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**ATTITUDE AND PERCEPTION OF LIBRARIANS TOWARDS  
MARKETING OF LIBRARY SERVICES IN COLLEGES OF  
EDUCATION LIBRARIES IN SOUTH-SOUTH, NIGERIA**

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## **ABSTRACT**

The purpose of the study is to examine the attitude and perception of librarians towards marketing of library services in Colleges of Education Libraries in South-South, Nigeria. The descriptive survey research design was employed in the study. The population of the study was 106 Librarians in the libraries of the 12 colleges of education in South-South, Nigeria. The entire population was use for the study as the population is not large. Questionnaire was used for data collection. Data was analyzed using frequencies, percentage and statistical mean. Hypothesis were tested using Pearson product-moment correlation coefficient (PPMCC) and multiple regression at 0.05 level of significance. The study found out that the librarians have negative attitude and positive perception towards marketing of library services, the major services marketed in colleges of education libraries include user education consultancy services and lending services, the extent of marketing of library services in college of education libraries in South-South Nigeria is low. The study further revealed that there was significant relationship between attitude of librarians and marketing of libraries, and there was significant relationship between perception of librarians and marketing of library services in College of Education in South-South Nigeria the study therefore recommended that Librarians in Colleges of Education should improve their attitude with a view to optimizing the marketing of Library services and Librarians should be trained by

service marketing professionals on the basic of marketing strategies and the effective ways of using marketing tools in order to maintain a good relationship with users and increase patronage.

## **INTRODUCTION**

Libraries are the knowledge and information foundation of any nation. A library collects, organizes and makes information resources accessible to all kinds of users regardless of their ages, background and interests. College libraries are the heart or nerve centers of its parent body. The library is central to the academic activities of the College of education. The range of services that take place outside the physical library is expanding due to new technology libraries are no longer the only information providers, this can be attributed to emerging information technology, they now have to compete for customers with the internet bookshop and online book dealers, to this effect the demand for more efficient services increases on a daily bases. Therefore to meet up with this rising needs of users. Academic libraries must first understand clients' needs, plan service provision, promote the available services and deliver them efficiently and effectively with increased competition in the world of information marketing is an essential tool for survival, it is important that marketing strategies are adopted to help meet organizational mission, goals and objectives (Islam, 2014).

Ravichandran and Babu (2008) define marketing of library services as the process of planning, pricing, promoting and distributing library services to create exchanges that satisfy the library and its clientele, Marketing, 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 information, motivate and serve the users. Basanta and Sanjah (2008) 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 not the size of the library, its member of staff or information materials available but on the services provided.

The emerging technological challenges and societal changes pose a threat to libraries as worthy providers. As a result of these challenges, it is now time for librarians to prove that they are invaluable to the continued survival and sustenance of their organizations. This can best be achieved by actively marketing their services. In order to successfully market library services, the marketing mix must be applied. The marketing mix also known as the 4ps is the combination of element which are used to market a product or services.

Marketing mix could be defined as a set of controllable operational marketing variables that the organization uses to pursue its desired level of responses in the targets market (Kotler and Armstrong, 2008, Bhatt, 2011). The importance of marketing mix to library cannot be over-emphasised, as it is a tactical marketing tool that an organization such as the library can use to produce a desired response

from its present and potential users (Kumbar, 2004). The marketing mix includes the following product, price, place and promotion.

Product in the library context is defined as services offers to users to satisfy their information needs. Price is the amount charged for a product or services, or the sum of the values the consumer exchange for the satisfaction derived from using a product or services (Kotler and Armstrong, 2008). Place is the environment in which the service offering organization such as libraries and other information centers operate. Promotion refers to the various methods used by an organization to draw customers or users attention not only to the availability of services but also to the series of benefits and values that customers or users can derive from the services.

Popoola (2008) stated that one major factor that can determine the success or failure of the marketing of library services is the attitude of libraries, as many libraries do not have positive attitude towards marketing of library services. According to Popoola (2008) librarian's attitude is the total of a librarians inclination and feelings, prejudices or bias, preconceived notions ideas, fears and conviction about marketing of library services. Another variable or factor that may influence the marketing of library services is libraries perception towards marketing of library services. Perception towards marketing of library services. Perception according to Markiw (2001) is our sensory experience of the world

around us and involves both the recognition of environmental stimuli and actions in response to these stimuli.

