

**MARKETING STRATEGIES USED FOR PROMOTION OF LIBRARY  
INFORMATION SERVICES IN KADUNA STATE PUBLIC LIBRARY,  
NIGERIA.**

**BY**

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## **DECLARATION**

I certify that this thesis is carried out, written and compiled by myself. I have not submitted some part of the work elsewhere (universities/institution) for the purpose of the award of any degree or for publication. This thesis has been complimented in the way of citations and in accordance with anti-plagiarism.

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## **DEDICATION**

To my beloved parents, Alhaji and Hajiya Yusuf .M. Bawa.

## **ACKNOWLEDGEMENT**

My appreciation goes to the Director and entire staff of Kaduna state public library for their support and assistance, to my esteemed colleagues and all my lecturers in library and information science department, I am truly grateful. To my supervisor, Dr. Daniel Muthee Wambiri thank you for your guidance.

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## **ABBREVIATIONS AND ACRONYMS**

AMA - American Marketing Association

'4Ps'- Product, Price, Place, and Promotion

IDIC - identify, differentiate, interact and customize

ICT- Information and communication technology

SPSS- statistical package for social science software

## **ABSTRACT**

This study focused on marketing strategies for information service in Kaduna state public Library. The study was basically narrowed to only public libraries in Kaduna State Nigeria. The objectives of the study are to identify the type of marketing strategy adopted by Kaduna state Public Libraries, to assess the marketing strategies adopted by Kaduna State Public Library, to investigate the level effectiveness of the strategy in marketing information services to library users, to identify the challenges militating against effective marketing in Kaduna Public Library, to assess the problems of poor dissemination of library services to the users due to lack or inadequate marketing strategies used to promote the library and its services. The study considered one theory and compliments it with a model to be able to up with a conceptual framework for the study. A descriptive survey research design has been employed for the study, applying the qualitative method. The target population comprises of all 87 librarians in the three libraries and 400 library users. Literatures are reviewed base on the sub-heads, objectives and conceptual framework of the study. Gaps in empirical review of the literatures have also being established. Interview schedule and Questionnaire was used for collecting data. A Pilot study was conducted in a library which has similar characteristics to the Public library in order to ascertain the validity and reliability of the instruments to be used for data collection. Data collected has been sorted and analyzed. Tabulation and presentation of data has been done using Descriptive statistic methods which includes tables, frequencies and percentages. Piloting has been conducted in the National library in Kaduna state which shares with similar characteristics; validity and reliability of the instruments were found to be consistent with the study. Key findings from the study where strategies adopted in the libraries show how ineffective the strategies are to the promotion of library services. Solutions have been provided to the challenges affecting promotion of library services in Kaduna state public libraries.

# CHAPTER ONE

## INTRODUCTION AND BACKGROUND OF THE STUDY

### 1.1 Introduction

This chapter entails the background of the study, statement of the problem, general objects, and specific objectives of the study, research questions, significance of the study, limitation and delimitations, assumption of the study as well as theoretical and conceptual frame work of the study.

### 1.2 Background of the study

The high rise of economy and advancement in information and communication technology has led to libraries un-arguably facing berated budgets, as a result, marketing concepts are becoming increasingly adapted within the library environment (Helen, 2010). Marketing covers those activities that connect the organization to those parts of its outside world which use, buy, sell or influence the outputs it produces and the benefits and services it offers (Jestin, 2002). I view of the berated budgets libraries are facing, libraries and information centers have begun to realize that in order to fully validate library funding, there is the need to comprehend the needs of library users and find the best way to delivering product and services in order to meet identified needs of their users, therefore, marketing principles and techniques will have to be adopted by the libraries (Joseph, 2011).

Marketing concept is the philosophy that urges organizations to focus on the needs of their customers by making an analytic decision to satisfy their customers much better than their competitors. The main focus of most organizations is to identify their customer needs, make decisions on ways to maintain long term relationship with customers by satisfying their changing needs. (Kotler P. , 2009)

There are various definitions available for marketing, but the right ones are focused upon the key to marketing success. (Kotler, 2006) defined marketing as the social process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. (Ibrahim, 2010) Using McCarthy's four P<sup>s</sup>, defines marketing in a short but realistic way as the right product in the right place at the right time, at the right price.

Marketing has also been defined as analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives (Kotler;1994). Furthermore, marketing has been explained to heavily rely on designing the organization's offering in terms of target markets needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service of the markets.

Marketing has also been defined as the planning and managing the organization's exchange relations with its customers. It consists of studying the target market's need, designing appropriate products and services, and using effective pricing, communication, and distribution to inform, motivate, and serve the market.

It was not until the 1970 and 1980s when libraries and information centers started grappling with marketing of their services, gradually moving from predominance of promotion to other source of marketing. In developing countries, Africa In particular, marketing of library and information services is yet to take roots widely because of certain factors which include financial factors and infrastructure to assess the basic needs of users as well as the necessary marketing skills for promotion of library products and services. Despite the values of using effective marketing strategies for marketing library services as observed globally and regionally, it has been observed that marketing as a concept and as a practice in most Nigerian libraries, still seems alien to information personnel within the profession, the stated situation has consequently to a large extent affected the level of patronage and use of libraries and information Centers. According to (Ugah, 2010) in his study on evaluating the use of libraries he stated that 57 (37%) of the respondents "sometimes" got staff cooperation, while 5 (3.2%) of them lamented that staff never cooperated. Another study conducted by (Kaur A. , 2010) it was revealed that, a

library develops products and services according to the needs expressed by users and keep their users aware through means such as media, exhibitions, users education, internet, new arrivals lists etc., Kaur also mentioned the declined usage of library resources and services and lack of appreciation of the importance of the library systems, resources and services in most libraries in Nigeria and India respectively. In the light of the above, it can be instrumental to speculate the above problems to due to tertiary most libraries not adhering to the philosophy of marketing and promotion of information systems, resources and services.

A public library primarily exists to serve the entire members of its locality. Kaduna state public library was established with the aim of enhancing and developing their potentialities and educational up-liftmen. Kaduna state public library offer information services to users which include, Direct Personal Assistance, Exchange of information culled from a reference source, Reader's Advisory Service, Dissemination of Information in anticipation of users' needs or interests, and provision of access to Electronic Information. These services take into account the information seeking behavior, the information needs, and the service expectations of the members of the institution. A Public library provides access to knowledge, information and works of the imagination through a range of resources and services and is equally available to all members of the community regardless of race,



nationality, age, gender, religion, language, disability, economic and employment status and educational attainment. The different types of clientele (library users) in the library makes it essential therefore for the marketing manager or the librarian to be cognizance of the various marketing techniques to promote library services and also must be able to select those techniques that are necessary for a particular product in a particular situation.

The primary purposes of the public library is to provide resources and services in a variety of media to meet the needs of individuals and groups for education, information and personal development including recreation and leisure. They have an important role in the development and maintenance of a democratic society by giving the individual access to a wide and varied range of knowledge, ideas and opinions (Philip, 2001).

Kaduna state public library is facing significant challenges with user patronage as a result of changes in educational approaches, the impact of technology and new method to one area for information provision and declining budgets have meant that marketing is now so essential that it is now only to be considered as a vital function in promoting library services to its users. It has been widely accepted that there needs to be a greater emphasis on the marketing of library services. Helinsky (2006:7) notes that, all librarians need to market the library services better and more

proactively. However, as (Brewerton, 2003) observes, librarians “have not always had a good track record of marketing their services, and (Kotler 10:45) has uncovered difficulties that have developed when marketing the public library sector in particular, caused by a lack of coherence in national public relations work in the past. Librarians are compelled to use new strategies and techniques in order to change, survive and continue to compete in the world of rendering information services (Peter, 2014).

