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MARKETING LIBRARY AND INFORMATION SERVICES IN SELECTED UNIVERSITY LIBRARIES IN SOUTH WEST NIGERIA.

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ABSTRACT

This study examines marketing library and information services in academic libraries. Specific objectives includes; the need for marketing library and information services in university libraries in South West Nigeria; techniques being employed by university libraries in marketing of library and information services; competencies required of librarians in marketing of library and information services; challenges being faced by the librarians in marketing of library and information services and strategies for enhancing marketing of library and information services in South West Nigeria. Relevant literatures were reviewed. Survey research design was adopted. The target population for the study comprises of all librarians in university libraries in South West Nigeria. Six (6) university libraries were selected based on proximity to researchers. There are a total of eighty-seven (87) librarians in the Six (6) selected university libraries; Out of eighty-seven (87) questionnaires distributed, only sixty-four (64) copies were returned. Data collected through the distributed questionnaire were analysed using descriptive statistics. In other words tables, frequency counts, simple percentage and mean were used to analyze the data. The finding shows that; techniques being employed in marketing library and information services are; provision of electronic access to information, staff friendliness to users, exhibitions and display of new arrivals, creating a library web page, organizing user education, and one on one discussion with users. Competencies required of librarians in marketing library and information services as perceived by the respondents are; good communication skills, information technology skills, ability to answer users' query, ability to sell idea/library services, ability to question and evaluate library services as well as interpersonal skills. Major challenges militating against effective marketing of library and information services are; inadequate fund, management lack of marketing policy, lack of facilities to market library services, lack of media access to market academic library services, poor access to information technology, lack of training in marketing, and lack of effective communication between librarians and users.

KEY WORDS: Academic Libraries, Marketing, Marketing Strategies, Library and Information Services.

MARKETING LIBRARY AND INFORMATION SERVICES IN SELECTED UNIVERSITY LIBRARIES IN SOUTH WEST NIGERIA.

INTRODUCTION

In today's complex information environment, we have a responsibility to communicate the resources and expertise our libraries, and librarians provide, both on our campus and in society. University libraries are referred to as the heart or nerve centres of its parent body, the library is central to the academic activities of universities. Libraries are no longer the only choice for students, faculty staff and other users to source for information; this can be attributed to emerging information technology. With the impact of technologies and other environmental changes, the role and concept of library services is changing very fast. The range of services that take place outside the physical library is expanding due to the new technology. For libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organizational mission, goals and objectives. Without a marketing orientation, a high-tech library or information service would not necessarily be successful. With increased competition in the world of information, marketing is a factor for survival. Survival of a library depends among other things on its image in the minds of the users and its parent institutions.

Marketing in case of libraries is necessary to offer benefits to users' want, reduce barriers to use and access, persuade and inform the users, and carefully plan to satisfy users' needs effectively. "Marketing is so basic that it cannot be considered a separate function within the library. Marketing is a central dimension of the entire library. It is the entirety of the library's operations and services seen from a point of view of its final result, that is, from the customer's point of view." Gupta and Savard, 2010). A library without users is useless, there is need to let the users be aware of the benefits of the library in provision of information resources and services in order to succeed. To attract clients, generate non-user awareness, and raise awareness of available services and resources, libraries need to find ways to promote services and resources to clients as effectively as possible. As such, promotional approaches are used to convey the availability and value of services and resources to target markets and should be designed to cause library users and non-users to act (Helinsky, 2008; Webreck Alman, 2007) in Yi (2016).

Marketing library and information service is an established sub-set of management practices which identifies customer wants and needs and meets those needs within the resources of the organization (Gupta, Koontz & Massisimo, 2013). Marketing is about keeping the clients in touch and informed about resources and services that match their interests. The success of university library marketing lies mainly on convincing the clients that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful. Marketing is regarded as managerial tool that is assisting libraries to face challenges now and in the future. Marketing play a very vital role in creating awareness for library and information products and services. Level of services and resources provided by the university library to users will greatly determine the extent the universities achieve their goals. In lieu of this, marketing of library and information services has to be part of everyday work of librarians.

Objectives

The objectives of this study are to investigate marketing of Academic libraries services in South West Nigeria. The specific objectives of this study are:

1. To determine the need for marketing library and information services in university libraries in South West Nigeria.
2. To determine current techniques employed by university libraries in marketing of library and information services.
3. To examine the competencies required of librarians in marketing of library and information services.
4. To determine challenges faced by the librarians in marketing of library and information services in South West Nigeria.
5. To examine strategies for enhancing marketing of library and information services in South West Nigeria.

