



CONCEPT OF MARKETING MIX & MARKET SEGMENTATION

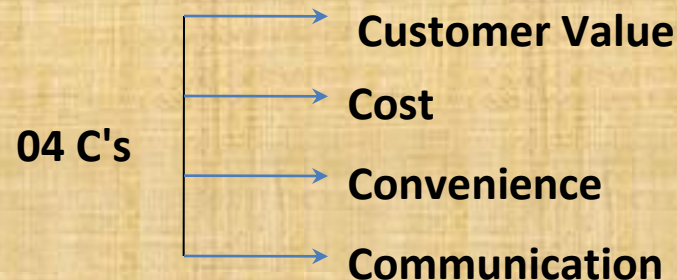
**MASTER OF LIBRARY & INFORMATION SCIENCE
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Marketing Mix

INTRODUCTION

- The term "**marketing mix**" was developed by **Neil Borden** who first started using their phrase on **1949**.
- The marketing mix also known as 04 P's – (**Product, Price, Place, Promotion**) is a foundation model for business. It can be divide as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
- The marketing mix refers to four broad levels of marketing decision namely : Product, Price, Place and Promotion.
The 4 P's model was created by **E. Jerome, Mc Carthy in 1960**.
- The 4 C's marketing models was developed by **Robert F. Lanter born in 1990**.

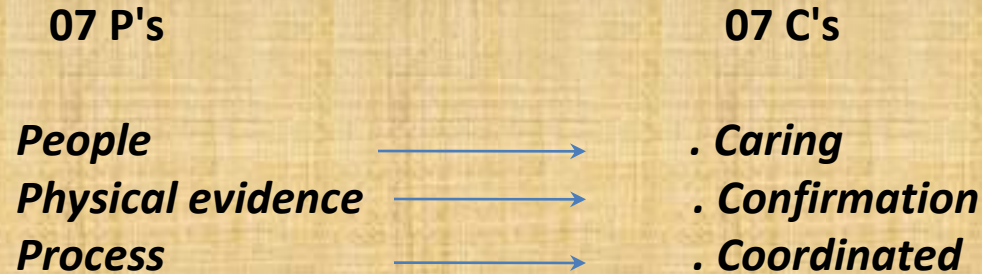


- The difference between 04 P's and 04 C's marketing model is that 04 P's model is the more producer oriented (**Seller's Perspective**) where as 04 C's model is more consumer oriented (**Buyer's Perspective**).
- Marketing mix is set of marketing tools the firm uses to pursue its marketing objectives in the target market.



But now the 04 P's is expanded into 07 P's and 07

C's they are –



Booms and Bitner included there additional P's to accommodate trends towards a service or knowledge based economy.

Elements of The Producer oriented market mix are as follows –

1. Product –

- A Product is anything that can be offered to market to satisfy a want or need.
- The credibility of the product will make the reputed of the library as source of upto data information and service which is likely to accepted by them.

2. Price –

All costs put in by the user to find relevant information or service or product may be money, time, efforts, library profession. Therefore, consider of cost based pricing of their products and services.

3. Place –

The way in which information products/ service is made available to users campus (on campus and off campus), remote location, online and virtual etc.

According to Rangnathan's laws of library of science. When he emphasized the need of establishing a library at a centre place in an institutions convenient place in the society.

But as of new Indian Academic libraries have to achieve much terms of computerisation **LAN (Local Area Network)** etc.

4. Promotion –

- Promotion refers to communicate with customers.
- The service in an organisation lies in knowing who the customers are, what they require and most important, how we can provide it to them in way that makes it valuable to them.

5. People –

- People are the most important elements of any service or experiences.
- People who are involved in the delivery of service.
- It is the important the people in library must be carefully selected properly trained and motivated to deliver to users.

6. Physical evidence –

Surrounding of the library within an artistic through which users make use of it. Consists :-

(a) Appearance

It includes the clear and image of the library and its staff.

(b) Atmosphere

It should be welcoming and friendly.

