

Marketing Library and Information Products and Services in Academic Libraries in Kebbi State

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ABSTRACT: This study was designed to investigate marketing library products and services in academic libraries in Kebbi State, Nigeria. The study employed a descriptive survey research design. The population consisted of seventy-one academic librarians which were used for the study. Seven research questions guided the study. Sixty-nine items questionnaire was used as instrument for data collection. The data were analyzed by use of frequency tables, percentages and mean score. The results of the data analyzed revealed that the need for marketing library services is to achieve the objectives of the library and enlighten the users on the relevance of library use. The library services available and marketed are lending services, seating and study facilities and reference services. Furthermore, the findings of the study revealed that lack of funds, lack of facilities to market library services and librarians not willing to market library services are factors militating against marketing library services. Based on the findings it was recommended that more funds should be allocated to libraries for their development. Trainings, workshops, seminars should be organized for librarians to enlighten them on how to market library services. Library school's curriculum should be redesigned to accommodate marketing courses. It is also very necessary for librarians to be committed to their work and improve their services

Keywords: Marketing, Library, Information Products, Information Services, Academic Library

I. 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. Islam (2014) defined library as a learned institution equipped with treasures of knowledge, maintained organized and managed by trained personnel to educate the

children, men and women continuously and assist in their self-improvement through an effective and prompt dissemination of information. There are different kinds of libraries and each performs different kinds of functions to meet the determined purpose and needs of the people they serve (Ode & Omokaro 2017). These libraries include the following: academic libraries, public libraries, special libraries, school libraries, and private libraries.

Uwaifo (2012) stated that academic libraries are the ones established and maintained by higher institutions of learning such as universities, polytechnics, colleges of education, schools of nursing, petroleum training institutes and schools of health technology. He also noted that the essence of establishing an academic library is to enable it support the curriculum of the tertiary institutions which established it. They are essential part of the learning community. He went further to state that the academic library is the information nerve centre of its parent body. Aina (2014) stated that the main purpose of academic library is to support the objectives of an academic environment in the areas of learning, teaching and research service. Jubb and Green (2007) observed that academic libraries have for centuries played critically important roles in supporting research in all subjects and disciplines within their host universities and colleges. The following are the services provided by an academic library: Circulation of materials, shelf management, user education programmes, provision of information services, and operation of the Online Public Access Catalogue (OPAC), exhibitions and displays, reader's enquiry services, Selective Dissemination of Information (SDI), trainings and internet services, bibliographic services, Indexing services, abstracting services, access to electronic resources and document delivery services.

The effectiveness and efficiency of services provided by an academic library are mainly determined by library users. Aina (2014) recognized

this fact when he stated that the user is very critical in the practice of librarianship. No library can exist without the patrons. The entire human and material resources in a library are put in place at considerable expense for the overall purpose of providing effective services to the library users. On its part the library has a responsibility to ensure that its resources and services are used (Edoka, 2010). The user is regarded as the most logical source to determine whether the library is playing its role satisfactorily or not. The mission statement of any academic library should be the provision of excellent service to its users. In higher institution libraries there are various categories of library patrons. They are undergraduates, postgraduates, lecturers, researchers, external users from all walks of life and many professions.

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 customers with the internet, bookshops, online book dealers and demand for more efficient services and needs of users. Academic libraries must understand client's needs, plan service provision, promote the available services and deliver them efficiently and effectively. To achieve this marketing is the essential tool.

Marketing has various definitions. Sharma and Bhardwaj (2019) defined marketing as a total system of interacting business activities to plan, promote and distribute want satisfying products and services to present and potential customers. Kolter (2014) described marketing as a social and managerial process by which individual groups obtain what they need and want through creating, offering and exchanging products and services. A library without users is useless. To succeed, there is need to let the users be aware of the benefits of the library to provision of information resources and services. Marketing is about keeping the clients in touch and informed about resources and services that match their interests. The success of academic 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 (Noel & Waugh, 2012). Librarians need to market their services and resources for students and potential users to create awareness of the academic library's value. Major sectors of the potential market for the library's services are probably not aware of all the services available or have no understanding at all of what is offered. That's 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. Good service can equal a good marketing campaign, which is another reason why

marketing is important for libraries. Effective marketing provides the means by which users are made aware of the services of the library and their value.