Research Questions

This following research questions guided this study:

1. What are the needs for marketing academic library and information services in South West Nigeria?
2. What current techniques are employed in marketing of library and information services in academic libraries in South West Nigeria?
3. What competencies are required of librarians in marketing of library and information services?
4. What are the challenges faced by the librarians in marketing library and information services in university libraries in South West Nigeria?
5. What are the strategies to be adopted for the enhancement of marketing of library and information services in South West Nigeria?

Significance of the Study

Marketing as a concept and as a practice, still seems unknown to many library and information personnel. Many librarians feel that marketing is somehow inappropriate for a public service institution such as library and see no room for such practice in a non-profit organisation like library. This misconception perhaps stems from the “free library culture” that libraries are not-for-profit institutions whose reason for existing is service rather than financial gain (Edewor & Omosor, 2012). A study such as this will help librarians to change their wrong perception about marketing, have an insight into strategies to enhance effective marketing of library and information services to users, this research will enable Library and Information Science instructors at various LIS schools to see the need for inclusion of marketing of library and information services as a course in library and information science studies. The findings will serve as a reference material to library managers and other library staff who intend to carry out research on a related issue.

LITERATURE REVIEW

Marketing has various definitions, American Marketing Association (2013) defined marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. Sharma and Bhardwaj (2009) defines marketing as a total system of interacting business activities to plan, promote and distribute want satisfying products and services to present and potential customers. Basanta & Sanjah (2008) also stated that the ultimate aim of marketing is to provide the right information to the right user at the right time. A user ascertains the effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided. According to Meghana Shripad Chandratre (2015), Ranganathan’s famous Five Laws of Library Science (Ranganathan1931) have been discussed in the light of marketing by many authors. Interestingly, these laws can be said to be relatively well aligned to marketing theory where the reader (i.e. the customer) is king, and is the focal point of the library; thus the whole organization (resources, services, facilities, rules and regulations, procedures) becomes customer focused.

Need for Marketing of Library and Information Services

Librarianship is experiencing rapid change and many factors are reshaping the role of libraries, thus several things have compelled librarians and information professionals to learn about marketing and using it. Marketing of library and information services has emerged as an increasing important area for libraries and information centers. The challenges of budget cuts, increased user base, the rapid information explosion, rising costs, networking demands, competition by database vendors, and complexity in information requirements are forcing the librarians to adopt marketing to improve the management of library and information centres (Madhusudhan, 2008).

Adekunmisi (2013) opined that libraries and information professionals must learn to effectively market and advertise their services because of the following reasons;

- Libraries are no longer the only information services industries. The mega-bookstores, online book dealers, information consultants, the Internet services providers, free web access providers and individual customers will not hesitate to market to potential library customers or users.
- Libraries of all types have to compete with other organizations or department for funds. Marketing library services and products benefits as libraries are able to get supports from patrons and others. For instance, academic libraries have to compete with faculties and other university units and projects for funds, so also special libraries find their allocation decreasing when the parent organization budgets are cuts.
- Libraries have to market because of the need to maintain relevance and remain connected to the communities they serve and have some bearing on the present days event and real-world issues.
- Librarians have to market their services and products in order to improve the image of their libraries and themselves. For instance, libraries have to be unique in the kind of access and services they provide. Librarians also have to change the perception of users and others toward them as being information experts.
- Librarians are and should be regarded as essential and valuable community resources. In essence, there is the need for the librarians to make people to be aware of the services and products they provide and their comparative value. Librarians should see themselves as resources people go to for information and should be well prepared and equipped themselves as experts in the field.
- Libraries depend on the supports of people they serve for their survival. A library should therefore communicate and work with its customers and funding authorities to provide information about what the library is doing and to enable the library to learn about the community its serve.

- Librarians are not visible. Shamel (2002) believes that people who are in positions to employ librarians are not aware of the values of libraries and librarians. There is thus the need for librarians to be more proactive in marketing their cause to potential users and people in positions of power.
- Library users expect recognition, attention and appreciation for their individual information needs. As customers always have ever-changing needs and wants, there is the need for librarians to market as dynamic as retail markets and thus create an environment in libraries that foster customer consciousness and satisfaction among employees.

Patange (2013) opined that librarians should market their services for the following reasons:

- ❖ Marketing enables librarian or information manager to understand the real needs of users for taking good management decisions, which will in turn help in providing maximum information services to users more efficiently and effectively.
- ❖ Librarian or information manager is not only interested for the people who do use the services regularly. He is also interested in non-user groups. Marketing play a vital role to identify the information needs of non-users and helps to provide them with necessary information.
- ❖ Librarians and information managers need to present their services as an indispensable part of the organization and try to justify the claim that their clients/users cannot do their job efficiently or effectively without a library service. In this way, marketing techniques will help libraries and information services receive more funding from their patrons.
- ❖ Marketing may help to improve the image of the library and information profession through collection of revenue performing different services to users.

