2018

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Abstract
The present study was conducted to determine the rate of usage of SAVE marketing mix components in public libraries of Tehran.The research method is descriptive survey. The statistical population of the study consisted of 33 libraries of public libraries affiliated with the public libraries of Tehran city which have been studied by census method.In order to analyze the data, SPSS software descriptive statistics (frequency distribution, relative percentage, mean and standard deviation) and inferential (t single-sample) was used. The findings of the study showed that the general libraries of Tehran were weak in terms of all components of the SAVE marketing mix.Also, it was revealed that the public libraries of Tehran city are not in the same position in terms of the application of SAVE marketing mix components, so that the components of solution and training with averages less than optimal (3) equal to (2.93 and 2.85) respectively had the least rate of usage, and the components of access and value with averages greater than the optimal (3) equal to (3.65 and 3.18), respectively, had the most rate of usage.

Key words: marketing, marketing mix, SAVE model, public library, Tehran, Iran.

Introduction
The role of public libraries as one of the important information centers in providing the information needed by the community, promoting education and culture is indispensable;Undoubtedly, the achievement of these goals will be achieved when public libraries are able to respond quantitatively and qualitatively to the needs of their users (Mohammad Beigi and Hassan Zadeh, 2009).In such circumstances, the importance and necessity of considering strategies and adopting new approaches to persuade people to use public libraries and turn them into dynamic audiences of information centers is more than ever before revealed. One of the ways or principles that can be addressed in this regard is the application of marketing principles and techniques (Jalil Poor and Koochak, 2011).

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One of the important tools in planning and prioritizing marketing is marketing mix. The controllable variables setby which a library can impart to their target market or customers, or, in other words, the components used in marketing are marketing mix(Tafreshi and Seddigh, 2013). Therefore, the importance of marketing activities in recognizing and meeting the needs of users and the need for libraries for these types of activities, production and lack of customer engagement in the traditional marketing mix, the customer orientation of new marketing methods, and the ability of customer-marketing models to absorb audiences to libraries on the one hand and the research gap in the SAVE marketing mix in libraries on the other hand, have increased the need for conducting the study with the aim of studying the status of public libraries in Tehran based on the SAVE marketing mix model, which is a customer-centric model, more and more.Undoubtedly, the "customer-centric" or "customer orientation" model will make the libraries more dynamic and active, and will be more effective in confronting technological change and paying attention to the needs of customers.

Marketing concept
The American Marketing Association considers marketing as a set of institutions and processes that generate, inform, transfer and exchange products and services that are valuable to customers, partners, and society as a whole (Najmi et al., 2012). Kotler& Armstrong (2012) have defined marketing as the process of creating value for customers and building strong relationships with customers in order to capture value from customers (Kotler& Armstrong, 2012). Vingand (1998) sees marketing in the library as an exchange process, in which valuable elements are exchanged between the producer (library) and the customer (user). In his opinion, this process begins with the analysis of the library community-to identify the customer's needs and ends with the association of the library with the community that provides access to products and response to needs (Alizadeh, 2006).

Marketing mix

The marketing mix forms the underlying foundation of the marketing system because it is a combination of elements necessary for the planning and implementation of the entire marketing operation. Mixed marketing is a packet of components that form the product - whether goods or BLIND Manuscript without contact information services - into the market and designed and implemented to support the organization's services to achieve its goals (De Saez, 2001). The concept of marketing mix was first introduced by Niel Borden in 1949. But the most common variables were proposed by the McCarthy marketing formulation and became known as 4P (Khodadad Hosseini and Rezvani, 2009).

Elements of the traditional model of marketing mix
Marketing factors in most texts consist of four main components:
-Product: Product or commodity, is the most basic tool for combining marketing elements and representing the main activities of each firm The product of libraries and information centers are programs and services that can makes the best answer to needs of the target market, possible(Alizadeh, 2006).According to De Saez, the product of libraries and information centers is their knowledge and service, knowledge management, and sharing of knowledge. In fact, he distinguishes between product and service in libraries and information centers (De Saez, 2001).
- location: Another key tool in the mix of marketing elements is the supply (distribution) that includes all the activities that the company is doing to reach the target customers (Rousta et al.,

2012).Location, is the distribution of materials and library services.In many libraries, the definition of a location is limited to the library's premises only, but especially in the present era, the concept of the location is referred to computer terminals or telephony communications as a place for the transfer of information to users;This definition eliminates many of the constraints imposed by the term building in the sense of place (Leisner, 1995).

