

Investigation of Application Level of Marketing Principles in Public Libraries of Tehran

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Abstract

Marketing is the search with the purpose of finding the most proper market and sections where the organization can provide more useful and effective services and satisfy the needs of its clients and visitors in the best manner. Library is a market-oriented organization whose all activities are directed considering client needs and besides satisfaction of existing needs, it intends to create new needs and requests. Marketing makes libraries capable of identifying the clients' needs on the one hand and satisfying these needs on the other hand.

The present research has been carried out in order to investigate the application level of marketing principles in public libraries of Tehran. Study method is of survey-descriptive type based upon 4P marketing model. The population under study included public libraries of Tehran city, among which 30 libraries under supervision of Iran Public Libraries Foundation and 60 libraries under supervision of Cultural and Art Organization of Tehran Municipality were randomly selected, which subsequently filled the questionnaire. Data were collected in summer 2008 and analyzed using SPSS statistical software. Results of the study indicated that public libraries in Tehran do not have proper status concerning the application of marketing principles and it is essential for them to provide a more comprehensive programming in this regard.

Keywords: Marketing; Information products and services; Public library; Tehran.