### **1.3 Statement of the problem**

The basic purpose behind marketing in libraries is to inform and educate the clientele on how to use the library and its resources and also to upkeep their knowledge by providing information appended in various sources and services available in the library. However, due to the growing competition in the information industry, rising customer expectations and widening access to information, libraries have come to realize that marketing of its resources and services is imperative to realizing their goals and objectives. This is because, marketing allows libraries to identify and target their existing and potential customers so as to provide them with high quality information products and services that will promote and satisfy their needs.

The advents of information technology have also made tussle for public libraries with the need to publicize their services to their patrons. However, planning good

services and then waiting for patrons to discover them isn't enough; library managers must device and put those plans into action, these plans must take into consideration all the factors influencing the library's survival. (Slebodnik, 2016) Further emphasized that, Marketing helps determine who the library users are, kinds of services to offer to the users, techniques to publicize the services offered by the library, and how to motivate them to use the and services offered by the library.

Kaduna state public libraries having huge collection of books and other materials, with adequate number of employees, are still facing some problems where its user needs are not facilitated with the met of all of their requirements, information on resources and services that are rendered by the library are poorly disseminated to the users due to lack or inadequate marketing strategies used to promote the library and its services. Only proper management and application of adequate marketing strategies can solve the pronounced problems. It is on this basis that this research was conceived to assess the marketing strategies for Library and information services in Kaduna State Public Library.

Marketing Library services has been neglected by Kaduna State Public Library; this has been seen through improper dissemination of library services to the target audience which result in inadequate use of library resources and services. However, these challenges offer opportunities to provide better services for users by redefining

customer relationships through the use of marketing strategies to build and strengthen ongoing relationships with customers. (Rowley, 2003)

#### **1.4 Purpose (General objective)**

The purpose of this study is to assess the strategies used for promotion Library Services in Kaduna State Public Library.

#### **1.5 Objectives of the Study**

- i. To assess the marketing strategies adopted by Kaduna State Public Library;
- ii. To investigate the level effectiveness of the strategy in marketing library services to library users.
- iii. To establish the level of involvement of the staff in marketing the library services;
- iv. To identify the challenges militating against effective marketing in Kaduna Public Library;

#### **1.6 Research Questions**

- i. To what extent does Kaduna state public library adopted marketing strategies?
- ii. To what extend are the library users' satisfy with the strategy used in marketing library information service?

- iii. How actively involved is the library staff in marketing their information services?
- iv. What are the challenges militating against effective marketing in Kaduna Public Library?

### **1.7 Significance of the study**

The provision of adequate library and information resources and services is the primary objective of any library. This study would be of significance to librarians who can use the results to reflect on the effectiveness of the marketing strategies used, to balance the weight of the factors' influences, better understand various effective marketing approaches to enable them to market library services more effectively and also enable the library management to assess their strengths and weakness and be able to project ahead. It will also create awareness to the library users on the availability of information resources and services which will lead to increase in utilization.

### **1.8 Scope or Delimitation of the study**

The study focuses on marketing strategies used in promoting library information services in Kaduna State public Library. In terms of geographical location, the study will be restricted to Kaduna State public libraries. In terms of content, it will examine the strategies for marketing library and information services in public libraries in

Kaduna state. It will cover the types of strategies adopted by the library, the effectiveness of the strategies adopted, the extent to which library staff are involved in marketing their services and the challenges encountered in marketing of library and information services.

### **1.8.1 Limitation of the study**

Limitation -The study have the following limitations. The cost of carrying out any research is always high; therefore this research is not an exception. The respondents have not given a hundred percent positive response in providing the necessary information needed for the research conducted due to time constraint and nature of the library. Despite these limitations, questionnaires were given to the respondents on time and interviews were conducted with ease and in a good manner.

### **1.9 Assumptions of the Study**

The study will be based on the following assumptions:

- i. Kaduna state public libraries market their information services
- ii. Marketing of information services should have a positive effect in Kaduna state library use

iii. Typology of Marketing strategies used in Kaduna state public library affect the promotion of information service

### **1.10 Theoretical framework**

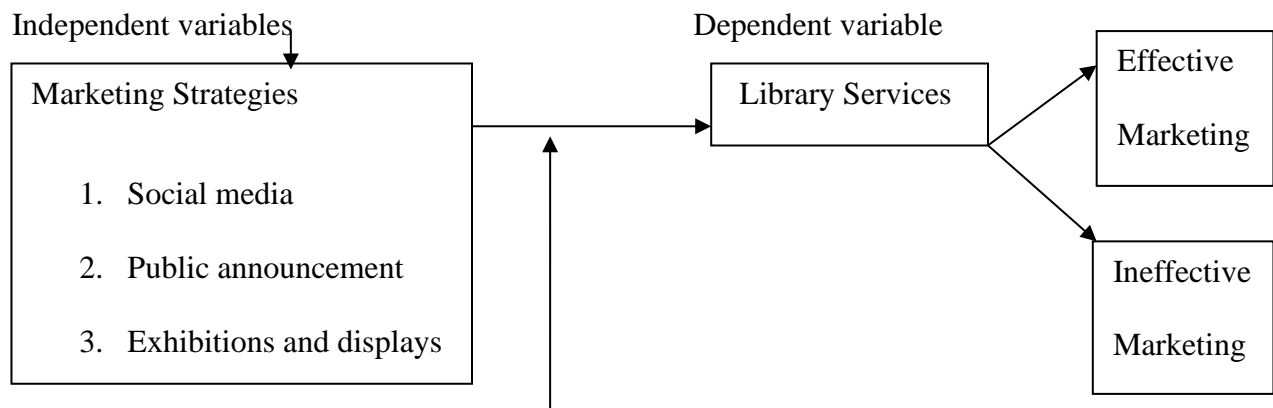
This study was based on one primary model and it is therefore based on the model that the research was emphasized on the marketing of library and information service in Kaduna State Public Library. This study applied the model of customer relationships management by (Peppers and Roggers, 2004). Suggests “this is done by fulfilling four interrelating implementation steps (identify, differentiate, interact and customize), called the IDIC model. These steps are identify differentiate interact with customer and customize the treatment. The first two tasks are done out of sight of the customer and is therefore categorized as analysis. The last two require customer participation and is for that reason categorized as action.

According to the model, it is vital for a company to know its customers, through knowing their customers, their needs will be known. Customers could be differentiated by their needs. Thirdly, it is important for companies using customer-strategy to interact with the customers. To handle individual customer relationships is an ongoing process where the company needs to get as close to its customer as possible. Lastly, companies adopting a customer-oriented strategy have to adapt when satisfying the expressed needs of a customer. To treat every customer

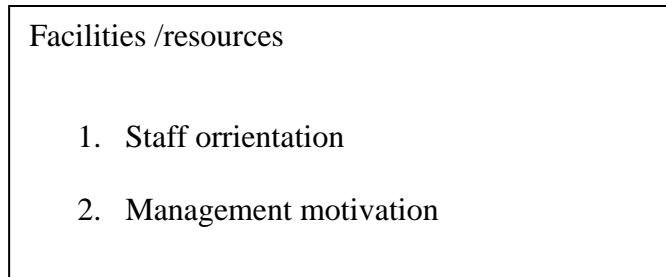
differently and tailor offers for each customer is important when handling close relationships with each customer. Similarly, the model emphasize that when these four steps are implemented successfully, organization will achieve it marketing goals and objectives.

This model can be linked to this study by using the IDIC steps to interact with its users through the adoption of the concept of marketing. Furthermore, the IDCI can be used as a tool for measuring the effectiveness of marketing in a public library this is because the IDIC model can be used to identify differentiate, interact, customize and retain users. As (Wang, 2010)stated, libraries are service organizations that store data and function as main information centers for various users, this shows that, Customer Relationship Management will ensure a comprehensive marketing strategy through the process of creating awareness, retaining, and partnering with existing as well as potential users to create smooth relationship with the library.