Benson, Udo-Anyanwu and Onuoha (2016) explain that the attitude and perception of librarians are important players in the marketing of library services. Their views understanding and opinions on the concept of marketing with determine how much or how well or library market its services. It is on this note that the researcher seek to examine the attitudes and perception of librarian towards marketing of library services in colleges of education in south-south Nigeria.

### **Objective of the Study**

The main objective of this study is to examine the attitude and perception of librarians towards the marketing of library services in Colleges of Education in South-South, Nigeria. The specific objectives of this study seeks to:

- (1) Determine the attitude of librarians towards marketing of library services in Colleges of Education libraries in South-South Nigeria
- (2) Find out the perception of librarians towards marketing of library services in Colleges of Education libraries;
- (3) Identify the library services marketed in Colleges of Education libraries;
- (4) Investigate the extent of marketing of library services in Colleges of Education libraries;

- (5) Find out the relationship between attitude of librarians and marketing of library services in Colleges of Education libraries;
- (6) Ascertain the relationship between perception of librarians and marketing of library services in Colleges of Education libraries;
- (7) Determine the relationship between attitude of librarians, perception of librarians and marketing of library services in Colleges of Education libraries;

### **Research Questions**

The following research questions guided the study:

- 1) What is the attitude of librarians towards marketing of library services in Colleges of Education libraries in South-South Nigeria?
- 2) What is the perception of librarians towards marketing of library services in colleges of education libraries?
- 3) What are the library services marketed in Colleges of Education libraries?
- 4) What is the extent of marketing of library services in Colleges of Education libraries?

### **Hypothesis**

The following null hypothesis were tested at 0.05 level of significance:

- 1) There is no significant relationship between attitude of librarians and marketing of library services in Colleges of Education libraries in South-South, Nigeria.
- 2) There is no significant relationship between perception of libraries and marketing of library services in colleges of education libraries.
- 3) There is no significant relationship among the joint influence of attitude and perception of librarians on marketing of library services in colleges of education libraries.

### **Review of Related Literature**

Although there are quite a number of literature focused on marketing in libraries, but the search result of librarians' attitudes towards the marketing is very limited. It is perceived that because marketing is not peculiar to non-profit organizations like libraries, some librarians find it difficult to embrace the concept. In view of this, two English academicians, Estall and Stephens (2011) carried out a study about the variables influencing academic library staff's attitudes towards marketing. The study focuses on the factors influencing 54 respondents at three UK Universities and made comparisons with other research in this area. Online questionnaire was sent to 16 UK universities library management. They asked the participant using Likert Scale to measure their attitudes to pro-marketing, anti-marketing, marketing knowledge, extroversion and resistant to change statements.

Follow-up interviews were conducted at the same three academic libraries with the aim to evaluate the current status of marketing it appeared that all the library staff in different age group has a very positive attitude towards marketing. The 55-65 years age and respondents with more than 20 years experiences had the most positive attitudes. But the completeness of marketing training percentage is not very high.

Besides, the academics found that the respondents with a lower resistance to change tended to have higher levels of extroversion and a more positive attitude towards marketing. In addition they developed a new model of implementation of marketing strategy in academic library, showing indications of a positive relationship between openness to change, extroversion and the attitudes towards marketing. The study however did not cover the challenges faced by librarians in marketing library services, which is one of the objectives of this present study. Perception according to Gray (2004) refers to the recognition and meaningful interpretation of sensory stimuli will surely have an impact on their behavioural intention in marketing library services as it is a very major factor that influences marketing of library services. Chegwe and Anaehobi (2015) conducted a study on the academic librarians perception and attitude towards marketing of library services in Delta State, Nigeria. The researchers administered 146 questionnaires and after administration 138 was retrieved and analyzed, constituting about 94.5%

of the entire population. This research revealed that academic librarians in Delta State have a positive perception to marketing library services, with a significant difference in the older librarians than the younger librarians. Academic librarian perceived that marketing will help them identify, anticipate and satisfy customer's need 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. He revealed also the various challenges in course of marketing library services which includes the absence of marketing in the curriculum of library schools, ignorance of marketing concept, poor support of library management, amongst other challenges, 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 need, improve the image of the library, build a cordial relationship with the corporate world and cost recovery (Jose and Bhat, 2001). Therefore librarian's positive perception will enable them to improve upon their services, thereby improving gradually on the low esteem of the library and at the long run achieving the library's objectives in general.

## **Methodology**

The study employed descriptive survey research design to gather information on the attitude and perception of Librarians in College of Education towards the

marketing of library services in South-South, Nigeria. The population of the study is 106 librarians in the twelve colleges of education in the South-South geopolitical Zone of Nigeria. The colleges of education were selected from all six states (Edo, Delta, Rivers, Cross River, Akwa-Ibom and Bayelsa) that makes up the South-South Zone of Nigeria.