(C) Cleanliness

Stick and study areas should be clean as per user's environment.

(d) Comfort

It causes physical comfort and general ambience, spacious, layout of reading areas etc.

7. Process –

- Interaction of various activities by which services are created or performed and delivered.
- Process help in context of service and bring uniformity in their delivery.

Summary

- ❑ Marketing mix is a mixture of several ideas and plans followed by a marketing person to promote a particular products, services and brand.
- ❑ The concept and ideas combined together to formulate final strategies helpful in making brand popular amongst the masses from marketing mix.
- ❑ 4 P's are SIVA Model.

Hence,

Product	is	Solution
Promotion	is	Information
Price	is	Value
Place (Distribution)	is	Access

Market Segmentation

Market Segmentation

Introduction And Definition:-

- ❖ The Process of division of market into distinct identical groups of customers. Who may require different products or services is called market segmentation.
- ❖ The heterogeneous market is divided into homogeneous group to serve them better.

In most of the academic libraries the clientele are considerably diverse nature. They can be divided into simple segments of faculty, research clients, Students, post graduate, undergraduate and non – teaching staff.

- ❖ Now, some more categories have also been added to them which individuals part time students distance education learners on self supporting courses on a university franchised etc.

All of this will effect the need for and use of various library services.

Division/ Methods of Market segmentation

1) Geographical segmentation –

The market is divided into different geographical areas.

Ex:- Region, country, State, District, Town and other popular clusters etc.

On the context of libraries geographical segmentation help to determine the type, size, opening hours, services etc. be provided to different clientele.

2) Demographic segmentation –

In this segmentation the grouping of client is based on such variables as gender, Age, family, Income, education that helps to determine about their information needs and usage of service.

3) Psychographic segmentation –

The term psychographic was coined by ' **Emanuel Demby** ' to describe the use of psychological, sociological and anthropological factors for market segmentation. Customers may be divided on the basis of their attitude, life style, personality traits, values etc.

4) Behaviour segmentation –

In this segmentation customers are divided into groups on the basis of their knowledge, attitude, usage, response to a service etc.

Library services and products also provided different level of information need satisfaction to different user segments according to their knowledge and other variables.

Strategies of Market Segmentation

The Strategies of market segmentation are as follows –

1) Undifferentiated Marketing

In undifferentiated marketing the service provides identical products and services to the whole market with one offer which he believes will satisfy to a large no. of customers as they have identical needs.

In academic libraries only those products and services need to be developed and delivered which appeal to maximum no. of users.

Ex:- Product – Books, Journals, Bibliographies, Databases etc.

Services – Lending service, Reform service, Inter library loan, Online service etc.

2) Differentiated Marketing –

In differentiated marketing, a firm operates in several market segments and design different products for each segments.

Similarly, In the field of libraries approach provides an opportunity to libraries to examine if information needs of each of these user segment are being met by the service delivered.

3) Concentrated Marketing –

In concentrated marketing a library attempt to provide in – depth service in specialised are – The library in such a situation purpose fully concentrates on a small number of target user and actively meets their specific need.

Ex:- SDI Service

Division of Market Segmentation

1.

- **Geographic segmentation**
 - **Country**
 - **Region**
 - **City, Size**
 - **Density and Climate**

2.

- **Demographic segmentation**

- **Age**

- **Gender**

- **Income**

- **Family size, Education**

- **Reliability**

3.

•Psychographic Segmentation

•Personality

•Life style/status

Ex:- BMW, Rolax

4.

•Occassional Segmentation

•Routine occassion

•Special occassion

5.

- **Benefit Segmentation**

- **Convenience**

- **Economy**

- **Quality**

6.

- **Behaviour Segmentation**

- **Quality**

- **Stress**

Summary

- **The concept of market segmentation is division of market into distinctive groups of users who requires different library services.**
- **It also describes various method of market segmentation which have their advantages in providing requisite library services and products based on customer's demand and access their satisfaction.**

THANK YOU