Marketing in a library setting has been viewed from different perspective. For instance, Ravichandran and Babu (2018) views marketing of library services as the process of planning, pricing, promoting and distributing library products to create exchanges that satisfy the library and the clientele.

Nwegbu (2015) defined marketing in library setting as designing and presenting the library books and non-book- materials in terms of the needs and desires of the users of the library and using effective techniques to motivate, inform and service the library clientele both present and potential. Weigard (1995) views marketing in library as a process of exchange and a way to foster the partnership between the library and the community. Marketing of library and information services includes user priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills, competencies and value-added services etc. Basanta & Sanjah (2018) 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.

Libraries and information centres have realized that marketing of information services is essential. This is because information has now become a very valuable resource. Libraries and information centre should inculcate marketing principles in the management of libraries. The libraries and the librarians must therefore shift their focus from the information provider to the information user (Iwhiwho, 2018). In doing this, they will be able to achieve their mission and serve their users better in the provision of quality services. Librarians must now act like business men by providing quality services and promoting their services at the right time and place to their users. The emerging technological challenges and societal changes pose a threat to libraries as worthy information 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 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.

The success of the library depends on the quality of services and products rendered to users Bushing (2015) supported this statement when she stated that the success of the library depends on the quality and excellence of its products. She continues that products include all the resources and services available in the library. The price is the cost of producing the product. The time it takes a user to obtain a product is referred to as price. Libraries are not profit-making organization. Libraries users pay indirectly for the services they use. They pay through their school fees, taxes, grants and donations. These are enough reasons to satisfy the information needs of users. Typically, the development of information communication technology has proven that the place is very important factor in a library setting. The internet makes it possible for any library to offer services to users at any part of the world and at any time of the day. Every academic library must make provision for internet connectivity in their libraries. The library environment and staff must be user friendly. Promotion simply means informing users about the benefits they will derive in using library resources and services. The five elements of promotion include: Advertising, public relation, incentive and environment.

Nolan (2018) advised librarians to become entrepreneurs. Librarians must not wait for people who have no idea on how libraries are managed and who do not care about their work to change their situation for them. She advises that libraries must run like commercial firms and professional librarians must be managers. However, in order to achieve these librarians and information professionals need to be very competent in marketing of library services. This is because, in every work of life competency is the key that is used to face the developmental challenges in the corporate world. (Chandra, 2011). The success of a library largely depends on the level of competence that exists among the librarians in the library. Mailse, (2015) quoted Amaral and stated that many librarians lack professional understanding of the 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. It is now very necessary for marketing to be introduced in library school's curriculum. Also, frequent seminars, trainings and workshops on marketing and information and communication technology should be organized for librarians.

Marketing of library and information services have not been 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. 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.

The researchers will interview some users to find out why they don't use the library to ascertain their claims. Several resources and services existing in academic libraries in Kebbi State are untapped. However, it was assumed that marketing library services is not properly done in academic libraries in Kebbi State. The services highly available and marketed to a medium extent are lending services and seating and study facilities. The researchers also observed that in most academic libraries in Kebbi State the most common technique used for marketing library services is exhibition and display of new information materials. However, in order to attract library users to make maximum use of the library, information resources and services provided to patrons should satisfy their information needs. To achieve these, libraries should provide users with access to electronic resources and services and this is marketing.

In order to successfully identify, satisfy, inform, educate and sell the true value of library services to users, libraries must provide services that are user-oriented. Users should be enlightened about the various services found in the library and how it will make them life-long learners. In achieving these, the librarians must apply the marketing mix which includes place, product, price and promotion.

II. STATEMENT OF THE PROBLEMS

The importance of marketing library and information services cannot be over emphasized. However, the existence of libraries is being challenged. This is because, access to information is now very fast and relies on new media and fast-growing technology. Users now prefer to turn to the internet to source for information than coming to the libraries which pose great threat to the available information material acquired for use in the library. To address this menace, libraries must redesign their services to cope with this era of information technology. Libraries must also change from the traditional to digital method of providing information to users to make the library more user friendly. It is observed that users are often not aware of the several services available in libraries which resulted in creating an impression that libraries have failed to provide the required information to users and in their opinion, the services provided are not user-oriented.