According to Chandratre and Chandratre (2015) following factors are responsible for encouraging the library profession to develop a marketing approach in its operations and services;

- The information explosion (rapid growth of reading material);
- The technology revolution;
- Escalating library costs/ budget cuts;
- Increase of user based services;
- Networking demands/ complexity in information requirements;
- Competition by database vendors; and
- Reading habits among people declining due to reasons such as onslaught of television and Internet

Ranganathan’s famous “Five Laws of Library Science” have been discussed in the light of marketing by many authors. Interestingly, these laws can be said to be relatively well aligned to marketing theory. From these laws logical corollaries are derived that can be directly related to marketing. (SeeTable1below.) The reader (sometimes called the customer) is king, and is the focal point of the library; thus the whole organization (resources, services, facilities, rules and regulations, procedures) becomes customer focused. As the table below demonstrates, each of these laws has important implications in regard to basic marketing strategies.

The law	Actions to be taken	Marketing implications
Books are for use	Optimum use of resources, facilities, and services.	Acquiring appropriate information material and ensuring sufficient resources and services are available for the use of users. Convenient location, effective signage, and longer opening hours; helping hands for using resources and services.
Every reader his/her book	Meeting users need satisfactorily	Collecting and interpreting information, understanding the needs of users, and matching with the organizational resources.
Every book its reader	Reaching out to users	Publicizing value and benefits, promotional campaign, advocacy, public relations, personal communication, etc.
Save the time of user	User benefits and preferences	Repackaging information into appropriate form, availability of information when they need. Ensuring quality of services and offerings.
Library is a growing organism	Adapting to future user needs	Mobilizing resources, dealing with uncertainty about future user needs, new services, new customer groups, new environment, etc.

Okon & Umoh (2014) in Bhardwaj & Jain (2016) conducted a study at Nigerian university libraries and described the following reasons of adopting marketing strategies for library services as follows;

- Attracting funding agencies;
- Showcase the potential of libraries and attract users;
- Image enhancement;
- Relevancy in digital age;
- Recognition of library and library professionals in society.

A study by Patil & Pradhan (2014) in Bhardwaj & Jain (2016) also described the needs of adopting marketing of library resources and services as; promotion of resources; user awareness; Improving the library's reputation; and marketing the services to generate corpus. David and Sagun, (2012) in a study conducted at Rizal library of the Ateneo de Manila University, suggested that libraries ought to start relationship marketing strategies with students, faculty members and other users, to make the library resources and services visible, and open lines of communication.

Library and Information Services for Marketing

With the impact of technologies and other environmental changes, the role and concept of library services is changing very fast. The range of services that take place outside the physical library is expanding due to the new technology, and it is likely to expand further. Additionally, the scope of some services has become nearly unlimited. Some forms of service can be offered almost as easily around the globe as around the town. Libraries serve and will serve far beyond their walls. All business activities may be seen through marketing lenses. The concept of library services and values can be defined as value for users in the level of support and services provided; value for the parent institution in contribution to institutional missions and goals; or economic value for return on investment. To remain relevant to the communities they serve, it is very important for academic libraries to consider their users' views (Rocio, Lotero & Rua, 1987 in Namugera 2014).

According to Oni in Oguntuase (2015), identified the following services that are peculiar to most libraries;

- ❖ Reading and lending services: Registered member of a library have privilege to read and borrow books from the library. Circulation unit is the section where users can enjoy the benefit of borrowing library materials, register as a user and where enquiries about the library are made.
- ❖ Reservation services: Books that are in high demand are reserved for use in the library and could be borrowed on a two-hour basis by patrons in a day. Users may have to sign for these materials to make use of them in the library.
- ❖ Reference services: Reference section provides reference services to the library users in the reader's services division of the library. The provision of reference service is an important function of a library. Reference librarian interviews the reader in order to solve the problem of the user.
- ❖ User education: This is a special service rendered by the library to enable users exploit all the available resources of the library. Users are introduced to the various sources of information available within and outside the institution.
- ❖ Exhibition and displays: This service is to advertise the services and resources of library. Newly acquired books and other library materials are displayed before they are shelved.
- ❖ Provision of seating and study facilities: Academic library provides reading furniture for the convenience of library users.
- ❖ Provision of library publications: It involves issuing of publications to guide users in the use of library materials and other resources to a satisfying level. e.g. "Guide to the Library".
- ❖ Audio-visual facilities: Academic library has a collection of a variety of audio-visual materials available in the educational technology centre for use and consultation by the readers. The objective of establishing audio-visual unit is to assist academic programmes through the use of educational and instructional materials.
- ❖ ICT services: Academic libraries have ICT unit that provides library users with the opportunity to access electronic information either in the library's database or on the internet.
- ❖ Photocopying services: Photocopying of materials is done to assist users to make photocopies of relevant materials for home use.
- ❖ Bindery services: This unit of the library is responsible for the repair of damaged books. It also binds complete volumes of journals in order to increase their life span. Students are allowed to bind their projects, dissertations, theses and term papers at a lower price.