- Price: The most flexible element in a marketing mix is the price, which is the amount of money that is paid for goods or services. According to Nile a successful library is the librarythat provide an acceptable volume of useful resources which most people are not able to prepare them except by visiting the library through special mechanisms, providing and disseminating information to the majority of people at a reasonable cost.He considers this segment of mixed marketing to include public relations, advertising, publishing, and salesmen (De Saez, 2001). Incentive activities:This variable is one of the most important marketing mix variables which includes all the things that are done by the library to communicate with users, and paying attention to such activities causes increasing library use by users, rising value of the organization, as well as increasing user awareness of the services and, ultimately, deepening their knowledge of library activities (Tafreshi and Seddigh, 2013).

Limitations of the 4P Marketing Mix Model

The traditional P4 model was very efficient when the physical products formed a significant part of the economy; but with the movement of marketing to the integration and the addition of many non-physical goods to the economy, it encountered some constraints and led to a large number of marketing experts criticizing the value and future of the P4 marketing model and proposing some alternatives for it (Ata Far, Akbari, and Mahmoudi, 2010).

In this regard, Gronroos believes that P4 does not fully meet the requirements of the concept of marketing, and the P4 marketing mix is productive, not market-oriented and customer-oriented, and it has neglected the aim ofthe customers who not only demand more value for the product but also seek more communication (Gronroos, 1997) Therefore, according to the opinion of the marketing critics, this is a mix of emphasis on the need to focus on customers and their needs and desires.

SAVE Marketing Mix

The new model, recently added to the family of marketing mix models, is the SAVE model, first published in 2013 by Richard Etnson and his colleagues. The authors of the article believe that the 4P classic marketing model is not suitable for the marketing of a company B2B and undermines B2B marketing in three ways:

First, it leads marketing and sales team to focus on technology and product quality; these factors are important, but according to researchers, they are not a fundamental distinction, and are just criteria for starting a new sales market.Second, the 4P does not provide enough emphasis on informing the superior value of their proposed solution(For example, there is not enough time to educate customers and show why this offer is important).Finally, that, it distracts businesses through the leveraging of their advantages as a reliable source of problem solving (Ettinson et al., 2013).Therefore, since the traditional 4P model no longer has its past performance for modern businesses, marketers and business owners should therefore use the S.A.V.E framework when designing and defining their own unique presentation of marketing.Although this model is initially in place, however, it seems that it has all the elements to replace the 4P mix in any form

of marketing (Vani, 2013). According to the SAVE model, marketing in an organization should instead focus on 'solutions' instead of 'access' rather than 'value' rather than 'education' rather than 'training' (Matthew, 2013). The SAVE model is, in fact, an improved version of the SIVA model (solutions, information, value and access) proposed by Dev and Schultz (2005).In the SAVE model, education is a substitute for information, and this is the only difference between SIVA and SAVE. However, the information side on the SIVA model is a one-way route, while learning in SAVE means giving and receiving, and ending with customer feedback and suggestions.

Table 1. Comparison of the traditional 4P model with the S.A.V.E framework

The framework of S.A.V.E	Traditional 4P model
Solutions	Products
access	Location
Value	Price
Education	Incentive activities

Source: (Attinson et al., 2013)