**Figure 1.1: Conceptual Framework**







**INTERVENING VARIABLE**

**Source: Authors construct**

### **1.11 Conceptual Framework**

The conceptual framework explains the process by which the study is carried out. The construct seeks to show the influence of marketing strategies on the effectiveness of information services in libraries. The constructs seeks to illustrate how the variables in the study correlate with each other through the use of arrows. The model also highlights how the use of effective strategies for marketing of library services will lead to effective or ineffectiveness of services rendered to users. In other words, the model shows how effective marketing strategies when adopted can reline the image of the library under study as well as to ensure user satisfaction through the qualitative information services provided by this library.

## **1.12 Operational Definition of Terms**

**Information services:** These are organized services to provide information on any questions an individual might have using databases and other sources

**Marketing:** Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives.

**Marketing Strategies:** Marketing strategy means selecting various techniques in proper proportion and balance. It is important to note that not all enterprises or organizations can afford to use all the marketing techniques because different situations require different techniques

**Promotion:** This is the act of furthering the growth or development of something; especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting

**Public Library:** This is the type of library that serves the population of community or region free of charge or for a nominal fee.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Introduction**

The literature reviewed here highlights marketing strategies, marketing of library services, library marketing policies, marketing of specific library services and challenges in library marketing.

#### **2.2 Marketing strategies**

Historically, Libraries have confident that their products and services has such intrinsic merit that users would automatically be attracted, but in today ever dynamic and competitive world, marketing library products and services is necessary in order to remain competitive (Adekunmisi, 2013) noted that, there are new information providers such as online books, cyber cafes, and web-based commercial services operators; as such libraries should have to be proactive in providing good quality services to remain competitive. A good marketing strategic management helps in counteracting the possible the disconnection between the libraries and their users.

The concept of strategic marketing deals with 3 forces, the customers, competitors and the corporation; it focus on the ways in which the organization differentiate itself

from the competitors solemnly capitalize on its distinctive strength to provide better customer value, a good match between corporate strength and market need, organization superior performance in relation to competitors and clear definition of market help to achieve a good marketing strategy (Jain, n.d).

To meet the needs of market, a marketer conducts a research to answer the questions on, how customers' changing needs are meet, what customers think about existing products and services, are competitors operating within the environment, are their strategies in place that are exceeding or influencing n the promotion of library services, how should the organization respond, in which way are macro and micro environmental factors influencing the organisation and again how will the organization react. Analysis of an organisation's Political, Economic, Social, Technological and legal environment would help organization to identify the external forces affecting the organisation (Kotler and Keller, 2006).

Marketing strategy in this context is the detail definition of organisations' products, services and positions including the profile of the target markets and relationships with internal and external environment and the general goals a business want to achieve (Enz, 2010). While marketing plan provide a particular ways and roadmap that will lead to the attainment of these goals. Strategy is the organization direction and scope over the long-term goals which is the sum total of vision, mission and

objectives an organisation aim to achieve advantage through proper use of resources within a challenging environment, in order to provide the market needs and meet stake holders expectations. (Enz, 2010).) describe strategy as “an organizational plan of action that is intended to move an organization toward the achievement of its shorter-term goals and, ultimately, its fundamental purposes. (Shontz, 2004:78). "All marketing strategies are not alike.

Some are aggressive, some conservative, some are comprehensive in nature and others are more limited in scope (Grunenwald, 1984) stated that, because no two communities are alike, each library will have a unique marketing mix; therefore, one must discover what marketing strategies or tools work best for that particular community. But that's not to say that there are no successful marketing models for public libraries. For marketing to be practical it must also be simple, some of the best strategies are very simple, almost common sense.

Marketing strategy entails choosing different methods in proper percentage and steadiness. Because different organizations have different problems, therefore, different situations will require different techniques. (Koontz & Rockwood, 2001) were of the view that marketing strategy is a comprehensive, integrated and coordinated plan that combines four marketing elements, commonly called the ‘4Ps’

they are: Product, Price, Place, and Promotion and *3Ps* of the marketing mix are: Participants, Physical evidence, and Process.

## **Product**

Products or services of the general reference and information service department. This is, of course, the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan.

## **Price**

pricing of use of the library is usually that of the time and effort the user spends traveling to the library, as well as the time and effort spent.

The term “price” of a product does not only symbolize the price the customer has to pay. In non-profit organizations it is anyway not normal to pay for each product. Furthermore, prices for intangible services are much harder to calculate than prices for tangible products. Calculating the price of a product/service means to identify cost factors (Weingand, 1997). Weingand speaks of direct and indirect costs. Direct costs “can be attributed to specific products, while indirect costs are those expenses that relate to the library’s total operations” (ibid.). Hence indirect costs include also the costs for the personnel in the library. The information the reference librarian

explains to the customer at the information desk is such an intangible service, which is for free for customers, but produces costs for the library. Price policy is very important in the field of electronic information services, where prices are high, but have to be reduced as much as possible in order to be able to offer them. Not to forget is the importance to ask the customer what he is willing to pay for a service.

### **Place**

Place of service, based upon knowledge of the market of a library, is essential in order to identify users and their discrete information needs and wants. To expand the service area, the library may have branches, bookmobiles, or electronic access, etc.

Place or distribution is the third instrument of the marketing mix. It is concerned with thinking about where and how to deliver services. The technical environment is changing very fast and the use of electronic and virtual information is exploding.

The physical place of a library is still important, but more and more library services are offered online and therefore worldwide available. Problems occur with access to databases and e-journals, which are normally only available through the university network. Some e-journals are free, but most of them are so expensive, that libraries cannot afford to buy many licences.

For that reason it is difficult to use them outside the library or campus, except the possibility to log into the network from outside with special authorization. “Distance

learning” is a new key word at universities (Hobohm, 2002), which effects of course also the services of the academic libraries. If courses are given via the Internet, the literature needed for these courses should also be available online, so that students from Munich can successfully follow a course given in Hamburg. Actually, the license problem is at the moment unsolved, but certainly it is one of the most important. Especially for virtual libraries (e.g. NedGuide8 ), presenting Internet based scientific information, it is not possible to handle these problems. Virtual libraries are mainly projects placed in academic libraries and financed for a period of time by institutions like the DFG. Relevant databases bought for those virtual libraries lie on the server of the university and cannot be used from outside the university network.

### **Promotion**

Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, advertising, and sales promotion.

### **Participants**

This refers to human actors who play a part in reference and information services delivery, namely the library’s personnel.



Promotion is the instrument that people often equate with the term marketing. An explanation for this matter is that only the part of promotion is visible for customers. Thus promotion is the way an organization communicates with its customers. Coote (1997, p. 29-38) lists up some ideas of promotion: the library brochure, newsletters, posters, and advertising. Carrying out an open day once a year or once a semester is also a good chance for library users to take a look behind the scenes. Very popular among students are “freecards”, which are postcards with funny or critical content offered in cafeterias, pubs etc. Promotion costs money of course. Libraries can therefore try to find partners that sponsor the print of posters, handbills etc.

### **Physical Evidence**

The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.

### **Process**

the procedures, mechanisms and flow of activities by which the reference and information services are acquired. There no easy way to providing information services to library users. According to (Cury & Copeman, 2005) quality reference service involves a relationship between the user and librarian within a cycle of dimension of service: willingness to assist user; knowledge (how to assist user); assessment (of user’s need), and action (physically moving with the user).

