MARKETING OF INFORMATION SERVICES IN PUBLIC LIBRARIES: AN USER SURVEY OF KADAPA DISTRICT CENTRAL LIBRARY (A.P)

DR. D. KONAPPA

LIBRARIAN
PVKK INSTITUTE OF TECHNOLOGY
ALAMUR ROAD, ANANTAPURAM, A.P, INDIA

ABSTRACT
In the age of Information & Communication Technology, marketing has become very necessary and important for public libraries due to variety of users and their growing expectations so public libraries should adopt the marketing techniques to understand the needs of their users and to plan effectively to meet their needs and requirements. This article studies about marketing of information services among Kadapa district public library users. From this research, it is found that the financial conditions of the library will lead to provision of better services and facilities for user community. They have very good opinion about the concept of marketing of information services, internet browsing, down loading and other reprographic services.

KEYWORDS: Marketing, Information Services, LIS Services, User Survey.