• Solution instead of a product
The product or service that is being sold should be tailored to the needs of the customer, as if this community is a potential customer that defines the product, not the company. The company is not a product maker, but a solution provider to solve a customer's problem and to meet its needs. It is the duty of the marketing unit to understand the customer's need and provide the appropriate solution, so that the company can convert that solution to the product.
• Access to the place of supply
Instead of having to go to distribution channels, the customer must have access to the service or product in such a way as to get there at the same time as the customer needs.
• Value instead of price
Instead of using economic pricing methods, the SAVE model proposes that the price of the good or service be determined on the basis of its value for the customer, especially to determine the price of services that are not tangible.
• Training instead of Promotional activities
Creating information about customer specific needs at any point in the marketing cycle, rather than relying on advertising and public relations. In fact, giving informative and freeinformation to costumer can create a strong link and more than just any ad (Attinson et al., 2013).
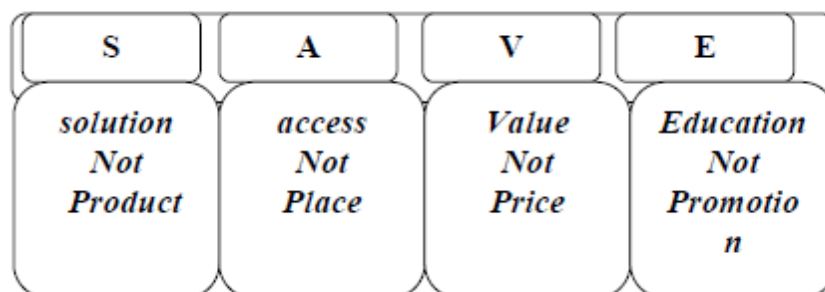
S	A	V	E
solution Not Product	access Not Place	Value Not Price	Education Not Promotion

Figure 1. SAVE Marketing Mix Model

Libraries and information centers within the SAVE framework
One of the most important duties of managers and information professionals and information systems is to examine the information needs of the community so that individuals can access reliable and reliable information for work, research and other activities faster and more easily. According to Elliot (2012), people do not buy products and services; they buy solutions to solve problems. Customers do not care about product specifications or usability if the product does not solve their problem. The main issue is not the characteristics that the product should have, but the problems that customers need to solve (Gems, 2013).
SAVE changes the focus on location to focus on access and customer shopping. This means the customer is available to place the product / service in consideration of its convenience. It is well known that collecting resources and ease of access has been the historical mission of libraries to their users. The price of services in the library environment is assessed by examining their overall cost in relation to the value of the users (Gohari et al., 2009).Price as a marketer tool changes toward value supply. The greater the benefits of the product or its value, the more revenue the company will be, because the customer will more likely to buy the same product again and again to use other products / solutions at the same price. According to Leszinsky and Marne (1997), if the companies want to continue their live in the long run and make progressshould concentrate on the price and put it on a better value.

Ultimately, SAVE emphasizes on the focus on education rather than promoting products. This model involves a two-way communication process, such as teacher-student communication. The company provides its customers with proprietary information and tries to receive timely feedback and no longer relies on advertising and other forms of advertising.Antonios (2011) also found positive effects of customer training on customer loyalty, greater return on investment and customer satisfaction.
Whatever solutions, access, value and training be better, more and more relationships are formed between the two sides, marketers and customers. Today's customers are not looking for products, but they are looking for solutions that offer these products, and as long as the value product promised, the price is no longer an important issue. Therefore, the SAVE model seems to be a suitable fit for relational marketing (Vani, 2013).
Research objectives
The main objective of this research is to identify marketing status in public libraries of Tehran using SAVE marketing mix elements.
Research questions
1. What is the current status of Tehran's public libraries regarding the extent of application of the "solution" component of the marketing mix SAVE?
2. What is the current status of Tehran's public libraries regarding the extent of application of the "access" component of the marketing mix SAVE?
3. What is the current status of Tehran's public libraries regarding the extent of application of the

"value" component of the marketing mix SAVE?

4. What is the current status of Tehran's public libraries regarding the extent of application of the "education" component of the marketing mix SAVE?

Research method

The present study is an applied research method and is a survey-analytical research. The data collection tool is a researcher-made check list designed based on the features of the SAVE Marketing Model.The population of the study consisted of all public libraries in Tehran. According to the report, 33 public libraries were selected by census method.In order to evaluate the validity of the check list, the face validity method was used. In the first step, the questionnaire was formally validated by consulting and using the views of faculty members and library directors. Then, by completing 30 questionnaires as a pre-test, the Cronbach's alpha coefficient was used to obtain the reliability of the measurement tools.

