MARKETING OF LIBRARY AND INFORMATION SERVICES BY LIBRARY STAFF IN SOME ACADEMIC LIBRARIES IN KADUNA METROPOLIS

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Abstract
This paper examine the marketing library and information services in some academic libraries in Kaduna metropolis. The study was guided by five (5) objectives which are; to determine the types of information services for marketing in academic libraries, to determine the marketing strategies adopted by the libraries, to determine the issues involves in marketing of library services, to identify the challenges militating against the marketing of academic library services and to provide ways of addressing the notable challenges. However, relevant literatures were reviewed in line with the study. Descriptive survey method was adopted and 61 questionnaires were retrieved and were used for the study. Data collected were analysed and tabulated in simple percentage tables. Findings from the study reveals that several techniques are been employed in marketing library services. However, the most commonly used techniques are exhibition and display of new materials and staff friendliness to users. The study concludes that marketing library services is necessary in order to achieve the objectives of the library and to enlighten the users on the relevance of library use. Several services were available for marketing. However, three library services were highly available. The study however recommended that Library management should expose librarians to marketing library services through trainings, conferences, seminars, workshop and symposiums.

Keywords: **Academic Libraries, Library and Information Services, Library Staff, Marketing**

Introduction

Libraries are the knowledge and information of any nation. A library collects, organizes and makes information accessible to all kinds of users regardless of their ages, background and interest. Diso (2016), defined library as a place in which literary, musical, artistic or reference materials (such as books, manuscripts, recordings, or films) are kept for use or different needs. There are different types of information and each performs different kinds of functions to meet the need determined purpose and needs of the people they serve.

Uwaifo (2010), stated that, academic libraries are the ones that are established and maintained by higher institutions of learning such as Universities, Polytechnics, colleges of education and the likes. He also noted that the essence of establishing academic libraries is to enable it support the curriculum of the institution which established it. Some of the major services provided by most academic libraries are; circulation of material, user education programmes, provision of information services shelf management operation of online Public Access Catalogue (OPAC) readers enquiry services, selective dissemination of information (SDI), internet services, indexing services, abstracting services, bibliographic services, among

others. However, academic libraries are faced with the need to market their services to users. Libraries are no longer the only information providers. They now have to compete for customer with the internet, bookshops, online books dealers and demand for more efficient services and needs of users. Academic libraries must understand user's needs, plan services and deliver them effectively; thus, to achieve all these, marketing is the essential tool. Marketing has various definitions. Kotler (2014), described marketing as a social and managerial process by which individual groups obtain what they need and want through creating, offering and exacting products and services. It is a total system of interacting, business activities to plan, promote and distribute want satisfying products and services to the present and potential customers.

Marketing in library setting has been viewed from different perspectives, Nwegbe (2015), defines marketing in library as designing and presenting the library resources and services in term of the needs and desire of the users of the library and using effective techniques to motivate, inform and service the library patrons both present and potentials, a process of exchange and a way to foster the partnership between the library and the community. Ravichandra and Batu (2012), views marketing of library and information services or library services as the process of planning, pricing, promoting and distribution library products to create exchanges that satisfy the library and the patrons. A library without users is useless. To success the standard, there is need to let the users be aware of the benefits of the library to provision of information resources and services, where as marketing is about keeping that clients in touch and informed about resources and services that match their interests. Libraries of academic institution need to market their services and resources for students and potential users to create awareness of the academic library's value major sections of the potential market for the libraries services are probably not aware of all the services available or have no understanding at all of what is offered. That is why marketing is vital to the success and existence of the academic library. The main focus of every library should be a good customer service.

Statement of the Problem

Marketing library and information service in academic libraries services is very important to the extent that cannot be overemphasized. However, the existence of libraries is being challenged. This is because access to information is now very fast and relies on technology, as users prefer the use of internet to access information than to come to libraries. Libraries must redesign their services to cope with this era of information technology. Libraries must change from the traditional to digital method of providing information to users.

The current states, condition or challenges resulted to low quality of teaching, learning and research activities in these higher institutions and in most of institutions as well, are unable to meet up with development of global society. Mailese (2010) supported this statement and quoted Amaral by stating that, many librarians lacks professional understanding of marketing concept and its applicability to their field. This could be as a result of lack of adequate training and education on marketing to librarians in library schools. Currently, it seem no study has been carried out to determine the efficient and effective way to market library services in academic libraries in metropolitan Kaduna. Marketing is not in most schools curriculums therefore, librarians may have problems in marketing their services.

Objective of the Study
1. To identify the needs for marketing academic library services in Tertiary Institutions in Kaduna State.
2. To examine the current techniques are employed in marketing of library services in academic libraries in Tertiary Institutions in Kaduna State.

