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Academic Librarians Perception and Attitude towards Marketing of Library Services in Delta State, Nigeria

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Introduction

Information and communication technology and the internet have brought several opportunities as well as challenges to how effective library and information services are rendered. Patrons can now access information online irrespective of their location and visit private information providers, cybercafé and no longer solely rely on the library. Further, with mobile smart phones in the hand of many students academic libraries are now experiencing less patronage.

As librarians understand the confusion associated with information overload, it is their responsibility to device means to keep the students aware of the shortcomings of unevaluated internet information. To ameliorate some of the consequences of ICT resulting in underutilization of academic libraries, effort directed to promoting and creating awareness of library services is imperative. Librarians can promote the use of the library through other means such as marketing of library services to its users.

Marketing of library services according to Jestin and Parameswari (2002) involves activities such as identifying user's needs, designing suitable services or products to meet their needs, communication and distribution to inform, motivate and serve the users. It is a systematic process which entails the combination of planning, concentrating on customer needs and satisfaction with appropriate products and services (Kendadamath, n.d.). According to Broady-Preston and Steel (2008), it encompasses staff within the organization, product perception within the society and any potential method of customers receiving a message about the organization, its products and services.

The challenges in library services such as decline in library budget, change in user's mode of satisfaction, rising cost of books, serials and electronic resources; emerging new technologies and services, widely available information services and

sources and competition from private information providers make marketing essential to improving user satisfaction and promoting the use of library services by current and potential users.

The main objective of marketing library services to customers is to initially identify current and potential users and begin to develop a relationship with them. Academic libraries can achieve such relationship with users through the application of marketing strategies in rendering library services. Marketing strategies are processes that allow an organization to concentrate its resources on the optimal opportunities with the goal of increasing patronage and achieving a sustainable competitive advantage (Kendadamath, n.d.). Without marketing strategies, library users are unlikely to be fully aware of what the library can offer them.

Various factors however have been identified as militating against the marketing of library services in academic libraries. Such factors include perception and attitude (Alemna, 2001; Al-Bahrani,Gray, 2004; Estall & Stephens, 2011; and Pathak & Jain, 2013).

Perception according to Gray (2004) refers to the recognition, organization and meaningful interpretation of sensory stimuli. It is a tool used to understand and make sense out of the countless sensation that is continually experienced because without perception even the most mundane tasks would become impossible. Perception is a pre-requisite to the subsequent application of marketing in libraries unless an individual applies it unknowingly. Some may be aware or interested in marketing but have misunderstanding about it. According to Alemna (2001) many librarians still hold myopic view that their services and products are so essential and that people will still use them as they have always done without additional effort on their part. They erroneously assume that user's needs are also satisfied

because they come to use the library. Some librarians tend to think that marketing is all about selling and promoting, not realizing that marketing refers to a total organizational effort to attract, satisfy and sustain the interest of library users.

Another variable that may affect marketing of library services by academic librarians is attitude. Attitudes are inclinations and feelings, prejudices or bias, preconceived notions, ideas, fears and convictions about any specific topic (Taiwo as cited by Adekunle, Omoba and Tella, 2007). They opined that attitude is a mental and neutral state of readiness organized through experience exerting a directive or dynamic influence upon individuals' response to all objects or situation with which it is associated. A person's attitude towards an issue or object can be judged from his/ her behavior in situation involving the objects or issue. The way librarians think and act in regard to marketing library services is as important as any aspect that affects the library's performance and future (Helton & Escrock, 1998). Hence the need for this study to examine the perception and attitude of academic librarians towards marketing of library services in Delta State, Nigeria.

Statement of the Problem

Libraries are charged with the responsibility of satisfying the varying needs of its users using information resources like books, non book and book related materials both in print and electronic formats. The contents and features of these information resources are described and organized in the library through cataloguing, classification, indexing and abstracting to aid easy identification and retrieval. This therefore makes the library the most preferred choice and the sole custodian of information to users in time past.