Table 2. Calculations of the Cronbach's alpha value for components and indicators of SAVEmarketing mix

Alpha value	Index number	Component
0/90	21	solution
0/79	13	access
0/74	19	Value
0/82	13	Education
0/93	66	Total Indices

According to Table 2, the Cronbach's alpha value of each of the SAVE mixing components was calculated by their related items, according to which, the Cronbach's alpha coefficient for the solution component with 21 indexes was 90%, component Access with 13 indicators was 0.79%, the value component with 19 indexes was 0.44 and the component of education with 13 indicators equaled 82% and for the total components of the marketing mix with 66 indicators, 93% were calculated.Given the calculated alpha values for the sum of the indices as well as the alpha values for each of the components, it can be seen that the check list has a very high reliability and there is a high internal correlation between the items for measuring the desired goals. Data collection was carried out by direct reference to the libraries and the main home page

of the libraries and the matching of these pages with the criteria and components of the check list.

Research findings

First question: What is the current status of Tehran's public libraries regarding the extent of application of the "solution" component of the marketing mix SAVE?

In order to answer the first question of this research, based on the current status of the public libraries of Tehran in terms of the implementation of the solution component, 21 indicators have been reviewed and evaluated. In this regard, the frequency, percentage, average and standard deviation of the rates of Tehran's public libraries in terms of the solution component are presented in Table 3.

Table 3. Descriptive statistics of the solution component in the public libraries of Tehran

Standard deviation	Average	Very High	High	Somewhat	Low	Very low	Scale	Solution component	Row
1/253	3/48	7	12	8	2	4	Abundance	Identification of information needs of library users through required metadata forms (either in print or available in the electronic registration form)	1
		21/2	36/4	24/2	6/1	12/1	Percent		
0/876	2/27	-	2	12	12	7	Abundance	Fixing the information needs of users through the resources available in the library and other information centers (without distorting the information in the library).	2
		-	6/1	36/4	36/4	21/2	Percent		
0/870	3/52	3	15	12	2	1	Abundance	Equipment of the public library with a variety of new and up-to-date books and resources	3
		9/1	45/5	36/4	6/1	3	Percent		
0/614	2/24	-	1	8	22	2	Abundance	Providing appropriate audiovisual resources	4
		-	3	24/2	66/7	6/1	Percent		
1/029	3/61	7	11	11	3	1	Abundance	Accuracy and importance to collection making and selection of books in the library	5
		21/3	33/3	33/3	9/1	3	Percent		
0/902	3/76	7	14	9	3	-	Abundance	Providing the desired and desired resources of housewives	6
		21/2	42/4	27/3	9/1	-	Percent		
1/011	2/91	2	8	9	13	1	Abundance	Sharing the magazines required by users	7
		6/1	24/2	27/3	39/4	3	Percent		
0/805	4/09	10	18	3	2	-	Abundance	Providing adequate resources for children and adolescents	8
		30/3	54/5	9/1	6/1	-	Percent		
0/635	2/18	-	-	10	19	4	Abundance	Providing non-direct reference services in the library	9
		-	-	30/3	57/6	12/1	Percent		
0/867	3/76	7	13	11	2	-	Abundance	Organizing resources according to the needs of users	10
		21/2	39/4	33/3	6/1	-	Percent		
0/584	1/82	-	-	3	21	9	Abundance	Provision of resources based on the proposal, request and user requirements	11
		-	-	9/1	63/6	27/3	Percent		
0/704	1/94	-	1	4	20	8	Abundance	Library awareness of the needs of specific groups	12
		-	3	12/1	60/6	24/2	Percent		