It is essential that libraries need a proper strategy for successful marketing and to meet its objectives. The key elements of such a strategy according are:

- Understand your client (market research)
- Identify your client market (segment and target)
- Identify your strengths as a competitive business (position)
- Know the products your clients want and where they want to use it (product and place)
- Develop effective and efficient procedures and systems that facilitate outcomes for clients (processes)
- Employ and train staff in both work skills and client relationship marketing (people)
- Communicate the benefits and advantages of your product over competitors, such as the chaos of the internet (integrate marketing communication)

Kaduna state public library is facing significant challenges with user patronage as a result of changes in educational approaches, the impact of technology and new method to one area for information provision and declining budgets have meant that marketing is now so essential that it is now only to be considered as a vital function

in promoting library services to its users. It has been widely accepted that there needs to be a greater emphasis on the marketing of library services through the use of effective marketing strategies.

Most organizations (libraries included) offer limited resources and therefore must allocate these resources accordingly. For example, the reference service must support the goals and objectives of the library. But it must also meet (or attempt to meet) the needs of every individual that accesses the website, calls in or walks in. Therefore, this third step of the marketing model which develops product, price, place and promotion [4 Ps] of materials and services and programmes based upon market research to various market segments assists the libraries in utilizing these limited funds in an efficient and effective manner. While the mix is the most visible part of the marketing model, it is not exclusively the most important. Librarians historically participate heavily in the promotion arm of the mix. Promotion is sometimes confused with public relations which is a two-way communication that depends on feedback. Promotion simply articulates what the library is doing and what it is. Little explicit regard is typically given to the rest of the mix strategy including aspects of price (sum of cost to customers); place (of delivery i.e., branches, website); and products (books, computer access, librarian assistance and other services) when considering which segments to priorities service.

### **2.3 Marketing of library services**

Throughout time, libraries have historically been known to be confident about how intrinsic merit on their products and services with the view that users would automatically be attracted. But the world is turning into a very competitive environment, therefore marketing library services has become significant for the survival of the library (Kaane, 2006) suggested that “with the mushrooming of new information providers such as cyber cafes, mega-bookstores, online book dealers, the Internet community, consultants and other web-based commercial services operators, libraries cannot continue to assume that they are the only sources of information that people will consult, Librarians and other information professionals have to adopt marketing as a tool if they have to exist in the tomorrow environment.” The purpose of marketing as rightly emphasized is an endeavor to understand the ever changing needs of users and sustain the relevance of public libraries.

According to Ranganathan’s 5th law in (Kumar, 2010:13) “Library is a growing organism”. This is apparent due to information explosion globally, more information comes every second and today’s information is old very fast for tomorrow. Thus libraries continue to see constant changes and as the mission of any library is to satisfy the varied information needs of its user, careful marketing is required for

libraries to survive in this information age. Good marketing efforts should take care of the information explosion dilemma and how information services can be disseminated in an efficient way. It should be understood that marketing is significant because “Librarians who take marketing seriously will earn “street creed” in their organization or community it serves, these include cordial relationship with the community, good facilities which encourage high service standard, good and well-qualified staff that ensures good results. (Cotte, 1994)

(Arachchige J. , 2012) on the other hand, defined marketing of library service as activities that intend the performance of planning, organization, dissemination and controlling of information services on a proactive and user oriented way that ensures the user satisfaction while achieving the objectives of the parent organization. User satisfaction is the primary concern of any library in the marketing process, as the entire ethos and shared values of the library owe the responsibility of satisfying the user. From the above, it should be understood that user satisfaction is directly linked to the support gotten from information services.

Marketing in library and information services is the process of identifying the library users through systematic planning, pricing, promotion and distributing library products and services to the identified customers to create exchanges that satisfy the

library customer profitably. Every library's primary purpose is to meet the needs of their users effectively and efficiently, therefore, identifying customer needs should be given top priority in order to meet the library's primary objective. Thus, it should be taken into consideration that, library marketing should be an on-going process in the sense that it does not stop simply after promoting services. The system continues assessments and re-assessments of the library user's needs. (Adekunmisi, 2013) observed that a good and continuous assessment of marketing and new insight into marketing library products and services is necessary to remain competitive. Adekunmisi revealed that what succeeds in the market place fulfills criteria relating to convenience, ease of use, good perception of balance between cost and value, choice, something new, and task accomplishment in the libraries.

Marketing library and information services is a process of exchange and a way to improve the relationship between the library and the library users. The aim of library marketing is to provide information on products and information services available in a particular library at right time through user priorities, expectations, individuality, responsiveness, relationship, competencies, and professional skills, value added services and quality of services (Adekunmisi, 2013)

According to (Janine, 2011) Despite the enormous change in in information and communications technology which occurred at a time when the global recession has put funding of libraries facing a drastic reduction, this has led marketing of library products and services to take new steps by abandoning notions that things will go back to normal, and accept that growth is part of an ongoing continuum.

(Namara, 2010)reports that library marketing enables the libraries to compete favorably in the dynamic world particularly with other information providers, it also convey what is unique about the access and service they provide, it enables the libraries to maintain relevance in the competitive environment, it helps in increasing the library fund through frequent patronage, library marketing promote librarians as well – trained technologically information experts, in addition, it creates an avenue in libraries that nurtures customer consciousness among librarians and also increases library resource usage.

“The application of information technology and ICT based approach is quite radical and dynamic in marketing of information services. Internet and Web-based information products are playing significant role in libraries, therefore it is extremely vital for library to be aware about these services. Also, the application of ICT in libraries has made it necessary for Libraries to market their information services to

create a strong association with their community of users society and to anticipate trends and to use web based information technologies.

The marketing effort of every individual library includes most importantly, saving time of users by acquiring and providing the needed resources, providing resources in a suitable location, creating awareness on the products and services provided by the library, thereby providing “every reader his book” and “every book its reader” in the ultimate approach. (Saravana, 2010)

Similarly, (Slebodnik, M. 2016) observed that libraries by nature are service-orientated therefore the efficiency of library can be judged by the kind of information services it provides to users, he further explained that, library services must not be tailored towards traditional approach, as we must catch up with the information age. He suggested that apart from conventional services and library routines, users must be exposed to new Information Communication Technology (ICT). Information technology must expose users to internet services, electronic mail services, fax services and all other networking system: with this kind of services it would broaden users’ scope. Various researches call for the need of marketing information services.

A Study carried out by (Rockenbach, 2009) shows that “the opinions of over 50 persons who are stakeholders of the library were gathered in a process conducted by the Director of Library Research Education. During this process, steps in



strategically developing a plan for the Library marketing Program, involved gathering information, assessing information needs, and building an inventory of the current marketing efforts. The following themes resulted as potential goals for the marketing Program”:

- a. Design innovative services and refine existing services to provide high-quality Library information resources and services for all our categories of users:
- b. Promote and market the Library information resources and services throughout the user community;
- c. Create a set standard of best practices for the Library marketing Program to reduce redundancy and to create efficiencies within the system;
- d. Raise the quality of the marketing strategies adopted as identified from the challenges.

From the above, it can be concluded that coordinated marketing plans effectively align with the use of public libraries information resources and services. The Outcome of the research also revealed that 75% of all teaching faculty, 90% of all undergraduate students, and 80% of graduate students will be aware of the library resources and services.

According to (Adekunmisi, 2013) marketing, of library services helps in publicizing the library as whole, benefits of patronizing the library services. The reasons stated

for applying marketing in any library should not be seen as a means to increase profit but rather, to increase user satisfaction and in turn increase of funding, since increased user satisfaction will often result in their increased willingness to use services offered. Thus, (Saravanan, 2010) on the other hand supports this by saying that librarians and information professionals are responsible for enhancing the use of their services.

(Anafo, 2014) further opined that if the purpose of information services is defined by the needs of its customers, and the success' of that service is determined by the perception and preferences of those customers, then, clearly, the customer community needs to be built into a marketing strategy program. (If not always the practice) of librarianship, that library service should be marketed.