These have resulted to non-utilization or under-utilization of services available in the library. The consequences of these are enormous. It results to users not able to locate, access and recognize their information needs. This can also result to low quality of teaching, learning and research activities in our higher institutions. As a result, they are unable to meet up with development in the global society. These services when utilized will help them in their careers and also make them life-long learners. Currently, it seems no study has been carried out to determine the efficient and effective way to market library services in Academic libraries in Kebbi State. Marketing is not emphasized in most library school's curriculums therefore librarians may have problems in marketing their services. It therefore, becomes necessary to examine the effective and efficient ways to market library services, in academic libraries for improved service provision.

Objectives of the Study

The main purpose of this study is to investigate marketing library services in Academic libraries in Kebbi State Nigeria.

The specific purposes of this study are:

1. To determine the need for marketing library services in academic libraries in Kebbi State.
2. To determine library services for marketing in Academic libraries in Kebbi State.
3. To determine problems militating against marketing of library services in Kebbi State.
4. To examine strategies for enhancing marketing of library services in Kebbi State.

Research Questions

This following research questions guided this study:

1. What are the needs for marketing academic library services in Kebbi State?
2. What library services are available for marketing in academic libraries in Kebbi State?
3. What problems are militating against marketing of library services in Kebbi State?
4. What are the strategies to be adopted for the enhancement of marketing of library services in Kebbi State?

III. LITERATURE REVIEW

Conceptual Framework

Several authors have defined marketing in various ways. Kotler (2017) defined marketing as the anticipation and stimulation, facilitation, regulation and satisfaction of consumer and public demand for products, services, organizations, people, places, ideas, through the exchange process. Within the content of the library environment anticipation of demand requires libraries to carry out user's survey to identify their information needs. While stimulation of demand, means to arouse users to utilize library's resources and services. Facilitation entails that the library makes use of library easy to users through availability and accessibility of information materials. Namara (2010) views marketing as the wide range of activities involved in making sure that you continue to meet the needs of your customers and getting value in return. In this regard, marketing of libraries services should be a continuous process. Libraries should endeavor to provide and satisfy the information needs of users consistently.

To Lautenslager (2013) marketing means developing a philosophy that puts the customer at the centre of everything one does. It is not hard selling. It is a sound, effective technology for creating exchanges and influencing behavior, that when properly applied, must be socially beneficent because its major premise is responding to customers' needs and wants. Kotler (2017) adopted the following definitions of marketing as the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges or values with target market for the purpose of achieving organizational objectives. It relies heavily on designing the organizations offering in terms of target market needs and desires. This is done by using effective pricing, communication and distribution to inform, motivate and serve the markets. From the above definition marketing seeks to bring about voluntary exchange and its selects target markets and does not seek to be all people. It is directly correlated to the

achievement of organizational objectives. It also emphasized on the target market's needs and desires rather than on the producer's preferences.

Ajala (2011) cited Pride and Ferrel and stated that marketing consists of individuals organizational activities that facilitates and expedite satisfying exchange relationships, in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas. There is still considerable misunderstanding in most of the information sector as to what constitutes effective marketing. To some, it is still primarily equated with selling and the pursuit of sales rather than customer satisfaction. (Gupta, 2013) Marketing is all about providing the right information to the right user at the right "time. This involves reducing barriers to access and in making use of their own, particularly, with the use of modern technology. (Das & Karn 2018) Namara (2010) identified two types of marketing activities, inbound marketing and outbound marketing. Inbound marketing includes market research, analyzing the competition, positioning new product or service and pricing your products and services. While, outbound marketing is promoting a product through continuous advertising, promotions and public relations. The marketing activities within the library are not complete until users exchange their support for the services offered by the library institution, person, place or idea.

Marketing library and information product and services

Ravichandran and Babu (2018) define 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 user's needs. Irving (2012) looked to the market place for new insights into marketing library services. He discovered that what succeeds in the market place fulfils criteria relating to convenience, ease of use, perception of balance between cost and value, choice, something new, or novel ways of doing existing tasks. If these criteria are applied in the libraries, libraries will continuously provide the best services to users always at the right time and place.

Weigard (2015) opined that marketing library and information services is a process of exchange and a way to foster the partnership between the library and the community. Marketing of library and information services includes user

priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills, competences and value-added services. etc. The aim of marketing library services is to provide information to users always at the right time. Basanta & Sanjah (2018) stated that 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 and how such services satisfy the information needs of users.

