship with the corporate world, and recover expenditures.

According to the findings, special libraries used several marketing methods to attract library users. The findings suggest that as a marketing approach, the library offers interlibrary loan, E-marketing (website, social media), Bulk SMS, Mailing / newsletter, Monthly book display, Bibliography compilation, Library fair, and other services. Adekunmisi (2013) describes how libraries may remain competitive in the face of growing information sources such as online books, cyber cafés, and web-based commercial enterprise providers by being proactive in delivering high-quality services in his study. Professional marketing strategic management can help libraries avoid being disconnected from their users.

The users' major focus was on ICT, with user satisfaction as the ultimate goal. It's probable that the positive attitude originates from the fact that information management, which was once considered solely the domain of librarians, is now being encroached upon by other professionals using Information and Communication Technology (ICT). Because ICT is affecting information management and making information available at the users' beck and call with these facilities, a mental shift will help librarians to retain their users and remain the primary source of information in terms of providing more ordered information (via cataloguing and classification, indexing and abstracting), educating users on how to access information, giving support to users, and distributing information from more credible sources, libraries have an advantage over the internet. The conclusions of this investigation match those of the Horsfall (2020) research study. This study looked at how to sell library and information services effectively in the digital age.

It focused on librarians marketing themselves and library services that required ICT using web 2.0 tools. In terms of library services, the research found that Karachi's special librarians agreed that library services are marketable to library users. Reference services, loan/lending services, indexing and abstracting services, reservation services, SDI services, blogs, reservation services, resource sharing, Citation alert, and other marketable services were all agreed upon by the respondents.

The librarians may have also agreed that library services are marketable since they see marketing as an important tool for dealing with competition and re-engaging those who have abandoned the library. As a result, Patange and Jagdish Tukaram (2013) did a research of library and information product and service marketing, which is a method for evaluating the user's requirements, wants, and expectations by generating and providing more effective products and services. Librarians should be aware of the new dimensions of library and information services so that suitable strategies and programs can be developed to maximize the efficacy of library services.

This study found that libraries in Karachi's special libraries faced a variety of challenges when it came to marketing library and information products and services. Lack of marketing expertise, lack of ICT skills, low library financial plan, absence of prepared library staff, staff with a unhelpful attitude, a lack of public relations expertise, management's marketing perspective is poor, lack of time for marketing, marketing training is lacking, librarians and staff have no idea

how to market their services, and there is a lack of good communication between librarians and users are all major findings of the study. In a study by Wu (2012), he found similar results in a study that librarians face too many challenges when it comes to marketing library and information services and products, including a lack of marketing tools, a lack of systematic marketing and its relevance to education, a lack of employees to work on marketing, and the library's poor attention to marketing.

The industrialized world has been increasingly aware of the necessity to employ marketing methods in special libraries. Challenges in the application of marketing are also the subject of research. Many studies on applying marketing research tools, surveys, and focus groups to evaluate user needs and build appropriate library services have been undertaken in special libraries. As a result, the library gains visibility and support for this effort, and users can use library resources to meet their academic and research goals.

The findings of local literature on LIS marketing revealed that while librarians encourage the use of LIS marketing, they do not explicitly utilize its applications and techniques in reality. Pakistan has done some marketing work, particularly in the Punjab province. Similarly, a marketing study has been conducted in Sindh, although no work has been done in Karachi so far. As a result, a study of library marketing in Karachi was required. We chose special libraries in Karachi.

A research need has been identified, and the current study is an attempt to fill that gap, which has been mostly ignored in Pakistan. This research relies heavily on a quantitative approach to the problem. The data on the marketing of library and information products and services in Karachi special libraries was collected using a survey method. A questionnaire was created for research based on my findings. HEC's website, as well as other internet sites, were used to compile a list of special libraries.

For data collected via questionnaire, special attention was paid to data collection with minimal errors, frequency distribution, and descriptive statistics were used for data analysis using SPSS and MS Excel.

Conclusion:

Before a library can be considered effective, it must meet the information, research, recreational, and educational needs of its users. The effectiveness and efficiency of a library are determined by the services provided, not by the size of the library or the number of personnel or information materials available. In order to serve their teaching, learning, and research needs, special libraries are at the forefront of offering information services to their specific communities, which include students, lecturers, and researchers. Special libraries now have to delivered their services to users, which means they must first learn about their user's needs, then plan service delivery, promote available services, and offer them efficiently and successfully. In this new era of information, marketing is the most effective and important tool for promotion of library product and services. Appropriate and effective marketing is crucial for users to become aware of the library products and services and the value they bring. On the bases of our findings, we concluded that the majority of respondents have a positive perception on the marketing of library and information products and services in Karachi's special libraries. They were willing to promote their products and services. Traditional information sources such as printed books, magazines, and newspapers were identified in entire special libraries. Most of the special libraries offer reference service, selective dissemination of information (SDI), and current

awareness services (CAS). These special libraries also offer online services such as online databases, circulation expiration alerts, and online member registration, among other things. They employ face-to-face communication to market their library and information products and services on a regular basis. Although special libraries face a variety of challenges in the application of marketing due to their management's poor perspective of marketing, their staff's lack of ICT skills, lack of funding, lack of prepared library staff among other factors.

Recommendations:

The following recommendations were made to improve the quality of library and information product and service marketing in Karachi's special libraries.

1. Service offering should follow current trends while also considering the identified and evolving needs of more specialized users. In order to apply marketing approaches, libraries should learn how to employ marketing tactics in a number of ways. They should also acquire new approaches on a regular basis in order to maintain the quality and range of their products/services when conditions and user needs change.
2. Library to promote awareness among those who have never been exposed to marketing at any level, workshops and seminars must be scheduled on a regular basis and anchored by librarians. These sessions should be hosted by professional associations for their librarians and other librarians. This is important not only for librarians, but also for library staff who want to develop their marketing skills.
3. Special librarians should not rely on their management to promote their resources; instead, they should devise strategies for effectively marketing information products and services through promotional means.
4. This study recommends that special libraries should develop a standard marketing policy for library and information products and services that will serve as a guide for ensuring that library products and services are appropriately promoted.
5. Library professionals should use public relations, publicity, and information technology to effectively advertise their products and services.
6. The library's management should establish strategies for improving the institution's public image.

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