Library staff needs to extend promotion and cooperation to users and marketing their services in order to attract more clientele to the library. The basic reason behind marketing of library service is to show library users on how to use the library and its resources and also to upkeep their knowledge by providing information appended in various sources available in the library.

Like Companies promotion and marketing concept, library promotion and marketing services are different. (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. (Stripp, 2008) identified three major types of marketing which include the following:

i. Online marketing: It is any marketing that takes place online. It is also referred to as internet marketing. It includes search engines marketing and email marketing.

ii. Offline marketing: It involves any form of marketing that is not done online. Examples are advertising on newspapers, television and radio etc.

iii Word of mouth marketing: This is the most powerful form of marketing. It relies on an organization`s customer when satisfied with services offered to her to refer new customers to that organization. From the foregoing definitions, marketing is defined as a managerial process in which users information needs are continuously provided and satisfied through the provision of effective and efficient services.

## **2.4 Library marketing policy**

A marketing policy provides structured guidelines for public relations, promotions and other elements associated with marketing process. The purpose of this policy is to define guidelines for: provision of library services which, includes but not limited to: patron registrations; loaning library materials; library programs, etc. Fostering community partnerships with: local organizations, service groups and agencies. Promotion (marketing) activities intended to increase public awareness of library programs and services. Community Engagement and Marketing Services are developed and facilitated by library staff, as assigned and overseen by library administration and management. It generally focuses on a particular product or services rather than the entire range of library programs.

Kaduna state Public Library centers on “providing access to information and ideas for all and it is striving to increase public access and awareness of library services through community engagement and marketing activities. Though, the library does not have a defined written policy, marketing of its products and services still takes place haphazardly.

## **2.5 Challenges of library marketing**

The pace of development and change has had the effect on libraries of coming to terms with a new environment, therefore, there is a need to change and to adapt to the new environment or be left behind.

Regardless of the change, the result of the marketing effort should add value that is demanded by the organization with economics of scale and scope, more efficient processes and effective utilization of resources. To keep ahead of competitors, organizations should create and push products and services successfully through innovation and knowledge management. In doing this those involved in marketing should learn new skills as given below: To build knowledge and focus, develop interpersonal skills, manage relationship with customers, measure and track work performance of various processes and be more customer focused, know how to make processes more market driven, and also learn project management skills for marketing to succeed in the twenty first century the following challenges have to be faced.

Weingand (2002) is of the opinion that due to challenges and issues confronting libraries nowadays, libraries need to embrace change and also demonstrate leadership to the community through the use of marketing strategies and future oriented proactive focus on the customer. Also Zauha, Samson and Christin (2001)

noted that libraries need to market themselves to remain connected with their communities and have some bearing on real world issues and present day event. Leisner (1995) opines that contemporary management practice suggests very strongly that marketing is an essential component of an organizational business plan. Furthermore, for libraries to attain good height and achieve their goals; they must have qualitative marketing approach and set objective such as to achieve high level of customer satisfaction, and insure the survival of their institutions.

Obi (2002) observes that marketing of library services would help to educate some library users who do not know the work of librarians and expose them to the services of the library orientation, user education, reference/ reader services, bindery and reprographic services. She rightly observes that there is this tendency for users to shy away from asking for assistance from library staff, even when it is obvious that the service they need is available and the staff that can help is willing. She also observed that a user may spend long hours looking through book-shelves, before summoning courage to ask for assistance on how to locate a book. Boakye (1999) observed that lack of marketing strategies affects library user skills and utilization of services. Kaur and Rani (2007) in support opined that university libraries invest huge amount of money on collection development, processing and storage of information resources. These resources according to them often remain unutilized

resulting to wastage of money, time, energy and space. Also Ochogwu (2007) opined that availability of information does not necessarily mean its accessibility not to speak of use. Therefore, library orientation is important for new students. Cuiying (2007) noted that a coordinated program of orientation to the library, teaching research skills and instruction in critical thinking can assist users to reduce academic stress and increase the likelihood of success. Edoka (2000) however, states that the library has the responsibility of ensuring that its resources and services are used. The library can effectively do these by involving actively in the marketing of its services like other organizations. The marketing programme will enable the library to reach more potential users, encourage and promote the use of library resources and work towards becoming the indispensable information centre where modern information disseminating equipment are functional.

Some of the problems that hinder effective marketing of library services include lack of funds. Adebayo (2004) reported that the issue of funding is the worst problem facing libraries in Nigeria. The problem of funding in libraries constitutes set back and highest sabotage to the ability of libraries in Nigeria to design and deliver high profit services. Edoka (1991) revealed that budgetary allocations for running the libraries are grossly inadequate and government subventions have witnessed serious cuts coupled with the down-town in the economic fortunes of Nigeria. Uzoigwe

(2004) rightly revealed that the failure of policy makers and fiscal managers to make adequate budgetary allocations for library services compounds the funding problems of Nigerian libraries. She adds that the perception of the library as a social and non-profit service provider has greatly undermined the ability of library administrators to identify, develop and exploit alternative sources of revenue. An additional problem is the issue of noncomputerization and non-automation of library operations and services. Asemoah- Hassan (2002) reported that very few Nigerian . Libraries are fully computerized and automated. As a result of inadequate telecommunication facilities, low level of computer literacy among library staff, dearth of computer gadgets and poor level of internet capabilities, clumsy and error-prone manual procedures are seen as threats in marketing services in Nigerian libraries.



## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

This chapter deals with the methodology used in carrying out the study. The methodological approaches adopted in this study include, research design, research methodology, location of the study, target population, sampling techniques and sample size, instrument for data collection, trustworthiness and transferability of data, administration of research instrument and data analysis techniques.

#### **3.2 Research Design**

For the purpose of gathering relevant data for the study, Descriptive research design using a survey approach was adopted. Descriptive as the name implies refers to describing something. Descriptive design according to (Anaekwe, 2007: 34) is concerned with the collection of data for the purpose of describing and interpreting existing conditions on practice, beliefs, attitudes, etc. Descriptive research design was the preferred approach because it can be considered as real world measure for the problem under investigations where facts, quantities or characteristics of a given population, event or area of interest concerning that is appropriate when real life problems are been investigated. This method assisted the researcher to assess the Marketing strategies of information services in Kaduna state (public) Library.

### **3.2.1 Variables**

Variables are defined as the condition or characteristics, which the researcher manipulates, controls or observes to obtain results. These variables are basically of two types the independent variables which are the condition or characteristics which the researcher manipulates, observes or controls in order to find the relationship within a given phenomenon. The dependent variable on the other hand is conditions or characteristics that appear, disappear or change as a researcher applies, removes, or changes the independent variable

### **3.3 Research methodology**

Methodology is simply a way of choosing a process or design. (Crotty 2008) stated that, research methodology is an approach that guides a researcher in choosing the appropriate methods that shapes the use of methods chosen. In this research, qualitative methodology was used. (Ambree, 2015) Referred to qualitative research as one which is about exploring issues, understanding phenomena and answering questions by analyzing and interpreting unstructured data from health studies to academic, market and policy research. Therefore using qualitative research for this study provided better understanding through firsthand experience, truthful reporting and quotations of actual conversations.

### **3.4 Location of the study**

The study has been carried out in public Libraries of Kaduna State. Kaduna state is located in the north-west zone of Nigeria. The zone comprises of the following states: Kaduna, Kano, Katsina, Jigawa, kebbi, Sokoto and Zamfara state. The study will cover only public libraries in Kaduna state. Kaduna state public library was selected because public libraries are more likely to be affected due to the in adequate funding and lack of professional and skill librarians.