In recent years however, there has been a radical change in the way information is being accessed and disseminated due to the influx of Information and Communication Technology (ICT). With the advent of ICT, individuals and

groups now access and disseminate information from the comfort of their homes and therefore see little or no reason to use the library. Consequently, it has led to the under-utilization and non-utilization of library resources and has brought about increasing competition from private information providers, and cybercafés. By implication libraries and librarians appear to be losing relevance in the business of providing information to current and potential users. This may be because users are not fully aware of library services and products as well as the trends of services following the application of ICTs to libraries. With these challenges therefore, academic libraries and librarians are facing a pressing need to market their unique services in order to regain and retain their users.

This therefore is the gap the researchers want to fill to examine academic librarian's perception and attitude to marketing of library services in Delta State, Nigeria.

Objectives of the Study

The purpose of this study is to ascertain academic librarians' perception and attitude towards marketing of library services in Delta State, Nigeria. Specifically, the study is designed to:

1. Determine academic librarian's perception to marketing of library services in Delta State;

2. Find out the attitude of academic librarians towards marketing of library services in Delta State;

3. Identify marketable services in academic libraries and

4. Identify the perceived challenges faced by academic librarians in marketing library services in Delta State.

Scope of the Study

The study covers all the academic librarians (with minimum of Bachelor of Science or Higher National Diploma in library science) in four Universities, three Polytechnics, three Colleges of Education and one training Institute in Delta State.

Literature Review

Marketing in library is a purposeful group of activities which foster constructive and responsive interchange between the producers of library and information services and their actual and potential users (Shontz, Parker and Parker, 2004). From this definition, it can be seen that marketing in libraries is not carried out arbitrarily but with the sole aim of satisfying user needs which will in turn increase patronage. Thus librarians must ensure quality service delivery to their users because as noted by Edoga in Eze (2011), every time a customer is dissatisfied with services provided by the organization, it will incur three significant costs. Firstly, dealing with unsatisfied customer is difficult and time consuming, secondly such users will likely tell others which is not good for the image of the library and thirdly, they will not come again.

In the view of Kumar (2014), marketing of information products and services is a concept of sensitively serving and satisfying the needs of all those who are involved in education, scholarship, research and development. Duke and Tucker (2007) added that the major reason for marketing in academic libraries is to fulfill the library's mission, meet the needs of users, and attract new and current users, and highlight unique services and programmes as well as to increase the use of library service and products. Wu (2012) therefore stressed that marketing of library

services is not all about telling the public what collection and services are being offered but contribute to building a relationship with library customers.

According to Singh (2009) marketing of library services is the process of planning, pricing, promoting and distributing goods and services to create exchange that satisfy the library and the customers. From this definition, it can as well be deduced that mere provision of library resources in the library is not enough rather making them accessible and useable to the satisfaction of the users is paramount.

Academic libraries have many services and products that can be marketed. Each library needs to identify what service each user needs at a given time and how to market and satisfy the need. This is because marketing is not just about promoting new services and products but also bringing awareness to clients of existing services and products and determining their appropriateness (Sharma & Bhardwaj, 2009). Hence the need for academic librarians to market library services to users.

Academic librarians have been charged with the description of document (indexing and abstracting), their content, features and purpose including the organization of such document. Indexing and abstracting is a means of such description to provide access to their identification and retrieval. Marketing indexing and abstracting services by academic libraries will enhance user's awareness on how to locate materials in the subject area they need as well as providing summaries of the contents of reading materials in the library thereby serving as time- saver for library users.

No library is self sufficient; hence libraries depend on one another in form of co-operation to obtain the materials or service in which they are lacking. This is why academic libraries engage in cooperation like resource sharing with other libraries. Resource sharing therefore is an aspect of library cooperation in libraries whereby the materials available in the participating libraries are open to use by everybody

within a geographic area or among the cooperating units (Okolo, 2002). Okolo further stated that it could take the shape of in services training or allowing staff and students of one educational institution to use the facilities available in the other institution. This service makes it possible for a reader to have access through his/ her library to resources of other libraries (Clarke, 1999). Marketing these services in academic libraries will boost the morale of users if they become aware that the library is engaging in such cooperation just to satisfy them.