Marketing library and information services.

Ravichandran and Babu (2008) defines marketing in library and information services as the process of planning, pricing, promotion and distributing library products to create exchanges that satisfy the library and the customer. It is important to identify the needs of users and strive to meet their needs effectively and efficiently. Marketing is an on-going process in the sense that it does not stop simply at providing or promoting services. It involves continuous assessments and re-assessments of users needs. Madhusudhan (2008) listed the benefits of marketing information by university libraries to include:

- Promotion of the use of information resources.
- Create perception of need and thereby create demand.
- Ensure the optimum use of information.
- Improve the image and status of the libraries and library profession.
- Tackle the problems of rising costs of reading materials, journals and databases.
- Cope with the information explosion.
- Introduce cutting edge information technology systems in library services.
- Balance shrinking funds.
- Save libraries from devaluation.
- Save libraries from declining reader support.
- Uphold the dictum that information is power.

Competences required for librarians in marketing of library and Information Services

The shift in librarian's role due to rapid development and growth of information society creates challenges for librarians in terms of data management, storage and preservation. The amount of available information has grown dramatically, therefore, new generation of librarians needs to master information and knowledge in many ways and propose (Researchers' Use of Academic Libraries and their Services 2007). Marketing of library services is all about enhancing effective and efficient services to users, marketing requires certain competences and attribute which librarians should endeavor to have. Chandra (2011) views competency as the characteristics of individuals, which affect his performance and behavior at work. In lieu of this, he identified the major impact of staff competency to marketing:

- Transparency and dynamism in library administration.
- Closer and positive relations.
- Innovation in library and information services.
- Organizational development.
- Quality based library and information services
- Effective team work
- Enhanced self confidence among library's professionals.
- Flexibility and adaptability in attitude.
- Increased strong interpersonal relations

Librarians are required to be competent is good communication skills Schmidt (2011) noted that to ensure that all staff are competent in marketing of library services, administrators must ensure that all library staff are able to communicate effectively with their clients. There must be appropriate induction programs which should indicate customer service techniques and ongoing trainings can be used to continue to update staff. According to New Jersey library association (2011), librarians are expected to have good public relation skills, competent enough to articulate ideas clearly and effectively and be able to conduct market research in order to identify user's information needs. Librarians are to join professional associations and participate actively; they should attend conferences and workshops. They also stated the relevance of networking among librarians in improving librarians competencies.

Following levels of competence required by a librarian in marketing of library services was outline by Farkas (2011);

- Project management skills: librarians should be able to organize and implement existing and new projects.
- Ability to question and evaluate library services.
- Evaluate the needs of all stakeholders. Librarians need to understand how library provides services and the effect of stakeholders.
- Vision to translate the traditional library services into the online medium.
- Critical technologies and ability to compare technologies. Librarians should be able to compare different versions of software to figure out which will best meet their patrons' needs.
- Ability to sell ideas/ library services. Every librarian needs serious marketing skills and salesmanship to be a librarian.

According to Adekunmisi (2013), library personnel require the following professional knowledge and skills in order to market and attract users to the library;

- ❖ Perception of user needs and ability to obtain feedback from users;
- ❖ Knowledge of various marketing strategies for promoting information skills; and
- ❖ Technical knowledge, such as ability to use the internet and other electronic resources and databases.

Importance of ICT to any organization has been stressed by International Commission of Workforce Development (2011). The commission recognized ICT as a valuable tool for matching existing learning needs with learning resources. They pointed out that ICT should be used to maximize people learning opportunities for improvement of their living conditions, reduce poverty and stimulate self-sufficiency.

Problems associated with marketing of library and Information Services

Marketing of library and information services have not being given much attention in most academic libraries because of funding. The problem of poor funding is compounded by the fact that academic library administration does not always have a timely and consistent budget for management of library not to talk of allocating a budget for marketing of library services (Oline, 2011). There is also unreliable and inadequate access to internet. Also, most library management do not really understand the concept of marketing they view marketing as just applicable to profit organization and not applicable to libraries. In view of these challenges academic libraries need to apply some techniques in marketing library services. Such techniques include: creating a library web page, sending e-mails to users, exhibitions and display of new arrivals, use of leaflets and posters, organizing user education, provision of electronic access to information and organizing library week. Also funds should be allocated for marketing of library services.