The importance of marketing in libraries by Steadley and Gray (2016) include the following:

- To compete favorably for customers with other information providers.
- To increase library fund.
- To maintain relevance.
- To convey what is unique about the access and service they provide.
- To promote librarians as well – trained technologically information experts
- To create an environment in libraries that fosters customer consciousness among librarians.
- To increase usage of service.

Need for Marketing Library's Services

Sharma and Bhardwaj (2019) stated that it is important for librarians to actively market their services. For marketing will enable librarians to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff and users. Martey (2012) stated that marketing will enable librarians to know how the academic library can gain competitive edge over their more aggressive and wealthy competitors. This was achieved by letting users and potential users know the advantages of using the libraries

Another reason for marketing library is to build relationship between librarians and users. Igbeka (2018) stated that when library's services are marketed it creates a relationship between the customer and the library. He went further to state that marketing brings about recruitment of new customers and the retention and expansion of relationships with existing customers. Leisnar (2014) noted that libraries need to market their services in order to create a link between them and their clients. This bond is necessary for mutual benefit of both the client and the libraries. This bond is necessary because libraries are no longer the only source of information providers. Ojiambo (2019) opined that marketing enables library and information managers to know and understand the

needs of their clients. This knowledge will help them to make good management decisions, which in turn help in providing services to clients more effectively and efficiently.

Nwosu (2010) argued that marketing is very necessary in today's and tomorrow's world because government funding of libraries and information centers has been declining. Therefore, libraries and managers must be forced to generate revenues not only for acquiring state of the art facilities, but also for their own survival. This they have to do by marketing their services to users and potential users. Ojiambo (2019) pointed out that marketing will assist libraries to present their services as a dispensable part of the organization within a community. They will also try to justify their claim that the clients cannot do their job effectively and efficiently without a library.

To Kotler (2015) marketing is very important to organizations such as museums, universities, libraries and charitable organizations in order to gain political and social support as well as economic supremacy. Ojiambo (2019) pointed out that marketing is important to identify the information needs of potential users. In his opinion library and information managers should not only be interested in the group of people who do use their services. They should also be interested in potential users.

While, to Smith (2017) marketing is very relevant because it is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's global culture. It is not separate from good practice. Marketing has now emerged as an increasing important area for libraries and information centers.

Problems Associated with Marketing of Library Services

There are several problems encountered by librarians in marketing of library services. These problems have affected in so many ways effective marketing of library services. According to Ajileye (2014) the biggest challenge faced by librarians is how to create a positive image to users. Most users hold negative attitudes towards librarians. Users see librarians as trained or skilled people but not necessary as professionals. Users also have no idea about the qualifications or training requirement of librarians.

Simkin (2017) noted that the intangibility of services creates more difficult marketing challenges for service sellers than for product sellers. In many service industries, particularly professional services, Staff see themselves as producers or creators and not as marketers of the service. They are proud of their professional

abilities and they do not think of themselves as business people. Kendadameta (2017) opines that there is still much resistance in the library and information field to the use of marketing approach to management. In his view marketing as a concept and as a practice, still seems alien to many library and information personnel. Some librarians still hold this view and see no room for such practice in a non-profit profession like librarianship.

Porter (2017) stated that in most academic libraries librarians are simply seen as information retrieval officials or people who have low social status. Some users even consider that they are more competent and more knowledgeable than library staff and regard it unnecessary to approach a librarian for help. The librarians need to demonstrate that they have got both qualifications and a variety of skills to perform their duties as information providers.

Patton (2012) views communication as another problem affecting effective marketing of library services. Most times there is lack of communication between librarians and users. This may hinder users from seeking assistance offered by the library. Some users have to rely on friends rather than librarians for information or instructions. Donald, (2010) argues that the library has a somewhat low-quality image for many adults. Not enough people see the library as the place to find the latest information. Librarians are perceived as giving information away for free and most cases anything free is thought to have little or no value.