Another major service offered by libraries is lending of materials to library users for home use. This is usually carried out at the circulation unit often referred to as the "eye of the library". An eligible user of the library according to Clarke (1999) after presenting his/ her means of identification is allowed to borrow library materials for home use over a given period as may be determined by the library management. Academic libraries liberally issue materials on loan to users (staff and student alike) and allow them adequate time of usage. Okolo (2000) added that these materials are renewed when the time elapses i.e. if no user has requested for the same material. The flexibility of loan services stimulates the interest of user of the library and should be marketed.

Also, the proliferation of information sources has made it quite challenging for librarians and users alike to have access to all published materials or even related material of interest. Therefore modern procedures and techniques of Current Awareness Services (CAS) are sending individual notifications of published information directly to the individuals. Current awareness service according to Hatua (n.d.) is an essential function of library management to make the members and users promptly aware of new information which will most likely contribute to performing their individual task with the highest possible degree of competence. Though the library is always in the business of rendering service to users, Naqvi

(2013) opined that there is not only need to gear up the old services but also to initiate new ones with the assistance of the latest information technologies so that the total library operation and services can be enhanced. Hatua (n.d.) further reiterated that libraries can provide these services through e-mail which is the highest and common procedures or can refer or link their WebPages to individual mails.

Libraries can carry out current awareness services through methods like electronic mail and bulletin board services, news clipping services, content page services, abstract bulletin, Table of Content (TOC), Really Simple Syndication feed(RSS), blogs, news alert services and so on(Barr, 2006 ; Naqvi, 2013). Though current awareness services are very appealing, Barr (2006) warned that caution should be taken because it can easily end up inundating users with too much information. However if Current Awareness Services (CAS) are marketed, it will maximize patronage and further satisfy their needs in the mirage of published materials.

In a similar way, the relationship with library users can be enhanced if the library provides information of interest to users through the provision of Selective Dissemination of Information (SDI) services. Hatua (n.d.) opined that through the SDI service, the research interest profiles of users are searched in a batch mode on regular basis and the result are e-mailed to respective users. Thus this service according to him will not only function as a current awareness tool but also influence the acquisition of information sources as well as usage of other library services like document delivery and resource sharing. This service if properly marketed will enable users enjoy information materials without barriers and place the libraries on a good pedestal before the public.

Other services that could be marketed in academic libraries include reprographic services, photocopy services, bibliographic services, internet services (kumar,

2014). Marketing concept holds the key to effective library and information service delivery. Marketing of library services will require librarians who are engaged in a properly co-ordinate activity. According to Onwubiko and Onu (2002), marketing library services in academic libraries can make immense advances in reaching potential users who are in need of the services the library can provide but are unwilling to seek their help and are not being satisfied.

There are a number of literatures written on the application of marketing to libraries but research into the influence on librarians' attitude and awareness towards marketing is quite limited. Academic libraries have always seen themselves to be an integral part of the academic community that is why they often felt they do not have to justify their existence (Al-Bahrani, 2009). Today, the case is quite different because of the influence of information superhighway, dwindling library budget, increasing user need, complexity of information requirement, accountability, competition and outflow of information thereby forcing librarians to optimize the use of resources and services (Estall & Stephens, 2011).

According to Kendadamath (n.d.), marketing of information has been a popular topic in the library and information profession in recent years but at the same time there has been much controversy regarding the concept of marketing in the profession. He opined that there is a residual feeling that marketing is inappropriate for public service institutions and thus see no room for such practices in a non-profit profession like librarianship.