The number consists of those who possess a maximum of a first degree in Library and Information Science. The entire population was used in this study since the population is not large.

The instrument used in this study for the collection of data was the questionnaires. Data collected were analyzed using descriptive and inferential statistics. Frequency and percentage were used to analyze research questions 3. Hypothesis one and two were tested using Pearson's Correlation Statistics while hypothesis three was analyzed using multiple regression analysis. The hypothesis were tested at 0.05 level of significance.

## **Findings and Discussion**

The finds of the study are presented below. Table 1:

### Questionnaires Response Rate

Number of Questionnaire Administered	Number of Questions Retrieved	Percentage of Questionnaire Retrieved
106	93	87.7%

A total of 106 copies of the copies of the Questionnaire were administered and 93 were filled and retrieved. This gave a response rate of 87.7%. The response rate of 87.7% is considered adequate for the study because the standard and acceptable response rate for most studies is 60% (Dulle, Minish-majanja & Cloete, 2010).

**Research Question One: What is the Attitude of Librarians towards Marketing of Library services in Colleges of Education in South-South, Nigeria.**

**Table 2: Attitude of Librarians towards Marketing of Library Services in Colleges of Education in South-South, Nigeria.**

S/N	ATTITUDE	Freq	Mean (x)
<b>1</b>	I enjoy promoting the services offered in the Library.	93	4.00
<b>2</b>	Marketing is necessary to my library because it will help us to meet current and future demands.	93	4.00
<b>3</b>	I only promote the different Library Services when asked by a librarian.	76	3.27
<b>4</b>	I think marketing should be a priority to Academic	68	2.92

	Library.		
5	I love marketing because it is a means of communicating and promoting library.	68	2.92
6	I do not encourage marketing of Library services because it is beyond the scope.	62	2.67
7	I always feel the need to explain the different services in the library to users.	62	2.67
8	I am resistant to change and so I don't like the concept of marketing library services.	61	2.62
9	I do not like the marketing aspect of library services	60	2.58
10	I enjoy marketing because it is useful to my job.	51	2.19
11	I think marketing will increase users awareness towards the use of library	51	2.19
12	Marketing library services is acceptable to me	51	2.19
13	Marketing is necessary to my library because it will help us meet current and future demands.	51	2.19
14	Though academic library already provides full range of services there is need for marketing.	31	1.33
15	Marketing library services is inconsistent with my interest.	31	1.33
16	I think marketing library service will make librarians look cheap before library users.	28	1.20
17	Am an introvert, I think marketing library service will make librarian look cheap before library users.	28	1.20
18	I fell that I do not have the necessary technique skill to market library service.	22	0.95
19	I desist enticing people to patronize the library services.	17	0.73
20	I refrain myself from marketing because it brings no results.	17	0.73
	<b>Average Mean</b>		<b>2.16</b>
	<b>Criterion Mean</b>		<b>2.00</b>

Table 2 shows the attitude of librarians towards marketing of library services in Colleges of Education in South-South, Nigeria. It was revealed that the average mean is below the criterion mean (2.50). the conclusion was drawn that the attitude

of librarians towards marketing of library services in Colleges of Education in South-South was negative.

**Research Question Three: What is the Perception of Librarians towards Marketing of Library Services in Colleges of Education Libraries?**

**Table 3: Perception of Librarians towards Marketing of Library Services in Colleges of Education Libraries.**

S/N	PERCEPTION	Freq	Mean (x)
1	I like the concept of marketing and I know marketing techniques will be useful in my job.	93	4.00
2	I perceive that marketing is an inevitable part of library services.	93	4.00
3	I perceive that marketing is an inevitable part of library services.	91	3.91
4	Marketing library services will allow the librarian to make adequate use of the communication and human relation skills.	86	3.70
5	Marketing of library services is costly in academic libraries	86	3.70
6	Marketing is basically geared towards the actualization of organizational goals.	86	3.70
7	I think marketing of library services will make libraries look cheap before library users.	73	3.70
8	I understand that marketing library services will make libraries known to the whole world.	73	3.14
9	Marketing of library services will showcase the collection of the library.	62	3.14
10	Marketing is a management process responsible for identifying.	62	2.67
11	Marketing is directly correlated to the achievement of organizational objectives.	62	2.67
12	Marketing places emphasis on the user's needs and rather than on the product preference.	61	2.62
13	Users can easily identify and utilize library services with the aid of marketing	61	2.62
14	Marketing takes library services from the library to	59	2.54