3. To identify the Problems Militating against Marketing of Library Services in Tertiary Institutions in Kaduna State.

Literature Review

The Need for Marketing Library and Information Services in Academic Library

Services in library are defined as set of activities that a library performs in order to satisfy user's information needs. In order to market library services, the library must provide library and information services that will enable libraries to satisfy the information needs of users.

Aina (2012), and Popoola (2014), identified the following services that are peculiar and suitable for marketing in most academic libraries;

1. **Lending**:- which is a very essential services by academic libraries, which a user has the privilege to borrow library materials for a short time such materials could be books, journals, CD-ROM, slides, Audio-visual materials etc.
2. **Inter-library loan and Document Delivery services:-** a services where a library on behalf of its borrow a particular materials which is not available in its library from another library.
3. **Reservation Service:-** which reserve some materials few and rune.
4. **Reference Services:-** users have various information needs that they want a librarian to help them solve. The reference service provides opportunity for users to request for reference queries.
5. **Library publications;-** issuance of publications that should be used to guide users in the use of library's products. Services and faculties.
6. **Selective Dissemination of Information**:- a customized service that provide users with information that will promote users research, teaching and learning activities of users.
7. **User Education**:- to enable users with enough knowledge on the use of library.
8. **Translation Services**:- translates some publications that are in foreign languages for the benefit of the users.
9. **Referral Services**:- where a reader might directed to another library or alternative sources of information.
10. **Abstractive and Indexing**:- a print or electronic publication containing a whole range of collection in a professional way.
11. **Consultancy Service**:- to consult and advise users on various issues relating to information needs.
12. **Current Awareness Services**:- a method by which academic libraries furnish their users with relevant information on newly published materials that can be made available.

Adeogun (2014), noted that libraries have to rethink its services and they should provide more flexible and user centered services. Academic libraries should provide hybrid services provides the following; e-library service; Online/offline access to digital information resources, data base searching, electronic reference, public relations services, library promotion and marketing e-library, e-publishing, online circulation activities OPAC, databases and internet.'

Library Services

In order to effectively market academic library services, the libraries must provide services that are convenient, accessible and meet the information needs of users efficiently. This could be achieved through the provision of traditional and hybrid services.

To gain some self-sufficiency, university libraries think seriously about not only recovering the costs incurred but also making a profit through their services. Information marketing by most of the university libraries is essential in order to:

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

The market of the academic library consists of various segments;

- Academic staff members, who engage in teaching of various subject disciplines, conduct research, and maintain scholarly projects to develop their respective profession. Non-academic staff and other people such as researchers, professionals and general public outside the university;
- Needs, wants and demand of the library are centered on academic and educational requirements such as bibliographic information, textbooks, full text in digital formats, reference and reading space, information consultancy, and facilities for learning environment;
- Tools and facilities for entertainment, leisure and social activities;
- Information required for day to day life, know-how technology, and community information;
- Strengths and opportunities of university libraries;
- Availability of resources collections covering various disciplines practiced in the university;
- Availability of professional staff with expertise in different subject areas and the paraprofessional staff to help with the dissemination of desired information;
- Possibility of obtaining funds under comprehensive project proposals;
- Infrastructure facilities and links with expertise; and
- Information skills of the staff.

The Types of Marketing Strategies of Academic Library Services
A marketing strategy is a well-structured plan that highlights an organization goal and quests, and a specific process of achieving those set of goals. Jestin (2002), marketing strategies means selecting proper techniques in the proportion and balance of the business activities of an organization. In case of academic libraries the focus of marketing strategies includes; focusing on the customer, improving the image of the world, and cost recovery. This means therefore that effective marketing strategies takes information services to the customers and it comprises. (i) Market segmentations (ii) market research, and (iii) Marketing mix (Ziaci, 2011)
Promotion is the aspect of marketing which is most familiar to librarians. Promoting refers to getting the target audience to notice what the library has to offer them. Newspaper advertisements, flyers, mail-outs, and radio and TV commercials are part of promotion. "The image that we project is also an issue to be considered" (Lang, 2012) in our promotion efforts. Library staff should be friendly and sociable. "We need to be identifiable. We know that in a

small and rural library there is not much chance of people not being able to identify us, but we can still use those things like name tags and logo clothing to designate us as the person to look to for assistance" (Lang, 2012).

All marketing programs have the 4Ps in mind even if they are not explicitly stated. "At its core marketing is about getting the right product or service to the right customers at the right place and the right price, rather than avoid marketing, librarians should embrace it as a means of better identifying and fulfilling pa trons' needs" (Stover, 2014).

Sharma (2012), suggested some way or a strategy of marketing library services which includes;- The Creation of a Web Page:- Libraries should create web page for users. It is a very effective way of promoting library information services especially academic library information services people with academic pursuits and also memorize name of patrons

Issues Involve In Marketing of Library 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

Madhusudhan (2011) 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.