Estall and Stephens (2011) in the United Kingdom carried out a study of the variables influencing academic library staff's attitude towards marketing in sixteen University libraries in the United Kingdom. In the study, a self administered and online questionnaire was distributed to fifty-four academic librarians while four

academic library management staff was also selected for in-depth interviews. The study revealed that personality factors such as extroversion and openness to change, experience and training influenced their marketing attitude. Estall and Stephens' study also revealed that academic library staff is unclear on the definition of marketing leading to a possible misunderstanding and mistrust of the terminology but however feel that it is vital in the current environment. This misunderstanding therefore creates a gap in marketing knowledge and understanding which must be addressed for the aim of marketing to be fully achieved. However, the study further showed that respondents were of the view that marketing of academic libraries is increasingly important thereby making it vital particularly in view of the economic pressure currently facing them.

Pathak and Jain (2013) studied on librarians' perception of marketing. The study used the survey design aimed at ascertaining librarian's perception on marketing of library and information services, its relative importance and impact of librarian's qualification, experience and prior exposure to marketing of library and information services. In the study, an online questionnaire was mailed on library and information science forum, MANLIBNET group mail, LinkedIn group mail and e-mail to some librarians but only sixty responses were received from the various library professionals involved in different library environment and activities. The study revealed that marketing knowledge and experience of librarians is high. The study further shows that marketing is important to libraries and that librarian's perception differs with qualification and experience with those with PhD and MLIS and those with 6-10 years of experience having more positive attitude towards marketing library services in India. Since academic librarians already have high perception and positive attitude towards marketing of library

services as shown in these studies, various factors impeding the effective application and practice of marketing must be adequately identified and addressed. Many scholars have identified a number of challenges faced by librarians in marketing library services. According to Sharma and Bhardwaj (2009) in a study of marketing and promotion of library services in India, librarians are facing difficulty of poor relationship with users, poor environment and lack of entrepreneurial skills. They further stated that these setbacks coupled with the challenges of changes in educational approaches, impact of technology, new methods of information provision and decline in library budgets are impeding the adoption of marketing strategies in libraries.

Similarly, Kendadamath (n.d.) looking at the marketing of library and information services stated that the factors that characterized the difficulties in information marketing can be grouped into four categories which include lack of proper assessment of requirements, wants and needs of the users, casual approach in supplying information to the potential users, lack of perception of how much information services and products can contribute to boost research and development activity as well as lack of perception of the economic aspect of buying information on the part of the user of information. In the view of Ifijeh (2011) in a study on Nigerian University Libraries stated that marketing library services are impeded by poor funding, poor infrastructure, low morale among librarians, lack of quality of library services and lack of business expertise by librarian. Thus librarians tend to focus on traditional duties of acquisition, cataloguing, classification and shelving and thereafter wait for patrons to come instead of reaching out to attract the users through professional marketing of services.

From the literatures reviewed, academic librarians have a positive perception and attitude towards marketing of library services even though some were to have a misunderstanding of the concept of marketing. They are however of the view that marketing of library services will help them to gain and retain users especially in the face of growing challenges and stiff competition.

Methodology

The descriptive survey research design was used for the study. The population of the study consists of one hundred and forty- six (146) academic librarians in twelve (12) higher institutions in Delta State, Nigeria. A structured questionnaire was used to collect data for the study. Out of the 146 questionnaire administered, 138 were retrieved and analyzed. The Cronbach's Alpha formula was used to establish the reliability of the instrument. Data obtained were analyzed using simple percentage, arithmetic mean and standard deviation.

Results :

Perception of academic librarians to marketing of library services:

Table 1: *Mean ratings of the perception of academic librarians in Delta state to marketing library services (N=138)*

S/N	Items	Mean	Std. Dev.	Decision
1.	Marketing is a management process responsible for identifying, anticipating and satisfying customers' needs and wants	3.48	.66	Accepted
2.	Marketing is directly correlated to the achievement of organizational objectives.	3.35	.61	Accepted
3.	Marketing places emphasis on the user's needs and desire rather than on the products preferences	3.26	.74	Accepted
4.	Users can easily identify and utilize library services with the aid of marketing.	3.23	.74	Accepted