Adedoyin (2015) noted that top management does not yet understand what marketing is and its importance to a company's success. They equate marketing with selling and they fail to consider other parts of the marketing system. Agha and Akhar (2012) pointed out that developing countries acknowledge the usefulness of information in decision-making and in the process of economic development in general. However, no attempt is made to disseminate the acquired information to those who need it. They also noted that development of information infrastructure is accorded low priority by the management of libraries. In several institutions library development is not always the priority of management. They prefer to place their priority in other areas other than libraries. However, when libraries are developed it makes people to become good information users and in return it will improve the quality of teaching and research activities of such institutions.

Funding is yet another problem hindering effective marketing of library services. Abid (2018) stated that libraries in developing countries lack sufficient funds to subscribe to information resources. He opined that most libraries in

developing nations remain libraries only in name only and are unable to perform their vital role which is that of providing ready access to information and knowledge. There is always shrinking budget for libraries. Therefore, library management has to struggle to maintain a minimum standard of services leaving no room for new ventures and developments.

Another problem militating against marketing of library services by Liberians is lack of professional confidence. Ibrahim (2020) observed that lack of professional confidence is another problem marketer's face in marketing of services. Marketing people still lack the conviction to practice marketing with confidence. They do not see the relationship between theory and practice. Marketers believe that if you are good to customer, the customer will reward you with their business and tell their friends about your services and product. This assumption sometimes is not always applicable.

Another problem hindering effective marketing of library services is lack and poor access to information technology. Akintunde (2016) observed that many libraries in Nigeria still operate in the traditional service pattern where librarians are in charge of main service points of circulation, reference, serial, acquisition and cataloguing, e.t.c without any emphasis on information technology. This is a sad affirmation of a similar complaint by Afullo (2019) that Nigeria was rated among the lowest in Africa in telecommunication infrastructures and so not much is expected of academic libraries in Nigeria

Marketing is not a new concept in librarianship. However, several librarians lack proper understanding of the marketing concept and its applicability to their field.

Techniques for Enhancing Marketing of Library's Services

The success of any library is getting users to use the library. This is achieved by creating awareness and educating users on benefit of using the library's resources and services. In order to achieve this, various strategies have to be adopted by librarians and information professionals. Gupta and Jambhekar (2012) argued that marketing library services is not just a question of money, but of attitudes of the staff and the entire organizations. Goods are used, but service is experienced. Nkanga (2019) opined that marketing should be treated as a very important aspect of any organization. This he said can be done by separating marketing from the day-day operations of libraries. An officer or team of officer should be given a specific responsibility of marketing library services. Sharma and Bhardwaj

(2019) 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.

Leaflets and posters is an effective method in marketing library services. Akpom (2010) stated that the use of leaflets and posters should be used to market library services. They should be used to publicize the various products and services available in the library. She went further to state that refresher courses should also be conducted to enlighten students and staff on new developments in the library. Nwolo and Oyedum (2017) emphasizes that new services should be introduced by librarians. Apart from new services, there should also be a need to improve on the already existing services in the library.

Another medium to market library services is display of new arrivals, book reviews and organizing exhibitions. To Kotler (2017) libraries should endeavor to display new arrivals, book reviews, and organizing exhibitions, book fair, library visits, and get-together and sponsors programs in order to market library services effectively.

IV. RESEARCH METHODOLOGY

The study was carried out using descriptive survey research design. The study was carried out in the tertiary institutions in Kebbi State, Nigeria and population was comprised all Librarians and Library Officers in the tertiary institutions in Kebbi State. 71 Librarians and Library Officers took part in the study which adopted the use of questionnaire as the instrument for data collection. The instrument was subjected to face validation by two lecturers in the Department of library and information science, in Kebbi State Polytechnic Dakingari. Based on their criticisms, observations, comments and suggestions, affected items was restructured, some were dropped and new items was introduced as recommended by

the validators in writing the final copy of the questionnaire. The questionnaire was administered personally in the institutions under study. This study used frequency counts, simple percentages and mean score for the analysis of data to answers to the research questions. For questions with likert type 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.

V. DATA PRESENTATION AND ANALYSIS

A total of 71 copies of the questionnaire were distributed to the respondents. Only 59 copies

were returned and correctly filled. This is because some of the respondents had tight schedules that could not allow them time to attend to the questionnaire. While, some were always unavoidably absent either for leave or official engagements outside their places of work. A percentage score of 50% and a mean score of 2.5 were used as bench mark.

Research Question 1

What are the needs for marketing academic library services in Kebbi State?