0/659	2/06	-	-	8	19	6	Abundance	Inter-library collaboration on resource sharing	13
		-	-	24/2	57/6	18/2	Percent		
0/966	4/39	21	7	2	3	-	Abundance	Circulation print materials (books, magazines, etc.) by your public library	14
		63/6	21/2	6/1	9/1	-	Percent		
0/666	3/45	1	15	15	2	-	Abundance	Consultancy services provided by public library users	15
		3	45/5	45/5	6/1	-	Percent		
0/529	1/97	-	-	4	24	5	Abundance	Preparation of Digital File of Library Catalog	16
		-	-	12/1	72/7	15/2	Percent		
0/529	1/97	-	-	4	24	5	Abundance	Preparation of Digital File of Popular books	17
		-	-	12/1	72/7	15/2	Percent		
0/392	1/82	-	-	-	27	6	Abundance	Providing popular audio files	18
		-	-	-	81/8	18/2	Percent		
0/833	4/45	19	12	1	-	1	Abundance	The ability to integrate users into a single list of all sources	19
		87/6	36/4	3	-	3	Percent		
0/637	1/97	-	-	6	20	7	Abundance	Providing document delivery services	20
		-	-	18/2	60/6	21/2	Percent		
0/736	2/33	-	1	13	15	4	Abundance	Providing reference services via telephone and e-mail	21
		-	3	39/4	45/5	12/1	Percent		
	2/85	average						Total of items	
	0/463	Total deviation							

In general, according to the results obtained in this research, based on the average of the total solution component (2.85) from the average (3), it is concluded that the status of the public libraries of Tehran in terms of the application of the component "solution" is not desirable.

Second question: What is the current status of Tehran's public libraries regarding the extent of application of the "access" component of the marketing mix SAVE?

In response to the second question of this research, based on the existing status of public libraries in Tehran, in terms of access component, 13 indicators have been reviewed and evaluated. In this regard, the frequency, percentage, average and standard deviation of the rates of general libraries in Tehran are given in terms of the access component to the differentiation of their indexes as described in Table (4).

Table 4. Descriptive statistics of the access component in public libraries of Tehran

Standard deviation	Average	Low	Very low	Somewhat	Low	Very low	Scale	Access component	Row
0/857	4/21	14	14	3	2	-	Abundance	Public Access (equal access) to the public library location	1
		42/4	42/4	9/1	6/1	-	Percent		
0/751	4/24	13	16	3	1	-	Abundance	Locating of your public library location in populated areas	2
		39/4	48/5	9/1	3	-	Percent		
0/914	4/09	13	12	6	2	-	Abundance	The proximity of your public library to the municipal facility	3
		39/4	36/4	18/2	6/1	-	Percent		
0/645	4/33	14	16	3	-	-	Abundance	Ease of access to the library's interior	4
		42/4	48/5	9/1	-	-	Percent		
0/740	4/12	11	15	7	-	-	Abundance	Possibility to use vehicles for access to the library	5
		33/3	45/5	21/2	-	-	Percent		
0/609	4/39	15	16	2	-	-	Abundance	Ease of access for users to different parts of the library such as reference, lending, etc.)	6
		45/5	48/5	6/1	-	-	Percent		
0/977	3/27	6	3	18	6	-	Abundance	Being clear of the library building among other buildings	7
		18/2	9/1	54/5	18/2	-	Percent		
0/883	2/97	-	8	20	1	4	Abundance	The suitability of the library for pedestrians with disabilities	8
		-	24/2	60/6	3	12/1	Percent		
0/699	1/64	-	1	1	16	15	Abundance	The existence of a website with multilingual facilities	9
		-	3	3	48/5	45/5	Percent		
0/712	4/52	20	11	1	1	-	Abundance	Site Usage Features (Membership, Bookings, Book Extensions, Book Search)	10
		60/6	33/4	3	3	-	Percent		
1/075	4/30	18	12	-	1	2	Abundance	Daily availability of the site	11
		54/5	36/4	-	3	6/1	Percent		
1/168	3/36	5	13	6	7	2	Abundance	Having a good blog (up to date)	12
		15/2	39/4	18/2	21/2	6/1	Percent		
0/781	2/12	-	3	3	22	5	Abundance	Locate the profile and library services on social networks	13
		-	9/1	9/1	66/7	15/2	Percent		
	3/65	average						Total of items	
	0/456	Total deviation							

general, based on the results obtained and calculating the average of the total access component (3.65) is higher than the average (3), it can be concluded that the situation of using

the access component in the public library of Tehran is relatively favorable.