S/N	Items	Mean	Std. Deviation	Decision
5.	Marketing takes library services from the library to users	3.06	.89	Accepted
6.	Marketing can change users perception about libraries and librarians	3.18	.79	Accepted
7.	Marketing is essential for both profit and non-profit making organizations like libraries.	2.51	1.13	Accepted
8.	Marketing creates unnecessary job for librarians	2.18	.94	Not Accepted
9.	Marketing makes library users take librarians for granted	2.13	.93	Not Accepted
10	Academic libraries do not need to market themselves because people already know the services they offer.	2.09	.90	Not Accepted

Table 1 revealed that items 1, 2, 3, 4, 5, 6 and 7 were accepted by the librarians. The librarians perceived that marketing library services could be used for management process purposes especially for identifying, anticipating and satisfying customers' needs and wants. In addition, the librarians perceived that marketing library services correlates to the achievement of the library objectives, lays emphasis on the users need more than products preferences, takes services to the users, changes users perception about the library and the librarians, and makes the user to easily identify and utilize library services. Table 1 further indicates that items 8, 9, and 10 were not accepted. Therefore academic librarians in Delta state have a positive perception to marketing of library services.

Attitude of academic librarians to marketing to marketing of library services:

Table 2: *Mean rating of the attitude of academic librarians in Delta State towards marketing of library services*

S/N	Items	Mean	Std. Deviation	Decision
1.	I enjoy marketing because it is	3.41	.56	Accepted

	useful to my job			
2.	I think marketing will increase users awareness towards the use of the library	3.40	.77	Accepted
3.	Marketing library services is acceptable to me	3.39	.67	Accepted
4.	Marketing is necessary to my library because it will help us to meet current and future demands	3.34	.56	Accepted
5.	Though academic libraries already provide full range of services, there is need for marketing.	3.21	.74	Accepted
6.	I think marketing should be a priority to academic library	3.00	.85	Accepted
7.	I think marketing of library services impedes management support to my library.	2.70	.96	Accepted
8.	I think marketing is primarily about persuading people to use products and services they may need.	2.57	1.00	Accepted
9.	Marketing library services is inconsistent with my interest.	2.49	.97	Not Accepted
10.	I think marketing library services will make librarians look cheap before library users.	2.18	.94	Not Accepted

Table 2 reveals that the mean rating attitude of academic librarians in Delta State on items 1, 2, 3, 4, 5, 6, 7 and 8 was accepted by the Librarians. Academic librarians in Delta State are in agreement that marketing of library services and that knowing more about library marketing techniques will be useful for their job which will help them to meet current and future demands, increase user's awareness towards the use of the library and that marketing won't make them look cheap before library users.

Marketable services in academic libraries:

Table 3: *Marketable services in academic libraries as perceived by the librarians*

S/N	Items	Marketable		Not Marketable	
		No.	%	No.	%
1	Reference	125	90.6	13	9.4
2	User Education services	125	90.6	13	9.4
3	Information services	124	89.9	14	10.1
4	Indexing and Abstracting services	118	85.5	20	14.5
5	Loan/ lending	117	84.8	21	15.2
6	Abstract/Bulleting	115	83.3	23	16.7
7	Reservation services	113	81.9	25	18.2
8	Reprographic services	115	83.3	23	16.7
9	Selective Dissemination services	110	79.7	28	20.3
10	Journal alert of table of content	108	78.3	30	21.7
11	Blog	106	76.8	32	23.2
12	Resource Sharing	106	76.8	32	23.2
13	Citation alert	105	76.1	33	23.9
14	Really Simple Syndication (RSS)	103	74.6	35	25.4
15	Discussion alert	94	68.1	44	31.9

From table 3, the respondents indicated that all the services are marketable.