To answer this research question, questionnaire items 1 to 8 of the questionnaire was used and presented on table 1 below.

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

S/N	Need for Marketing Library Services	SA	A	D	SD	Mean	Decision
1	To achieve the library objectives	43	16	-	-	3.73	A
2	To enlighten the users on the relevance of library use.	32	25	2	-	3.50	A
3	To achieve high level of customer satisfaction	27	29	3	-	3.41	A
4	To identify the information needs of users.	30	24	4	1	3.41	A
5	To compete favorably with other information providers.	28	25	6	-	3.40	A
6	To improve interpersonal relationship between librarians and users.	21	32	6	-	3.30	A
7	To attract donors and funding bodies to the library.	20	32	6	1	3.20	A
8	To provide conducive environment for users to study and work.	18	32	7	2	3.12	A

Source: Field Survey, 2025

Key:SD= Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Table 1 above shows the responses of the respondents on the need for marketing library services in Kebbi State. They rated two of the items as the major reason to market library services. These are to achieve the objectives of the library (3.73) and to enlighten the users on the relevance of library use (3.50). 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. However, the lowest total mean rating was 3.12 which is to provide conducive environment for users to study and work.

Research Question 2

What library services are available for marketing in academic libraries in Kebbi State?

Addressing this research question questionnaire items 9-22 was used and presented on table 2 below

Table 2: Librarians’Response on the Services Available for Marketing in their various Libraries

S/N	Services Available for Marketing	A	NA	(%) A	(%) NA	Decision
9	Lending services.	57	2	97	3	A
10	Provision of seating and study facilities.	56	3	95	5	A
11	Reference services.	54	5	92	8	A
12	User education.	49	10	83	17	A
13	Reservation services.	42	17	71	29	A
14	Selective dissemination of information.	36	23	61	39	A
15	Current awareness services.	35	24	59	41	A
16	Online information services.	32	27	54	46	A
17	Indexing and abstracting services.	27	32	46	54	R
18	Document delivery services.	25	34	42	58	R
19	Referral services.	24	35	41	59	R
20	Library publication.	18	41	31	69	R
21	Interlibrary loan.	15	44	25	75	R
22	Translation services.	5	54	5	91.5	R

Key: A= Available, NA=Not Available (%) A= Percentage (%) NA = Percentage not Available

Source: Field Survey, 2025

To answer research question 2, which concerned the library services that were available for marketing, 14 library services were presented to the respondents and they were requested to indicate the library services that are available and those that were not available for marketing in their libraries. As shown on table 2 lending services (97%), reservation services (71%), provision of seating and study facilities (95%), reference services (92%), user education (83%), selective dissemination of information (61%), current awareness services (59%) and online information services (54%) were

all available for marketing. However, the results show that interlibrary loan, document delivery services, translation services, referral services and indexing and abstracting services were not available for marketing.

Research Question 3

What problems are militating against marketing library services in academic libraries in Kebbi State? To answer this research question, questionnaire items 23-31 was used and presented on table 3 below.

Table 3: LibrariansResponses on the Problems Militating Against Marketing Library Services

S/N	Problems Militating Against Marketing Library Services	SA	A	D	SD	Mean	Decision
23	Librarians do not know how to market library services.	6	22	28	3	2.53	A
24	Management does not understand the concept of marketing.	15	28	15	1	3.00	A
25	Lack of media access to marketing of academic library services.	15	31	13	-	3.03	A
26	Poor access to information technology.	15	36	7	1	3.10	A
27	Management does not have marketing policy.	16	34	8	1	3.10	A
28	Lack of training in marketing.	19	28	12	-	3.12	A
29	Lack of effective communication between librarians and users.	21	33	5	-	3.30	A
30	Lack of facilities to market library services.	23	29	7	-	3.30	A
31	In-adequate fund.	30	24	5	-	3.42	A

Source: Field Survey, 2025

Key:SD= Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

From table 3, 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 fund (3.42) as the major problem militating against marketing library services. Lack of fund as a problem, was closely followed by lack of effective communication between librarians and users (3.30) and lack of facilities to market library services. 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 (2. 53).

Research Question 4

What are the strategies to be adopted for the enhancement of marketing academic library services in Kebbi State?

This research question was answered using questionnaire items 32-37 as can be seen on table 4 below.