Third question: What is the current status of Tehran's public libraries regarding the extent of application of the "value" component of the marketing mix SAVE?

In order to answer the third question of the present study, based on the status of the use of the "value" component in the public libraries of Tehran, 19 indicators have been reviewed and evaluated.

Table 5. Descriptive statistics of value components in the public libraries of Tehran

Standard deviation	Average	Scale						Value component	Row
		Low	Very low	Somewhat	Low	Very low			
0/561	4/58	20	12	1	-	-	Abundance	Getting membership fees from users	1
		60/6	36/4	3	-	-	Percent		
0/692	3/33	3	6	23	1	-	Abundance	Getting the cost for late delivery of books from users	2
		9/1	18/2	69/7	3	-	Percent		
0/659	4/39	16	14	3	-	-	Abundance	Providing special discounts to users	3
		48/5	42/4	9/1	-	-	Percent		
0/966	2/39	1	4	6	18	4	Abundance	The existence of services using the Internet, downloading content and searching the database by the user	4
		3	12/1	18/2	54/5	12/1	Percent		
0/707	2	-	2	2	23	6	Abundance	Services such as interlibrary loan, dissemination of selective information and delivery of documents	5
		-	6/1	6/1	69/7	18/2	Percent		
0/833	3/55	5	10	16	2	-	Abundance	Building safety	6
		15/2	30/3	48/5	6/1	-	Percent		
0/755	3/85	7	14	12	-	-	Abundance	Providing a relaxed environment	7
		21/2	42/4	36/4	-	-	Percent		
0/529	2/03	-	1	2	27	3	Abundance	Providing services to people with special needs (low income, deaf, and disabled)	8
		-	3	6/1	81/8	9/1	Percent		
0/755	2/85	-	6	17	9	1	Abundance	Increasing library work hours to fit the needs of users	9
		-	18/2	51/5	27/3	3	Percent		
0/331	1/12	-	-	-	4	29	Abundance	Serving translation	10
		-	-	-	12/1	87/9	Percent		
0/951	3/97	12	10	9	2	-	Abundance	The existence of a proper study hall	11
		36/4	30/3	27/3	6/1	-	Percent		
1/044	3/82	11	9	9	4	-	Abundance	Using proper flooring	12
		33/3	27/3	27/3	12/1	-	Percent		
1/171	3/39	9	3	14	6	1	Abundance	Preparation of double-glazed glass to prevent noise pollution	13
		27/3	9/1	42/4	18/2	3	Percent		
0/754	3/55	3	14	14	2	-	Abund	Providing consultancy services to users by your public	14

							ance	library	
		9/1	42/4	42/4	6/1	-	Percent		
0/529	2/03	-	-	5	24	4	Abundance	Providing services to novice literates	15
		-	-	15/2	72/7	12/1	Percent		
0/545	1/79	-	-	2	22	9	Abundance	Possibility to copy and print for users	16
		-	-	6/1	66/7	27/3	Percent		
0/827	2/61	-	3	18	8	4	Abundance	Providing non-direct reference services in the library	17
		-	9/1	54/5	24/2	12/1	Percent		
0/496	4/61	20	13	-	-	-	Abundance	Providing services to children	18
		60/6	39/4	-	-	-	Percent		
0/502	4/58	19	14	-	-	-	Abundance	Providing services to adolescents	19
		57/6	42/4	-	-	-	Percent		
3/18	average							Total of items	
0/317	Total deviation								

In general, based on the results obtained and calculating the average of the total value component (3.18) is higher than the average (3), it can be concluded that the use of the "value" component in the public library of Tehran city in Is average.

Fourth question: What is the current status of Tehran's public libraries regarding the extent of application of the "education" component of the marketing mix SAVE?

In order to answer the last question of this research, based on the status of using the component of "education" in public libraries in Tehran, 13 indicators were reviewed and evaluated.