The Challenges in Marketing of Academic Library Services

Marketing is not a new concept in librarianship. However, several librarians lack proper understanding of the marketing concept and it applicability to their filed. Borgman, (2015) Opined that, among the challenges of marketing academic library services are;

Funding: The academic institutions that host the libraries do not most times allocate adequate funds for the growth of the library. In Nigeria, corruption had enveloped the life of our leaders. The little fund allocated for the library are not well spent

Lack of Invisible Infrastructure: Another component is the invisible content and costs of libraries. Many users are simply unaware of the expense of acquiring and managing information resources or the amount of value added by libraries and librarians. Considerable professional time and vast amounts of paraprofessional and clerical time are devoted to the processes of selecting, collecting, organizing, preserving, and conserving materials so that they are available for access. Despite the expanding scope of library services, more people seem to claim that they never go to the library anymore because everything they need is online.

Methodology

The study adopted quantitative research methodology and specifically a descriptive survey design. The design is chosen because it is effective in seeking the views of respondents about a particular issue that concerns them. The study will be carried out in three (3) selected

tertiary institutions library within Kaduna. These institutions includes; Kaduna State University library, Kaduna Polytechnic Library and Federal College of Education library, Zaria.

The study is carryout within some selected academic libraries in the higher institutions of learning within Kaduna State: Federal College of Education Library, Zaria Isa Kaita Library Kaduna Polytechnic and Kaduna State University Library with population of 72 staff. A systematic random sampling will be used because the population is large. Sample size depends on the nature of the study and ability of the research to collect the data within a given frame. Using Krejcie and Morgan (1970) table of sampling techniques, the population of the study is 72. Therefore, the sampling size will be 61. For the purpose of this study, 61 of the respondents will be used for the purpose of the study. This is because the population for the study is relatively large.

Result and Discussion

The results of the study are presented; this is done with reference to the research questions that guided the study. The data is presented and analyzed using frequency tables, percentages and mean. It is presented in a tabular form.

Table 1: Librarians' Responses on the Need for Marketing Library Services

S/N	Need for Marketing Library Services	Strongly Agreed	Agree	Disagree	Strongly Disagree	Undecided	Total %
1.	Need for Marketing Library Services	42	16	-	-	3	61
2.	To enlighten the users on the relevance of library use.	31	25	2	-	3	61
3.	To help users develop skills in other to acquire information from various sources.	28	30	-	-	3	61
4.	To achieve high level of customer satisfaction	27	30	4	-	-	61
5.	To identify the information needs of users.	30	23	4	1	3	61
6.	To compete favorably with other information providers.	27	25	6	-	3	61
7.	To improve interpersonal relationship between Librarians and users.	21	31	6	-	3	61
8.	To improve interpersonal relationship between librarians and users.	20	32	6	-	3	61
9.	To attract donors and funding bodies to the library.	18	32	8	-	3	61
10.	To provide conducive Environment for users to	30	19	12	-	-	61

	study and work.					

(Field Survey, 2022)

Table 1 above shows the responses of the respondents on the need for marketing library services in three (3) selected Academic Libraries in Selected Tertiary Institutions in Kaduna State. They rated two of the items as the major reason to market library services. These are to achieve the objectives of the library and to enlighten the users on the relevance of library use (31) strongly agreed from the total respondent. Other items that were rated as the need for marketing library services includes: to achieve a high level of customer satisfaction, to identify the information needs of users, to help users develop skills in order to acquire information from various sources, to compete favorably with other information providers, to improve interpersonal relationship between librarians and users, to provide conducive environment for users to study and work and to attract donors and funding bodies to the library are the lowest total mean rating with 18% respondents. Aina (2012) stressed that in order to market library services, the library must provide library and information services that will enable libraries to satisfy the information needs of users.

Librarians' Responses on the current Techniques employed in Marketing of Library Services in Academic Libraries

S/N	Techniques in Marketing Library Services	Great Extent	Medium Extend	Little Extent	Not Applicable	Total %
1.	Exhibitions and display of new arrivals.	19	28	9	5	61
2.	Staff friendliness to users.	13	32	13	3	61
3.	Increase interpersonal Relationship between staff and users.	13	30	14	4	61
4.	Librarians should be properly dressed.	13	30	14	4	61
5.	Organizing user education.	13	32	10	6	61
6.	Having representative in institutional functions.	12	19	20	5	61
7.	Requesting for contributions from users while making acquisitions.	19	10	22	10	61
8.	Provision of electronic access to information.	7	25	22	7	61
9.	One on one discussion with users.	5	13	17	26	61
10.	Provision of suggestions boxes.	4	14	20	23	61
11.	Advertising in print and electronic media.	4	9	20	28	61