	user.		
<b>15</b>	Marketing can change users perception about libraries and librarians.	58	2.50
<b>16</b>	Marketing creates unnecessary job for librarians.	53	2.28
<b>17</b>	Academic libraries do not need to market themselves because people already know the services they offer.	53	2.28
<b>18</b>	Marketing makes library users take librarians for granted.	33	1.42
<b>19</b>	I perceive that the definition of marketing is unclear leading to a possible misunderstanding and instruct of the terminology.	33	1.42
<b>20</b>	Librarians do not need to market library services because users are aware of all the services offered in the library.	18	0.77
	Average Mean	2.79	
	Criterion Mean	2.50	

Table 3 shows the perception of librarians towards marketing of library services in Colleges of Education in South-South, Nigeria. It was revealed that the average mean ( 2.79) is greater than the criterion mean (2.50). The conclusion was drawn that perception of librarians towards marketing of library services in Colleges of Education in South-South Nigeria is positive.

### Research Question 3: What are the Library Services Marketed in Colleges of Education Libraries

#### Library Services Marketed in Colleges of Education Libraries

S/N	Library Services	Agree		Disagree		Total	
		Freq.	%	Freq.	%	Freq.	%
1	User education	91	97.9	2	2.1	93	100
2	Consulting services	91	97.9	2	2.1	93	100
3	Library publications	87	93.5	6	6.5	93	100
4	Lending services	85	91.4	8	8.6	93	100
5	Inter-library loan and document delivery service	73	78.5	20	21.5	93	100
6	Exhibitions and display	73	78.5	20	21.5	93	100
7	Reservation service	73	78.5	20	21.5	93	100
8	Reference service	66	80.0	27	20.0	93	100
9	Selective dissemination and information	66	80.0	27	20.0	93	100
10	Referral services	54	58.1	39	41.9	93	100
11	Translation services	54	58.1	39	41.9	93	100
12	Provision of seating and studying facilities	51	54.8	42	45.2	93	100
13	Abstracting and indexing services	50	53.8	43	46.2	93	100

Table 4 shows library services marketed in College of Education libraries in South-South, Nigeria. It was revealed that user education (91,97.9%) and consultancy services (91.97.9%) were the major services marketed in Colleges of Education Libraries.

**Research Question 4: What is the extent of marketing of Library Service in Colleges of Education Library?**

**Table 5: Extent of marketing of Library Service in Colleges of Education Library.**

S/N	Extent of Marketing of Library Services	VHE	HE	LE	VLE	Mean (x)
1	Provision of seating and study facilities	13	18	58	4	2.43
2	Selective dissemination of information	9	24	57	3	2.42
3	Exhibition and displays	9	23	57	4	2.40
4	User education	9	22	58	4	2.39
5	Lending services	8	22	58	5	2.35
6	Consultancy services	8	21	59	5	2.34
7	Abstracting and indexing services	0	11	82	0	2.12
8	References services	7	8	50	28	1.94
9	Reservation service	7	6	52	28	1.91
10	Referral service	7	5	53	28	1.90
11	Library publications	8	4	52	29	1.90
12	Translation services	7	5	52	29	1.89
13	Inter-library loan and document delivery service	2	2	59	30	1.74
	Average Mean					2.13
	Criterion Mean					2.50

Table 5 shows the extent of marketing of library services in Colleges of Education Library in South-South, Nigeria. It was revealed that the average mean (2.13) is below the criterion mean (2.50). The conclusion was drawn that the extent of

marketing of library services in Colleges of Education Library in South-South, Nigeria is low

### Testing of the Hypothesis

**Hypothesis 1:** There is no significant relationship between attitude of librarians and marketing of library services in colleges of education libraries in South-South, Nigeria.

**Table 6: Relationship Between Attitude of Librarians and Marketing of Library Services in Colleges of Education Libraries in South-South, Nigeria.**

		Attitude of Librarian	Marketing of Library Services
	Pearson Correlation	1	.821**
Attitude of Librarians	Sig. (2 tailed)		
			.000
	N	93	93
	Pearson Correlation	.821**	1
Marketing of Library Services			
	Sig. (2-Tailed)	.000	
	N	93	93

From Table 7, the Pearson's Product Moment Correlation Coefficient  $r = 0.821$ . Since the significant value (s.g. 2-Tailed) is 0.000 (which is less than 0.05). it can therefore be concluded that there is a significant relationship between attitude of

librarians and marketing of Library services in colleges of education libraries in South-South, Nigeria. The null hypothesis is therefore rejected.