Gupta, Koontz and Massisimo (2013) outlined several factors militating against the effective marketing of library and information resources and services, such as poor marketing strategy, absence of marketing policies, lack of skilled manpower and infrastructural constraints. Other militating factors include lack of funds to engage in marketing activities as well as lack of exposure to adequate marketing training in library schools (Baro and Ebhomeya, 2013). Aderibigbe and Farouk (2017) concluded in their study on challenges on marketing of information resources and services in federal university libraries that major problems hindering effective marketing of library services were inadequate fund, irregular power supply, inadequate infrastructure like photocopier, computers, air conditioner for the marketing of library services, unavailability of staff, low computer literacy among staff, lack of professional training

in marketing, under staffing, limited media access, death of library materials to market, and also library management do not have marketing policy.

Techniques in marketing of library's services

Marketing plays a crucial role in maintaining a successful relationship with customers, it must be considered as important as the services provided by university libraries. Marketing is all about identifying users' needs and developing strategies and services to reach out to them. The application of marketing strategies is affected by many factors including market condition, demand, and budget. To achieve the result a strategic decision should be taken, below are some suggestions that could help the librarians to develop strategic decision on marketing activities. The library has many products and services that it can market. Each library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Marketing plan needs to be developed and implemented with ongoing enhancement of the services and products should follow. Many libraries have come to appreciate the contribution and application that marketing concepts can make (Chandratre and Chandratre, 2015)

Sharma and Bhardwaj (2009) in Odine, 2011 suggested five ways of marketing library services which includes:

- Creating a web page: libraries should create web page for users. A web page is a very effective way of promoting library information services and resources.
- E-mails: Emails can be sent to users containing new library resources and tips on how to find information.
- Librarians should endeavor to attend academic lectures where prominent number of users can be found. Librarians can then meet users to discuss and gather information about their needs as well as to promote the services offered by the libraries.
- Librarians should provide links to help services from all appropriate library web pages, where assistance may be needed.

Marketing strategy means selecting various techniques in proper proportion and balance. It is important to note that not all enterprises or organizations can afford to use all the marketing techniques because different situations require different techniques. It is essential therefore that the marketing manager or the librarian are cognizance of the various marketing techniques and must be able to select those techniques that are necessary for a particular product in a particular situation. Successful marketing therefore, includes the art of deciding which techniques to use in different situations. Jestin and Parameswari (2002) suggested that the proper and active use of marketing techniques provide the possibility of creating a market. They propose that:

- Increasing the present volume of sales can create a market
- Creating a market can mean waking up a sleeping market;
- Creating a market can involve creating a demand that did not exist at all.

Librarians and information managers should therefore be weary that familiarity with effective marketing techniques and strategies can result into creation of new products and services and in effect new markets while libraries are more than ever patronized. (Adekunmisi 2013)

According to Aderibigbe and Farouk (2017) Strategies to enhance effective marketing of library services in academic libraries include; publicity and public relation strategy, pasting of new information on the notice board, enhancing the image of libraries, using user's orientation as a strategy, devising training programme, advertising in print media or directories, sending out newsletters, brochures and flyers, word of mouth endorsement and also personal sales by the librarians. In order to successfully market library services, Odine (2011) opined that the marketing mix must be applied. The marketing mix is the combination of elements which are used to market a product or service. The marketing mix includes the following: product, price, place and promotion. Product in library content is defined as services offered to users to satisfy their information needs. The main products provided by information professionals are: giving user assistance, serving as middle men between the users and the resources of the library which include information skills programs, selective dissemination of information, user education services, photocopy services, bibliographical services, cataloguing services, reference services, photocopying services, current awareness services and internet/computer services.

Baro and Ebhomeya (2013) carried out an empirical study of 20 university libraries in Nigeria; the objective was to identify the different strategies used in marketing library resources and services to staff and students. Respondents were asked to indicate the marketing strategies used in their libraries. Eighteen (81.8%) of the 22 respondents indicated that they used library publications, while 14 (63.3%) used campus radio programmes, 11 (50%) used university intranets and 9 (40.9%) e-mail alerts. Respondents also indicated using other marketing strategies such as orientation talks, seminar/workshops, library instruction in general studies, university bulletins, library week, newsletters, staff meetings and library committees. Only 8 libraries (36.4%) indicated using social networking sites such as Facebook, Twitter and MySpace to market the library resources and services to users.