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

S/N	Strategies to be adopted for the Enhancement of Marketing Academic Library Services	SA	A	D	SD	Mean	Decision
32	Organizing trainings, seminars and workshop to educate librarians on marketing of library services.	41	18	-	-	4.0	A
33	Librarians should be willing to marketing library services.	30	27	2	-	3.50	A
34	Marketing should be inculcated in library school curriculum.	26	32	1	-	3.42	A
35	Provision of adequate facilities for marketing library services.	24	33	2	-	3.40	A
36	A unit should be established for marketing library services.	21	32	6	-	3.30	A
37	Library management should have a marketing policy.	19	34	6	-	3.22	A
38	Library management should have a separate budget for marketing.	18	34	7	-	3.19	A

Source: Field Survey, 2025

Key:SD= Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

From the results of this study in table 4 all of the strategies listed were accepted by respondents. The respondents identified the following as strategies in descending order of importance: organizing trainings, seminars and workshop to educate librarians on marketing library services (4.0), librarians should be willing to market library services (3.50), marketing should be inculcated in library school’s curriculum (3.42), provision of adequate facilities for marketing (3.40), a unit should be established in academic libraries for marketing activities (3.30), management should have a marketing policy (3.22) and library management should have a separate marketing budget for marketing (3.19).

Summary of the Major findings

The following findings can be deduced from the study analyzed.

- The major need for marketing library services according to academic librarians in Kebbi State are: 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 services were highly available for marketing. They include lending services, provision of seating and study facilities and reference services.
- 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.
- The study equally revealed that several strategies abound in enhancing of marketing

library services, but the most important strategies are that trainings, seminars and workshop should be organized to educate librarians on marketing library services. Other strategies include: librarians should be willing to market library services and marketing should be inculcated in library school's curriculum.

VI. SUMMARY OF THE STUDIES

The need for marketing library services is viewed by librarians as an instrument to achieve the objectives of the library. The second highest rated item is that library services are marketed in order to enlighten the users on the relevance of library use. Several users no longer see the library as an avenue where current and relevant information can be sourced. In order to change this perception from the minds of the user's, librarians need to educate the users on the benefits of library use which includes having access to good information sources to solve problems.

With regard to research question two, which concerned the services that were available for marketing, they include lending services, reservation services, provision of seating and study facilities, reference services, user education, selective dissemination of information, current awareness services and online information service. It should be clear that librarians cannot market services that they don't have. Before any marketing strategies can ever be successfully carried out there should be excellent provision of library services. It is very important that librarians should realize that library services go far beyond the information resources of a library. Services provided should include everything that helps a library patron to have an easy access to information resources.

Findings from research question 3 indicated that several factors were militating against marketing library services. However, the factors with highest mean ratings are in-adequate fund, lack of effective communication between librarians and users and lack of facilities to market library services. Majority of the respondents indicated that inadequate fund is a serious factor affecting effective marketing of library services. The populations of students keep increasing, new courses are always introduced and curriculum keeps on changing. The fund given to academic libraries are not commensurate with rapid growth and new development in institutions.

The results of research question four indicate that all the items are rated as strategies for enhancing marketing library services. However, the item with the highest mean score is that

training, seminars and workshop should be organized to educate librarians on marketing library services. This was closely followed by librarians should be willing to market academic library services and marketing should be inculcated in library school's curriculum. The two items that training, seminar and workshop and that marketing should be inculcated in library school curriculum is consistent with Kumber (2004) He stated that some librarians were not competent in marketing library services because of lack of training and education in marketing. He went further to state that marketing is more widely discussed and accepted professionally than in the past, this acceptance has not necessarily resulted in more marketing classes in library school's curriculum.

VII. RECOMMENDATIONS

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

1. More funds should be allocated to the development of libraries by parent organizations.
2. Library management should expose librarians to marketing library services through trainings, conferences, seminars, workshop and symposiums.
3. Facilities that are needed for effective marketing of library services should be provided to libraries.
4. Efforts should be made by library management to improve the services offered by libraries.
5. Minimum standard should be set by National Library Association for libraries in Nigeria.
6. Information and communication technology facilities should be acquired by library administration in other to boost their services.
7. Library orientation and user education should be introduced for users in libraries.

VIII. 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.

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.

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