Perceived challenges in marketing library services:

Table 4: *The mean rating of perceived challenges in marketing library services by academic librarians in Delta State.*

S/N	Items	Mean	Std. Deviation	Decision
1	Ignorance of marketing concept discourages librarians from applying marketing to libraries	2.90	.87	Accepted
2	Library management does not support librarians in a bid to marketing library services	2.86	.89	Accepted

3	Marketing is costly for academic libraries	2.76	.85	Accepted
4	Library's casual approach to supplying information to potential users affect the application of marketing	2.74	.88	Accepted
5	Librarians are not taught marketing in library school	2.66	.95	Accepted
6	Librarians do not have the necessary skills for marketing library services	2.42	.90	Not Accepted
7	Librarians do not know how to communicate what they do	2.11	.95	Not Accepted
8	Marketing is difficult because some librarians do not want to part with information	2.11	.96	Not Accepted
9	Librarians feel awkward towards marketing because they are afraid of commercial publicity	2.09	.87	Not Accepted
10	Librarians are confused about the term marketing.	2.00	.86	Not Accepted

Table 4 reveals that items 1, 2, 3, 4 and 5 were accepted as the challenges that librarians face in marketing library services. The challenges facing the marketing of library services included cost, inadequacy of training of librarians in the higher institution, ignorance of marketing concepts, inadequate support by the library administrators for marketing purposes, and so on as shown in the table. However, items 6, 7, 8, 9 and 10 were not accepted as challenges facing marketing of library services. Therefore academic librarians in Delta state are faced with some challenges in a bid to market library services in the state.

Discussion

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The study revealed that academic librarians in Delta state have a positive perception to marketing library services. Academic librarians perceived that marketing will help them identify, anticipate and satisfy customers' needs and wants, take library services to users, change user's perception about library and librarians as well as make users to easily identify and utilize library services and products. Contrary to the findings of this study, Estell and Stephens (2011) carried out a study in three universities in the United Kingdom. Their study revealed that academic librarians were unclear on the concept of marketing leading to a possible misunderstanding and mistrust of terminology. Estell and Stephens' study further revealed that over 60% of the respondents perceived that knowing more about marketing techniques will be useful in their jobs. Academic librarians positive perception as revealed in this study may be because they may have perceived that despite their perceived challenges to marketing, it will help them focus on customers' information needs, improve the image of the library, build a cordial relationship with the corporate world and cost recovery (Jose & Bhat, 2007). Therefore, their positive perception will enable them to improve upon their services so that user's low esteem for the library will change gradually.

The study also revealed that academic librarians have positive attitude towards marketing library services. This finding corroborates Kanaujia (2004) who found in a survey in India that librarians have a positive attitude towards marketing of library and information products and services. The positive attitude may be because information handling which was thought to be the exclusive domain of library is today being intruded by other professionals using the Information and Communication Technology (ICT). As information handling is being influenced by ICT making information to be at the beck and call of users with these facilities, change of attitude therefore will enable librarians to retain their customers and

remain the vital hub of information to users. Promoting library services is essential since libraries have the advantage over the internet in providing more organized information (through cataloguing and classification, indexing and abstracting), educating users on how to access information, provide assistance to users as well as providing information from more authentic sources.

The findings from the study further revealed that academic librarians in Delta state agreed that library services are marketable to library users. The respondents agreed that reprographic services, reference services, loan/lending services, abstract bulletin, indexing and abstracting services, resource sharing, reservation services, Selective Dissemination of Information (SDI), user education services, RSS, discussion alert, journal alert of table of content, citation alert and blogs are marketable services. This findings conforms with Sharma and Bhardwaj (2009) which stated that library's collection, products and services, staff as well as goals and objectives of the library(mission statement) are marketable to library users. Similarly, Martney(2009) opined that libraries can market their collections(books, periodicals, videos and films) services(circulation, inter library and document delivery, online searches, reference services and contracted services from other providers, bibliographic instructions) provided by staff of the library. Academic librarians in Delta state may have agreed that library services are marketable because if they are not library services may not be heavily patronized, revenue may be lost and the libraries may face the problem of survival (Martney, 2009).