METHODOLOGY

This research study is of the survey research design. The target population for the study comprises of all librarians in university libraries in South West Nigeria. Six (6) university libraries were selected based on proximity to researchers. There are a total of eighty-seven (87) librarians in the Six (6) selected university libraries; all the 87 librarians were studied, because the population is not too large. A questionnaire was developed and used for data collection; the questionnaire is made up of two parts, part A sought for personal data about the respondents. Part B is made up of five sections; Section A sought information on need for marketing library and information services; Section B sought information on techniques for marketing library and information services; Section C asked questions on competences required for librarians in marketing of library and information services; Section D gathered data on the problems militating against marketing of library and information services; and Section E gathered data on strategies for enhancing marketing of library services. The validity of instrument is ascertained by giving the questionnaires to practicing professionals in some university libraries to scrutinise. A pretext is also carried out by giving the samples of the questionnaires to some librarians to fill; this

helps the researchers to discover area of weaknesses and strength thereby helping researchers to restructure the questionnaire appropriately. Out of eighty-seven (87) questionnaires distributed, only sixty-four (64) copies were returned and correctly filled. Data collected through the distributed questionnaire were analysed using descriptive statistics. In other words tables, frequency counts and simple percentage were used to analyze the data.

DATA ANALYSIS AND DISCUSSIONS

Table 1: Shows Responding Universities in South-West Nigeria.

S/N	Universities	State	Questionnaires Administered	Questionnaires Returned	% of Responding Universities
1	ABUAD	EKITI	10	8	12.5
2	AKUNGBA	ONDO	6	5	7.8
3	FUTA	ONDO	12	9	14.1
4	JABU	OSUN	10	7	10.9
5	UI	OYO	31	22	34.4
6	UNILAG	LAGOS	18	13	20.3
Total			87	64	100.0

Table 1 revealed the names of responding universities in South-West Nigeria, six (6) university libraries were selected from five states. Out of eighty-seven (87) questionnaires that were administered, sixty-four were duly filled by respondents and returned as reflected in the table.

Table 2: Demographic Information of Respondents

Demography	No.	Percentage (%)
Gender		
Male	37	57.8
Female	27	42.2
Total	64	100.0
Age Range		
21-30 Years	6	9.4
31-40 Years	20	31.3
41-50 Years	24	37.5
51-60 Years	14	21.9
Total	64	100.0
Educational Qualification		
PhD	18	28.13
MLIS	39	60.94
PGD	7	10.93
Total	64	100.0

As shown in table 2, out of sixty-four (64) respondents, thirty-seven (37) were males while 27 were females. These translate to 57.8% and 42.2% respectively. The table also depicts the age range of respondents, 9.4% of respondents fall between age 21 – 30, 31.3% were between 31-40years, 37.5% were between age 41-50 while 21.9% were between 51 – 60 years.

Also, overwhelming majority of respondents are holders of MLIS (60.9%), 28% of respondents are PhD holder while 10.9% are PGD holder as shown in table 2 under educational background.

Answers to Research Questions

With likert scale responses, a mid-point mean value of 2.5 and above was accepted as positive response while the values of less than 2.5 was considered as negative and rejected.

Research Question 1: What are the needs for marketing academic library and information services in South West Nigeria?

Table 3: Need for Marketing Library and Information Services

Note: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Agree and X= Mean

S/N	Need for Marketing Library and Information Services	SA	A	D	SD	X	Decision
1	To enlighten the users on the relevance of library use	36	26	2	-	3.53	A
2	To encourages the use of library	33	31	-	-	3.52	A
3	To identify the information needs of users.	38	20	6	-	3.50	A
4	To achieve the objectives of the library.	34	28	2	-	3.50	A
5	To help users develop skills in order to acquire information from various sources	34	25	5	-	3.45	A
6	To achieve a high level of customer satisfaction	35	21	8	-	3.42	A
7	To improve interpersonal relationship between librarians and users	29	30	5	-	3.37	A
8	To help provide conducive environment for users to study and work	36	21	2	5	3.37	A
9	To compete favorably with other information providers	24	32	8	-	3.25	A
Average Mean						3.43	
Criterion Mean						2.50	

Note: Decision A = Agree and R = Reject

Table 3 shows respondents' responses on the need for marketing library and information services. They rated all items as the major reason for marketing library and information services with X = 3.53, 3.52, 3.50, 3.45, 3.42, 3.37 and 3.25. With an average mean of 3.43 which is greater than the criterion mean of 2.50. It can be inferred that the librarians agreed that the elements in table 3 are major reasons for marketing library and information science. The items that top the list are; to enlighten the users on the relevance of library use; to encourage the use of library; to identify the information needs of users; to achieve the objectives of the library e.t.c.