12.	Organizing library week.	5	13	17	26	61
13.	Creating a library web page.	4	9	20	28	61
14.	Use of leaflets and posters.	4	9	20	28	61
15.	Sending personal letters to users through e-mail and text messages.	10	15	19	17	61
16.	Sending out brochure or flyers.	2	4	22	33	61

(Field Survey, 2022)

For research question 3, 16 different techniques for marketing of library services were presented to the librarians. They were requested to indicate the procedures adopted in their libraries. Table 4 shows that exhibitions and display of new materials shows the medium extend from the table above (28) and staff friendliness to users shows from the total responses that they have medium extend of (32) were used in a medium extent as techniques in marketing of library services. Other techniques that are used in a little extent are organizing user education, provision of electronic access to information, requesting for contributions from users while making acquisitions, increase interpersonal relationship between staff and users and having representative in institutional functions. Sharma (2012), suggested some way or a strategy of marketing library services which includes;-the Creation of a Web Page: - libraries should create web page for users. However, from the findings of this study, the following techniques were not employed in marketing of library services in Kaduna Polytechnic library which called more for action on the side of the library management team. They include: use of leaflets and posters, sending out brochures or flyers, creating a library web page, sending personal letters to users through e-mail and text messages, advertising in print and electronic media, provision of suggestion boxes and organizing library week.

Table 4: Librarians Responses on the Problems Militating Against Marketing of Library Services

	Problems Militating Against Marketing Library Services	Strongly Agreed	Agree	Disagree	Strongly Disagree	Undecided	Total %
1.	Librarians do not know how to market library services.	6	22	28	3	2	61
2.	Management does not understand the concept of marketing.	14	28	15	1	3	61
3.	Lack of media access to Marketing of academic library services.	15	31	12	-	3	61
4.	Poor access to information Technology.	15	35	7	4	-	61

5.	Management does not have marketing policy.	15	34	8	1	3	61
6.	Lack of training in marketing.	19	27	12	-	3	61
7.	Lack of effective communication between Librarians and users.	21	32	5	-	3	61
8.	Lack of facilities to market library services.	29	24	5	-	3	61

(Field Survey, 2022)

From table 6, the respondents were asked to indicate from the pre-selected problems the ones that militate against marketing library services in their libraries. Many of the respondents indicated lack of facilities to market library services strongly agreed with (29) as the major problem militating against marketing library services. Lack of facilities to market library services as a problem, was closely followed by lack of effective communication between librarians and users (21). Also, from the results presented from the table the several respondents also indicated that management does not understand the concept of marketing, poor access to information technology, lack of training in marketing and management does not have marketing policy were also included among the problems and lack of media access to marketing were among the problems. The least item rated by the respondents as an impediment to marketing academic library services was that librarians do not know how to market library services (6). Borgman, (2015) asserted that, in ensuring effective marketing of information resources and services, challenges facing libraries must be addressed in order to continue to serve the users well.

Summary of the Findings
The following findings can be deduced from the study analyzed.
1. The major need for marketing library services according to academic librarians in tertiary institutions in Kaduna State are: to achieve the objectives of the library and to enlighten the users on the relevance of library use.

2. Several techniques are been employed in marketing library services. However, the most commonly used techniques are exhibition and display of new materials and staff friendliness to users.
3. It was also evidenced from the findings that the major problems militating against effective marketing of library services include: inadequate fund, lack of effective communication between librarians and users and lack of facilities to market library services.

Conclusion
Based on the findings of the study, the following conclusions are drawn. It was the opinion of librarians that marketing library services is necessary in order to achieve the objectives of the library and to enlighten the users on the relevance of library use. Several services were available for marketing. However, three library services were highly available.

They include lending services, seating and study facilities and reference services. Based on the findings of the study it was discovered that several library services were not marketed.

The services that were marketed to a medium extent include: lending service, provision of seating and study facilities and reference services. The marketing techniques mostly used by librarians in marketing library services are exhibitions and display of new materials and staff friendliness to users. 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.

Furthermore, the three greatest problems militating against marketing library services are lack of fund, lack of facilities to market library services and lack of effective communication between librarians and users. Various strategies need to be undertaken by library administrators and librarians to improve marketing library and information services.

These strategies include the following: trainings, seminars and workshop should be organized for librarians on marketing library services, marketing should be inculcated in library school curriculum and librarians should be willing to market library services.

Recommendations

The following recommendations are made based on the findings, conclusions and implications of the study.

1. 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.
2. Library management should expose librarians to marketing library services through trainings, conferences, seminars, workshop and symposiums.
3. The library should try to market itself by making use of other media like radio and television to bring to the notice of the general public the benefits that they derive from library services.
4. Efforts should be made by library management to improve the services offered by libraries. Also, Librarians should be more committed to their work and introduce new techniques to market their library services.
5. Library orientation and user education should be introduced for users in libraries also Library management should be provided with enough funds to procure current global information networks like the Internet.

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