The librarians also may have agreed that library services are marketable because they see marketing as an important weapon for handling competition and because they want users who have stopped using the library to be won back. Library has many products and services that can be marketable but Das and Karn (2008)

advised that each library needs to identify what it wishes to market and how to market them. Effective marketing can increase the use of library services, help to educate users and non-users alike, change user's perception and idea, identify users need and satisfy them with appropriate product and services as well as promote the reputation of librarians. It will further change the notion that the library is one of the underperforming sectors of the Nigerian economy (Popoola, 2008) and be seen as a profession to rely on in information handling especially in this age of information explosion and knowledge expansion.

The study revealed that various challenges such as casual approach of librarians in supplying information, absence of marketing in the curriculum of library and information science schools, ignorance of marketing concepts, poor support of library management and high cost of marketing are perceived to impede marketing library services. This finding differs from the result of a study carried out by Wu (2012) which revealed that the challenges facing librarians towards marketing library and information services and products includes; insufficient tools for marketing, lack of systematic marketing and its relevance to education, insufficient employees to work on marketing and library's poor attention to marketing. In a study carried out by Shontz, Parker and Parker (2004), respondents were asked if they had taken a course in marketing during their library education and majority (95.3%) opined they had not. Non-inclusion of marketing in the curriculum of some library schools may have led to ignorance and lack of support from library management as revealed in this study.

The study further revealed that academic librarians in Delta state are not afraid of commercial publicity, are not poor in communicating what they do, are not confused about marketing concepts or feel awkward about marketing. This finding

however differs from Arachchige's (n.d.) study which revealed that librarians have poor knowledge of marketing principles and are unaware of the importance of marketing. Academic librarians in the study may have felt different from the findings from Arachchige's study because they may have attended workshops and conferences on marketing of library services.

Conclusion

Academic librarians in Delta state have a high perception of marketing library services. Also academic librarians have a positive attitude towards marketing of library services.

Also, the study has shown that if academic librarians know more about marketing, it will enable them to improve on meeting the current and potential needs of users which will increase their patronage of the library product and services.

Furthermore, academic librarians are faced with some challenges in marketing library services such as library's casual approach to supplying information to potential users, cost of marketing, non inclusion of marketing as course in the curriculum of library schools, ignorance on the concept of marketing and lack of support from library management.

Implication of the Study

From the findings, it has been established that academic librarians in Delta state have a good perception of marketing library services and recognized the need for marketing. Therefore academic librarians should apply their knowledge to the marketing concept so as to improve their image and that of the library, increase customers/client base, package and repackage library services to meet users rising and changing needs, maintain existing services and products as well as developing

new ones. Also librarians' sources of knowledge and information in marketing like workshops, seminar, conferences, and short courses should be promoted to improve their performance in rendering services to users and maintain a positive attitude to marketing library services.

Developing and maintaining a positive attitude towards marketing library services will enhance the promotion of library services. It has been established that academic librarians in Delta state have a positive attitude towards marketing library services. Library management should strive to encourage librarians to market library services because it is only through effective and increased patronage that library fund will be justified.

 The study also revealed that academic librarians in Delta state are faced with number of challenges in marketing library services which include inadequate training as marketing as a course is not in library school curriculum. This implies that educators should include marketing as a course in the curriculum of library schools to inculcate in young and upcoming librarians the spirit of marketing.

Furthermore, the study has revealed that most library services are marketable. It implies that library services should be marketed to improve user's satisfaction and promote the use of services by current and potential users.

Recommendations

Based on the findings of this study, the researchers suggest the following:

- ➢ Academic librarians should be trained efficiently on client relations and customers' service in order to maintain cordial relationship with users and increase patronage.

➢ More avenues for library professionals to sharpen their skills and improve their perception and attitude to marketing library services should be created. This could be enhanced through seminars, workshops, conferences, short courses and other related programmes on the subject. This will enable them identify areas of strength and weaknesses in a competitive environment.

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