Research Question 2: What current techniques are employed in marketing of library and information services in academic libraries in South West Nigeria?

Table 4 : Techniques for marketing of library and information services

S/N	Techniques for marketing of library and information services	Great extent	Moderate extent	Little extent	Not applicable	X	Decision
1	Provision of electronic access to information	35	27	2	-	3.52	A
2	Staff friendliness to users	33	31	-	-	3.52	A
3	Exhibitions and display of new arrivals	33	17	14	-	3.30	A
4	Creating a library web page	30	27	1	6	3.27	A
5	Organizing user education	31	21	7	5	3.22	A
6	One on one discussion with users	25	28	11	8	3.22	A
7	Increase interpersonal relationship between staff and users	18	38	6	2	3.13	A
8	Having representative in institutional functions	17	33	10	4	2.98	A
9	Provision of suggestion boxes	23	23	8	10	2.92	A
10	Requesting for contributions from users while making acquisition	21	24	11	8	2.91	A
11	Use of leaflets and posters	14	21	17	12	2.58	A
12	Sending personal letters to users through E-mail and text messages.	17	12	19	16	2.47	D
Average Mean						3.09	
Criterion Mean						2.50	

Note: Decision A = Agree and R = Reject

Table 4 shows current techniques being employed in marketing of library and information services. All items were rated higher than the criterion mean ($X=2.50$) except only one item that was rated low by the respondents; it can be inferred from the table that sending personal letters to users through E-mail and text messages were rated low by respondents with $X = 2.47$, meaning it was not employed in marketing of library services. However, the techniques being employed in marketing of library and information services includes; provision of electronic access to information, staff friendliness to users, exhibitions and display of new arrivals, creating a library web page, organizing user education, increase interpersonal relationship between staff and users, one on one discussion with users and so on.

Research Question 3: What competencies are required of librarians in marketing of library and information services?

Table 5: Competences required for Librarians in Marketing of Library and Information Services.

Note: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree and X= Mean

S/N	Competences required for Librarians in Marketing of Library and Information Services.	SA	A	D	SD	X	Decision
1	Good communication skills	59	5	-	-	3.92	A
2	Information technology skills	52	12	-	-	3.81	A
3	Ability to answer users query	46	18	-	-	3.72	A
4	Ability to sell idea/library services	46	16	2	-	3.69	A
5	Ability to question and evaluate library services	46	14	4	-	3.66	A
6	Interpersonal skills	39	23	2	-	3.55	A
Average Mean						3.73	
Criterion Mean						2.50	

Note: Decision A = Agree and R = Reject

The findings in table 5 revealed that the major competencies required of librarians in marketing library services as

perceived by the respondents are good communication skills (3.92), information technology skills (3.81), ability to answer users query (3.72), ability to sell idea/library services (3.69), ability to question and evaluate library services (3.66) and interpersonal skills (3.55). With an average mean of 3.73 which is greater than the criterion mean of 2.50, it can be inferred that the librarians agreed that all elements in table 5 are major competences required for librarians in marketing of library and information services.

Research Question 4: What are the challenges faced by the librarians in marketing library and information services in university libraries in South West Nigeria?

Table 6: Challenges faced by the librarians in marketing of library services

Note: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree and X= Mean

S/N	Challenges faced by the librarians in marketing of library services	SA	A	D	SD	X	Decision
1	In-adequate fund	35	22	5	2	3.41	A
2	Management does not have marketing policy	27	24	13	-	3.22	A
3	Lack of facilities to market library services	20	25	15	4	2.95	A
4	Lack of media access to marketing of academic library services	18	29	12	5	2.94	A
5	Poor access to information technology	20	18	22	4	2.84	A
6	Management does not understand the concept of marketing	16	22	20	6	2.75	A
7	Lack of training in marketing	10	33	13	8	2.70	A
8	Lack of effective communication between librarians and users	14	17	30	3	2.66	A
9	Librarians do not know how to market library services	15	8	29	12	2.41	D
Average Mean						2.88	
Criterion Mean						2.50	

Note: Decision A = Agree and R = Reject

Table 6 shows that challenges like in-adequate fund (3.41), management lack of marketing policy (3.22), lack of facilities to market library services (2.95), lack of media access to marketing of academic library services (2.94), poor access to information technology (2.84), lack of training in marketing (2.70), and lack of effective communication between librarians and users (2.66) are all major and significant challenges being faced by librarians in marketing library and information science, except only item 9 that was rated low with X = 2.41, meaning the respondents disagree that librarians do not know how to market library services.

Research Question 5: What are the strategies to be adopted for the enhancement of marketing of library and information services in South West Nigeria?