### **3.5 Target population**

The study targets Kaduna state library staff and library users. The population of the study comprises of all 87 library staff and 400 registered library users of Kaduna state public libraries. Table 3.1 gives the detail of the study target population.

**Table 3.1 Target Population**

s/n	Name of library	Total Number of librarians	Total Number of registered library users
1.	Kaduna state library (public)	87	400

### **3.6 Sampling techniques and sample size**

#### **3.6.1 Sampling Techniques**

Simple random sampling was used for the study because in this type of sampling, each element of the population has equal and independent chance of being included in the sample. The sample size is based on Krejcie and Morgan sample size determination table (see Appendix 1) for 5% precision level and 95% confidence level. The total population of the registered users is 400. Therefore, the sample size of 400 according to (Krejcie, 1970) will be 196. The study covered all the staff of Kaduna state public library to form the population of the study. See table 3.2

**Table 3.2 total number of respondents**

s/n	Name of library	Number of library staff	Number of sampled library users	Total
1.	Kaduna state library (public)	87	196	283

## **Research Instruments**

Two research instruments used in this study for data collection. These two instruments are

- i. Questionnaire for the librarians and library users
- ii. Interview schedule for Director

## **Questionnaire**

The questionnaire was used as a research instrument for data collection so as to provide the required data for research. The questionnaire consists of a number of questions typed in a definite order on a paper were administered to the respondents by a research assistant (RA).

## **INTERVIEW**

(Gay 2006) advocates the use of interview in the conduct of qualitative research. He observed that using a structured interview format allows the qualitative researcher to ask all the participants the same series of questions. It should be noted that the interview was conducted and in-depth information or data have been drawn from the respondents on the overall issues regarding strategies used in marketing of Information services In Kaduna state library board. A printed copy of interview questions was done and information was recorded from the data given. The research interview guide is drawn up taking into cognizance the research questions to be

answered at the completion of the study and also ensuring the research objectives were fulfilled.

### **3.8 Pre-testing/Pilot Study**

A pilot study has been conducted in the National library Kaduna branch which share similar characteristics with the library under study. In order to detect possible flaws in measurement procedures and also identify unclear or ambiguous items in the questionnaire. However, the pilot study will not in any way affect the findings. A Pilot study was carried out in the research prior to the study, the researcher undertook a pilot study at National Library Kaduna state, were 20 library users were randomly sampled. The sample possessed similar characteristics with the target population. The main purpose of this was to attain baseline for information for improvement on different aspects of the methodology, particularly in relation to validity and reliability of the instruments. Thus, the purpose was achieved.

### **3.9 Validity and reliability**

#### **3.9.1 Validity**

In order to ensure the questionnaire and interview capability of eliciting the required data and information from the respondents, the instrument was subjected to validation by ensuring all the variables and objectives of the study are fully covered in the questionnaires and interview schedule. Furthermore a draft instrument was

presented to the supervisor were necessary observations, corrections, and amendments were made to strengthen the instrument.

### **3.9.2 Reliability**

In quantitative research, high consideration is given to the reliability, objectivity and validity to ensure the trustworthiness of the inquiry. In contrast, qualitative research considers the creditability, transferability, dependability and conformability as trustworthiness and transferability criteria. The result from the pilot study has been used to measure reliability of the research instruments through the application of Cronbach alpha coefficient and “split half-test”.

### **3.10 Data Collection Techniques**

Data collection is the gathering of specific information with the aim of countering or proving some facts and also clarifies any puzzling issue or facts a researcher may have (Anaeke M. C., 2007). The researcher solicited for the cooperation and support of the library staff of the library under study. Interview was conducted for the librarian; copies of the questionnaire were administered to the respondent through the use of a research assistant.

### **3.10.1 Data Analysis**

Data analysis is the examination of data collected during an experiment or a survey and making deductions and inferences to the data collected (Kombo, 2006) Qualitative and quantitative data has been analyzed using thematic analysis, sorting and coding respectively. This study used statistical package for social science software (SPSS) to analyze data collected which includes frequency tables and percentages for sorting of data and presentation. Results collected from data analyzed are presented through written descriptions, charts, tables and figures.

As regards qualitative data analysis, the researcher focused on meaning, sensitivity of context rather than universal generalizations and descriptions of phenomena rather than measuring specific variables. Using qualitative approach, data was analyzed along the identified codes, first by coming up with summaries. This method allowed data to be described effectively using each participant's own original subjective frames and expressions before moving onto interpretation. All opinions and comments from the interview are reported verbatim and Inferences made from the analysis led the researcher into coming up with conclusions and recommendations of the study.

4 scale likert scale rating number was used to weight the responses for the purposes of analysis in SPSS. The ratings are based on a scale of one to five. : (1) Strongly



agree, (2) Agree, (3) disagree, (4) strongly disagree. Descriptive statistics such as frequency and percentage tables, pie charts and bar graphs are used in this research to allow for easy interpretation, and conclusion of the findings.

### **3.11 Logistical and Ethical Considerations**

Ethical consideration in research is a systematic study that utilizes scientific approach in problem solving situations. This demands some scientific to put into consideration some scientific attitudes in carrying out a research process. Strict adherence to ethical norms in a research process was fully taken into account by avoiding encroaching on the respondent's freedom to privacy. Ample time was the respondents to fill in the questionnaire, maintain confidentiality of information which was ensured by not requesting of their identity. All works are cited and acknowledged in references using APA style 6<sup>th</sup> edition to avoid plagiarism.

To ensure high quality research, Logistical and ethical issues have been taken into consideration to avoid infringement, plagiarism, armchair researching, and over-citation of a particular author. Logistical issues such as obtaining authorization to conduct research by obtaining a research permit from administration authorities have been addressed in this research. The principle of self-determination means that participants have the right to decide voluntarily if they want to participate in the study or to terminate their participation, therefore researcher have attached consent

letter to the copy of the questionnaire which the participant signed before conducting the research. Due to the characteristics of the library under study, the participants were verbally informed by the research assistant about the nature of the study and what would become of the findings once the study had been completed, the researcher ensured that appropriate confidentiality procedures are implemented as indicated in the consent letter and by not providing a column for personal information. Subsequent to data analysis and compilation of the research report, all these documents were to be destroyed by the researcher.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION OF RESULT**

#### **4.1 Introduction**

This chapter presents data analysis and findings. The chapter covers brief introduction, and research findings. More so, the research findings cover personal information; marketing strategies adopted by Kaduna State Public Library; level of effectiveness of marketing strategies adopted by Kaduna State Public Library; level of involvement of the staff in marketing Kaduna State Public Library services; the extent Kaduna State Public Library adopts marketing strategies; and the challenges militating against effective marketing in Kaduna State Public Library.

#### **4.2 Research Findings**

This section presents findings on interview conducted for the library Director, personal information; the research findings cover personal information; marketing strategies adopted by Kaduna State Public Library; level of effectiveness of marketing strategies adopted by Kaduna State Public Library; level of involvement of the staff in marketing Kaduna State Public Library services; the extent Kaduna State Public Library adopts marketing strategies; and the challenges militating against effective marketing in Kaduna State Public Library.

#### **4.2.1 Demography Analysis of the respondent**

#### **4.2.2 Chief librarians' interview**

##### **a. Years of service by chief librarian**

The Kaduna state public library Chief Librarian (Director) has worked for over 5 years in the library. The years of service of the director determines his work experience therefore his responses can be relied upon.

##### **b. Staff involvement in marketing the library services?**

The Chief Librarian (Director) of Kaduna state public library mentioned that the management organizes training sessions for its staff on library promotion though they do not have fulltime staff in charge of public relations; the staff are all involved in order to improve the image of the library and attract more users to the library by letting its user community members know when new books come like, reference books, magazines and other library resources, by being polite, courteous and attending to the needs of its users without delay. This has been incorporated with regular user surveys in order to know their areas of weakness according to the users so as to make improvements.