**Hypothesis 2:** There is no significant relationship between perception of librarians and marketing of library service in colleges of education libraries in South-South, Nigeria.

		<b>Attitude of Librarian</b>	<b>Marketing of Library Services</b>
	Pearson Correlation	1	.677**
Attitude of Librarians	Sig. (2 tailed)		
	N	93	
	Pearson Correlation	.677**	1
Marketing of Library Services			
	Sig. (2-Tailed)	.000	
	N	93	

From Table 6, the Pearson’s Product Moment Correlation Coefficient  $r = 0.677$ . Since the significant values (sig. 2-Tailed) is 0.000 (which is less than 0.05), it can therefore be concluded that there is significant relationship between perception of librarians and marketing of library services in College of Education Libraries in South-South, Nigeria. The null hypothesis is therefore rejected.

## **Discussion of Findings**

Attitude of librarians towards marketing of library services in Colleges of Education Libraries was revealed to be negative with an average of 2.16 which is below the criterion mean of 2.50. These findings disagreed with the study of Estall and Stephens (2011) on variables influencing academic library staff's attitude towards marketing and found that all the library staff in different age group has a very positive attitude towards marketing.

On perception of librarians towards marketing of library services in Colleges of Education Libraries, the study revealed that libraries have a positive perception with an average mean of 2.79 which is above the criterion mean of 2.50.

The respondent perceive that marketing is an inevitable part of library services, perceive marketing of library services will augment the visibility of the library and perceive that marketing is basically geared towards the actualization of organization goal. The findings are in agreement with that of Pathak and Jain (2013) who conducted a study on librarians' perception of marketing in India and found that the librarian has positive perception towards marketing of library services. On library services marketed in Colleges of Education Libraries the study revealed that the services marketed in Colleges of Education libraries includes user

education, consultancy services, library publications, lending services, and inter-library loan and document delivery service.

These findings are in agreement with the assertion of Aina (2004) that libraries market services such as lending services, reservation services, references services and user education services. The findings is also in agreement with the position of Edoka (2000) who opined that current awareness service is another very important service that libraries provide to their users.

On extent of marketing of library services in Colleges of Education Libraries, the study revealed a low extent of marketing library services. The finding supported that of Olorunfemi and Ipadeola (2018) in which marketing library and information services in selected university libraries in South-West, Nigeria was investigated and was found that the extent to which librarians were able to market library and information services was low. However, the finding disagreed with that of Chegwe and Anaehobi (2015) in which academic librarians perception and attitude towards marketing of library services in Delta State, Nigeria was investigated and was found that there was high marketing of library services such as reference services, user education services, information services, indexing and abstracting services.

On correlation on attitude of librarians and marketing of library services in Colleges of Education libraries the study revealed that there is significant

relationship between attitude of librarians and marketing of library services in Colleges of Education libraries in South-South, Nigeria.

## **Conclusion**

The study focused on attitude and perception of librarians towards marketing of library services in Colleges of Education libraries in South-South, Nigeria. The study provided empirical data on variables that predicted the marketing of library services in Colleges of Education libraries in South-South, Nigeria. In light of the findings obtained in this study, the following conclusions were reached. The librarians in Colleges of Education libraries in South-South, Nigeria have positive perception and a negative attitude towards marketing of library services. The extent of marketing of library services such as user education, consultancy services, library publications, lending services and inter-library loan and document delivery service is low. There is significant relationship among attitude of librarians and marketing of library services and between perception of librarians and marketing of library services in Colleges of Education libraries in South-South, Nigeria.

## **Recommendation**

Based on the findings of this study and in an attempt to improve the attitude and perception of librarians towards marketing of library services, the following recommendations are made.

- (1) Librarians in Colleges of Education should improve their attitude with a view to optimizing the marketing of library services by embracing the basic ethical issues that ensure sustainability in service marketing.
- (2) The librarians should not only maintain but also consolidate on their positive perception towards marketing of library services by having positive view on being able to achieve the objectives of the library through effective service marketing.
- (3) Librarians should be trained by service marketing professional on the basic of marketing strategies and the effective ways of using marketing tool in order to maintain a good relationship with users and increase patronage.
- (4) More conferences, seminars, workshops on marketing and customer service should be organized by librarians in order to improve their attitude and perception to marketing library service.

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