Table 7: Strategies for enhancing marketing of library and information services

Note: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree and X= Mean

S/N	Strategies for enhancing marketing of library and information services	SA	A	D	SD	X	Decision
1	Organizing trainings, seminars and workshop to educate librarians on marketing of library services	48	16	-	-	3.75	A
2	Provision of adequate facilities for marketing	36	28	-	-	3.56	A
3	Management should have a marketing policy	32	32	-	-	3.50	A
4	Marketing should be inculcated in library school's curriculum	34	27	3	-	3.48	A
5	Librarians should be willing to market library services	33	29	1	1	3.47	A
6	Library management should have a separate budget for marketing	25	24	15	-	3.16	A
7	A unit should be established for marketing library services	21	29	8	6	3.02	A
Average Mean						3.42	
Criterion Mean						2.50	

Note: Decision A = Agree and R = Reject

Table 7 indicates that all items were rated high with average mean of 3.42, it means that respondents agree that all listed items are strategies for enhancing marketing of library and information services. Following are the strategies; organizing trainings, seminars and workshop to educate librarians on marketing of library services (3.75), Provision of adequate facilities for marketing (3.56), Management should have a marketing policy (3.50), Marketing should be inculcated in library school's curriculum (3.48), Librarians should be willing to market library services (3.47), Library management should have a separate budget for marketing (3.16) and that a unit should be established for marketing library services with X = (3.02).

Summary of findings

Based on the data presented and analysed, the findings could be summarized as follows:

- major reasons for marketing library and information services are: to enlighten the users on the relevance of library use, to encourages the use of library, to identify the information needs of users, to achieve the objectives of the library, to help users develop skills in order to acquire information from various sources, and to achieve a high level of customer satisfaction.
- Techniques being employed in marketing library and information services are; provision of electronic access to information, staff friendliness to users, exhibitions and display of new arrivals, creating a library web page, organizing user education, and one on one discussion with users. Adekunmisi (2013) concluded that librarians and information managers should be weary that familiarity with effective marketing techniques and strategies can results into creation of new products and services and thereby lead to more patronage.
- Major competencies required of librarians in marketing library and information services as perceived by the respondents are; good communication skills, information technology skills, ability to answer users' query, ability to sell idea/library services, ability to question and evaluate library services as well as interpersonal skills.
- It was evidenced from the findings that the major challenges militating against effective marketing of library and information services are; in-adequate fund, management lack of marketing policy, lack of facilities to market library services, lack of media access to market academic library services, poor access to information technology, lack of training in marketing, and lack of effective communication between librarians and users. However, respondents disagree that librarians do not know how to market library services. This is supported by Aderibigbe and Farouk (2017), they concluded in their study on challenges on marketing of information resources and services in federal university libraries that major problems hindering effective marketing of library services were inadequate fund, irregular power supply, inadequate infrastructure like photocopier, computers, air conditioner for the marketing of library services, unavailability of staff, low computer literacy among staff, lack of professional training in marketing, under staffing, limited media access, death of library materials to market, and also library management do not have marketing policy.
- The study equally revealed several strategies in enhancing of marketing library and information services, they are; organizing trainings, seminars and workshop to educate librarians on marketing of library services; provision of adequate facilities for marketing; management should have a marketing policy; marketing should be inculcated in library school's curriculum; librarians should be willing to market library services; library management should have a separate budget for marketing and that a unit should be established for marketing library services

Conclusion

A library must be meeting the information, research, recreational and educational needs of the users, before it could be adjudged to be effective. Effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided. Academic libraries are at the forefront of providing information services to their respective communities which comprises of students, lecturers, and researchers in order to support their teaching, learning and research needs. Academic libraries are now faced with the need to market their services to users, therefore they must understand clients needs, plan service provision, promote the available services and deliver them efficiently and effectively. To achieve this, marketing is the essential tool. Effective marketing provides the means by which users are made aware of the services of the library and their value.

Based on the findings of the study, the following conclusions are drawn. Respondents opined that marketing library and information services is necessary in order to enlighten the users on the relevance of library use, to encourage the use of library, to identify the information needs of users and to achieve the objectives of the library. Librarians indicated that in order to market library services successfully they need to be competent in answering users query and have the ability to question and evaluate library services. Librarians agreed that good communication skills, information technology skills, ability to answer users' query, ability to sell idea/library services, ability to question and evaluate library services as well as interpersonal skills are competences required of librarians for effective marketing of library and information services. However, challenges such as in-adequate fund, lack of facilities to market library services, poor access to information technology, lack of training in marketing, and lack of effective communication between librarians and users are issues that must be looked at critically for maximum tapping of the benefits that can be derived from marketing of library and information services.

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