**c. Type of marketing plan in the library**

Chief Librarians indicated that they as of the time this research was conducted; they have no marketing plans for the library but are taking it into consideration in their next management meeting. A marketing policy will guide libraries. This document guides the libraries in carrying out the marketing activities of the library.

**d. Challenges encounter in Marketing Information Service?**

The library is encountering major challenges the most biggest challenge of all is in adequate funding, lack of internet services, undefined marketing strategies, as well as the perception of the library user towards the library, the users already had a rigid perception of the library's ability' to provide information services to satisfy their needs.

**e. How are these challenges addressed?**

To accept the challenges, the library conducted surveys of the users and on the basis of these surveys the needs of the users were analysed accordingly in order to acquire the reading material, products, and improve services, efforts are being made to ensure adequate provision of internet facilities to enable users who desire to make use of the library do so. Also suggestions are being made to the management to ensure that a well-designed and formulated marketing strategy policy is been made and implemented so as to carry out a fully defined marketing action of the library products and information services. Finally, efforts are being put into place for

librarians to be properly trained to garner the necessary marketing skills to make them proactive

**Table 4.1: Working Experience of Staff**

Years	Frequency	Percent (%)
1 – 10 years	22	45.8
11 – 15 years	15	31.3
16 years and above	11	22.9
Total	48	100.0

Source: Field Survey, 2018.

Table 4.1 presents findings on working experience of Kaduna State Public Library staff.

The researcher sought to establish the highest working experience of the staff of the so as to have a clear picture of their level of education. This is important for this study because it will give an insight about their experiences in marketing their library services. The findings show that twenty two (22 staff have 1 – 10 years’ experience; fifteen (15) staff have 11 – 15 years’ experience; and eleven (11) staff have 16 years and above experience working in Kaduna State Public Library. The findings reveals that majority of the staff have 1 – 10 years’ experience working in Kaduna State

Public Library as shown by 45.8% of the respondents which makes it. This goes in line with (Marilyn, 2015) where she stated that, Library work experience positively co relates with marketing experience, marketing experience using various strategies are learned late in a library staffs carrier or over the course of time.

**Table 4.2: Level of Staff Qualification**

Qualification	Frequency	Percent (%)
Degree in Library Science	27	56.3
Master's in Library Science	11	22.9
Ph.D	03	6.3
SSCE	07	14.6
Total	48	100.0

Source: Field Survey, 2018.

## **4.2 Educational qualification of the respondents**

Table 4.2 presents findings on the level of staff qualification of Kaduna State Public Library staff. The findings show that twenty seven (27) staffs have degree in library science; eleven (11) staffs have masters' degree in library science; three (3) staffs have Ph.D.; and seven (7) staffs have Senior Secondary Certificate Examination (SSCE). This shows that majority of the staffs have degree in library science as

indicated by 56.3% of the respondents and also indicate that there is a high percentage of experienced staff in the library which shows to librarians having the experience to interact with users in a professional manner due to their years of working experience.

**Table 4. 3: Section of the Library**

Years	Frequency	Percent (%)
Account Section	01	3.2
Children Section	05	16.1
Admin Section	03	9.7
Technical Unit	04	12.9
Reference Section	08	25.8
R.S.D. Section	05	16.1
Adult Section	05	16.1
Total	48	100.0

Source: Field Survey, 2018.

Table 4.3 presents findings on the section of and the section of the Kaduna State Public Library staff work. The findings show that one (1) staff works in the account section; five (5) staffs work in the children section; three (3) staffs work in the admin section; four (4) staff work in the technical unit; eight (8) staff works in the reference section; five (5) staffs work in the R.S.D section; and the remaining five (5) staffs work in the adult section. The findings show that majority of the staffs work in the



reference section as shown by 25.8% of the respondents. According to (Ivon, 2003) the reference service section is one of the major sections of the library where a lot of contact is made in the library, therefore the staff in this section are more than the other sections, because this section is the image maker of the library staff are always available to cater for the demands of its users.

**Figure 4.1: Summary of Findings on Personal Information.**

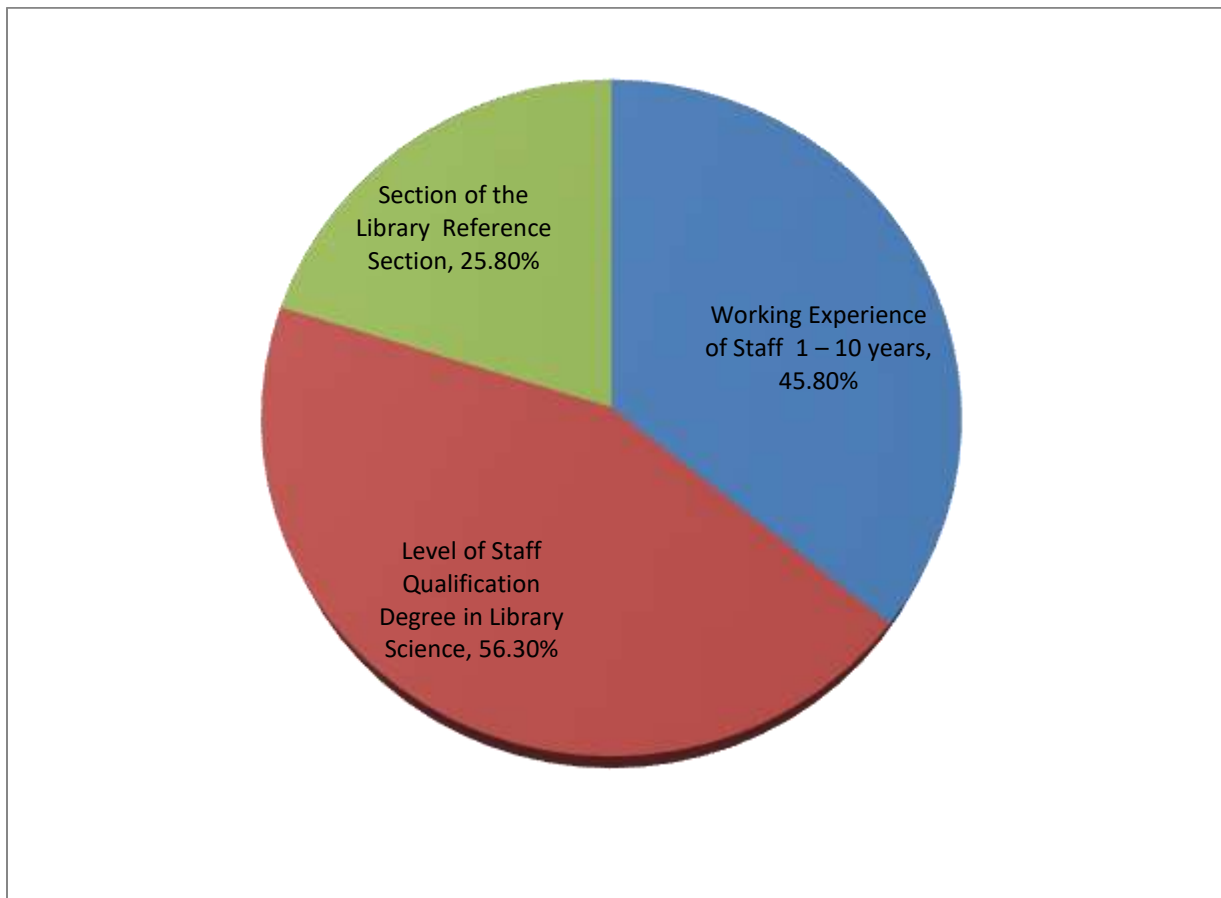


Figure 1 shows that majority of the staffs have 1 – 10 years' experience working in Kaduna State Public Library as shown by 45.8% of the respondents; have degree in

library science as indicated by 56.3% of the respondents; and work in the reference section as shown by 25.8% of the respondents.