Table 6. Descriptive statistics of education component in public libraries of Tehran

Standard deviation	Average	Scale						Education component	Row
		Low	Very low	Somewhat	Low	Very low			
0/801	2/73	1	1	22	6	3	Abundance	Introducing the library and its services through the Public Library Foundation's website	1
		3	3	66/7	18/2	9/1	Percent		
1/197	3/39	8	8	6	11	-	Abundance	Introducing the hottest resources used during the current month on a website or blog	2
		24/2	24/2	18/2	33/3	-	Percent		
0/645	1/67	-	1	-	19	13	Abundance	Preparing promotional teasers with educational content using library resources	3
		-	3	-	57/6	39/4	Percent		
0/966	3/94	9	17	4	2	1	Abundance	Holding Cultural Exhibitions	4
		27/3	51/5	12/1	6/1	3	Percent		
0/740	1/79	-	1	3	17	12	Abundance	Promoting books and reading through mass media such as television, newspapers, etc.)	5
		-	3	9/1	51/5	36/4	Percent		
0/609	2/39	-	-	15	16	2	Abundance	Publishing newsletters, posters, brochures, publications and related bulletins in the field of reading and reading culture	6
		-	-	45/5	48/5	6/1	Percent		
0/678	3/91	6	18	9	-	-	Abundance	Organizing library introductions tours	7
		18/2	54/5	27/3	-	-	Percent		
0/869	2/55	1	1	17	10	4	Abundance	Designing specific programs to identify new people in each region and attract them to the library	8
		3	3	51/5	30/3	12/1	Percent		
0/827	3/39	2	13	15	2	1	Abundance	Holding short and long term training courses	9
		6/1	39/4	45/4	6/1	3	Percent		
0/696	3/88	4	23	4	2	-	Abundance	Holding book fair on various occasions	10
		12/1	69/7	12/1	6/1	-	Percent		
0/938	3/55	5	12	13	2	1	Abundance	Holding book review sessions	11
		15/2	36/4	39/4	6/1	3	Percent		
0/876	3/73	5	17	9	1	1	Abundance	Inviting groups and centers to visit the library	12
		15/2	51/5	27/3	3	3	Percent		
0/584	1/18	-	-	1	3	29	Abundance	Virtual Library Tour	13
		-	-	3	9/1	87/9	Percent		
2/93		average						Total of items	
0/466		Total deviation							

In general, based on the results obtained and calculating the average of the total component of education (2.93) which is lower than the average (3), it is concluded that the rate of application of the component of "education" in the public library of Tehran is down and undesirable.

Discussion and conclusion

Undoubtedly, having a good marketing plan and setting the right goals will lead to increased benefits and long-term goals. Failure to have such a program or to determine the goals and strategies will lead to loss of customers, lower income and higher costs. Regarding the importance of the issue, the present study also examines the status of four elements of SAVE marketing mix in the public libraries of Tehran. The results of the analysis of the data collected in this study showed that the public libraries of Tehran city are not in good condition in terms of components and indicators of SAVE marketing mix.

According to the findings of this research, it was revealed that the concentration, attention and activity of most public libraries in Tehran is more in line with the access component; the lack of a website with multilingual facilities, lack of library specifications and services on social networks, and inappropriate library access for disabled people have been among the weaknesses of the public libraries in Tehran.

According to research findings, the second element of the marketing mix that has been somewhat appropriate in public libraries in Tehran is a value component. Unfortunately, among the public libraries of Tehran, there is only one library with a blind section. The element that has the least use and attention of the public libraries of Tehran is the solution element;Another element that according to the findings of this study which is not much attention paid from public libraries in Tehran is the component of education. The lack of virtual tours, the lack of promotional teasers with educational content, the use of library resources, the lack of promotion of books and reading through mass media are between the most important barriers to the marketing of public libraries in Tehran. The success of public libraries in the marketing process, on the one hand, requires adequate funding and, on the other hand, the active participation of all managers and librarians and their recognition of the importance of marketing. In fact, one of the reasons for not paying attention to marketing mix components in Tehran's public libraries can be rooted in the ignorance and lack of knowledge of managers and librarians about the concept and the main content of marketing.

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