**Fig: 4.2 Marketing Strategies Adopted by Kaduna State Public Library**

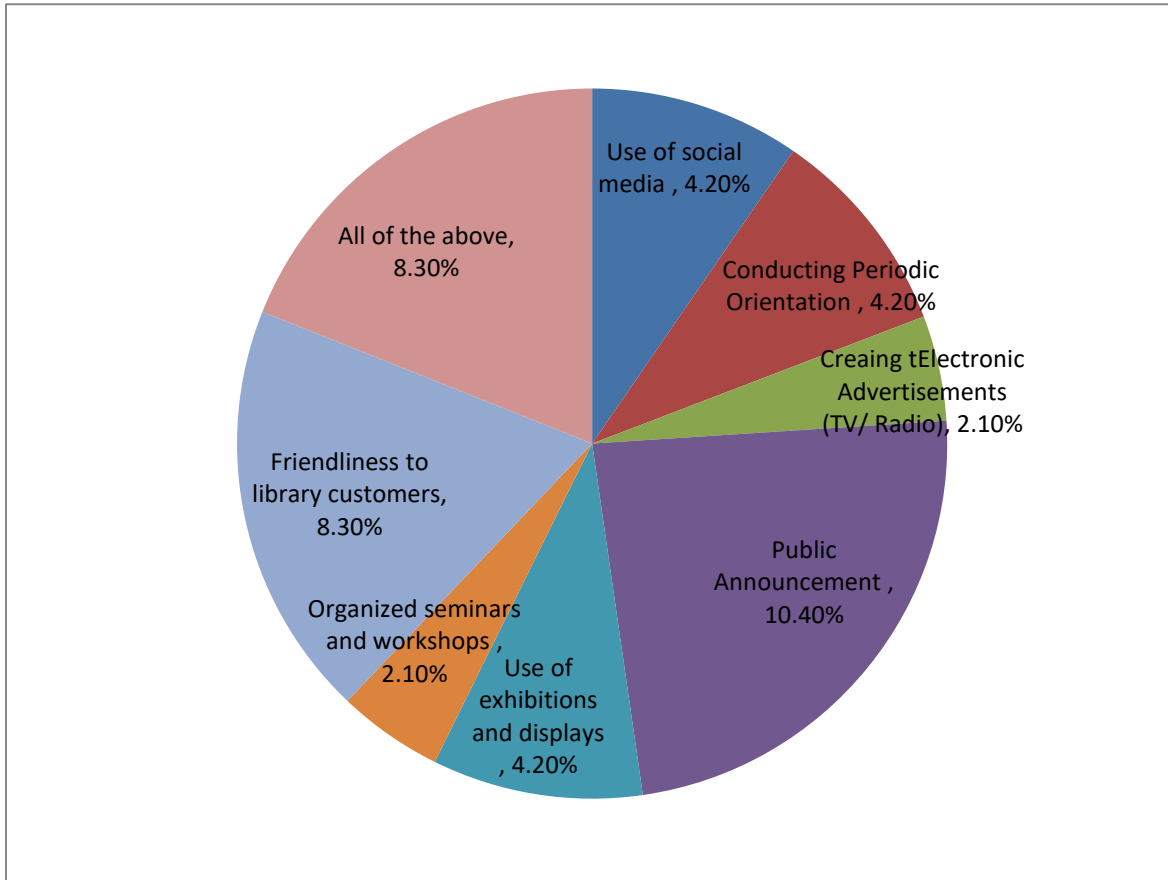


Figure 4.2 presents findings on the types of strategies adopted by Kaduna State Public Library to market its information services. The findings show that 4.2% are of the view that Kaduna State Public Library adopts the use of social media as a marketing strategy; another 4.2% are of the view that Kaduna State Public Library adopts conducting periodic orientation as a marketing strategy; 2.1% are of the view

that Kaduna State Public Library adopts creating electronic advertisements as a marketing strategy; 10.4% of the view that Kaduna State Public Library public announcement as a marketing strategy; 4.2% of the view that Kaduna State Public Library adopts the use of exhibitions and displays as a marketing strategy; 2.1% of the view that Kaduna State Public Library adopts organizing seminars and workshops as a marketing strategy; 8.3% are of the view that Kaduna State Public Library adopts friendliness to library customers as a marketing strategy; and 8.3% are of the view that Kaduna State Public Library adopts all of the above strategies as marketing strategies. The type of library strategies applied in every library differs because of the different kind of community users they serve. (How to write, 2014) ascertained that, the types of strategies used in marketing library services will shape the direction of the marketing plan.

**Table 4.3: Continuation to Figure 2**

SN	Strategies	Percent(%)
1	Conducting Periodic Orientation, Creating Electronic Advertisements, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	6.30%
2	Use of social media, Conducting Periodic Orientation, Creating Electronic Advertisements, Public Announcement, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	2.10%
3	Conducting Periodic Orientation, Creating Electronic Advertisements, Use of exhibitions and displays, Organized seminars and workshops.	4.20%
4	Public Announcement, Organized seminars and workshops, & Friendliness to library customers.	4.20%
5	Use of social media, Conducting Periodic Orientation, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	4.20%
6	Use of exhibitions and displays, Organized seminars and workshops.	4.20%
7	Creating Electronic Advertisements, Use of exhibitions and displays	4.20%
8	Use of social media, Public Announcement, Use of exhibitions and displays, Organized seminars and workshops.	4.20%
9	Use of social media, Use of exhibitions and displays, Organized seminars and workshops.	4.20%
10	Public Announcement, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	4.20%
11	Public Announcement, Organized seminars and workshops.	2.10%
12	Creating Electronic Advertisements, Public Announcement, Organized seminars and workshops, & Friendliness to library customers.	2.10%
13	Conducting Periodic Orientation, Creating Electronic Advertisements, Organized seminars and workshops.	2.10%
14	Use of social media, Creating Electronic Advertisements, Public Announcement, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	2.10%
15	Use of social media, Conducting Periodic Orientation, Public Announcement, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to library customers.	6.30%

Source: Field Survey, 2018.



Figure 4.3 presents findings on the level effectiveness of the strategy in marketing library services to library users. The findings show that the level effectiveness of the strategy in marketing library services to library users are use social media (11.50%); through a friend (25%); conducting periodic orientation (1.90%); electronic advertisements (TV/Radio) (21.20%); public announcements (3.80%); use of exhibitions & displays (1.90%); organized seminars & workshops (14.40%); friendliness to library customers (8.7%); all of the above (1%); through a friend and friendliness to library customers (1.9%); and through a friend and conducting periodic orientation (1.9%).

More so, the findings show that use social media, conducting periodic orientation, electronic advertisements, public announcement, and use of exhibitions and displays (1%); through a friend, electronic advertisements, organized seminars & workshops, and friendliness to library customers (1%); through a friend, organized seminars & workshops and friendliness to library customers (1%); use social media, electronic advertisements, and friendliness to library customers; use social media, conducting periodic orientation, and public announcement (1%); and through a friend, electronic advertisements and friendliness to library customers (1%).

In conclusion, the findings show that most effectiveness strategy in marketing library services to library users in are referrers through a friend (25%); electronic

advertisement (21.20%); organized seminars & workshops (14.40%); and use of social media (11.50%).

**Figure: 4.4 The Extent Kaduna State Public Library Adopts Marketing Strategies**

This sub – section presents figures to assess the extent to which Kaduna state public library adopts marketing. It covers the extent Kaduna State Public Library adopts marketing strategies, and extent library should continue marketing its information services.

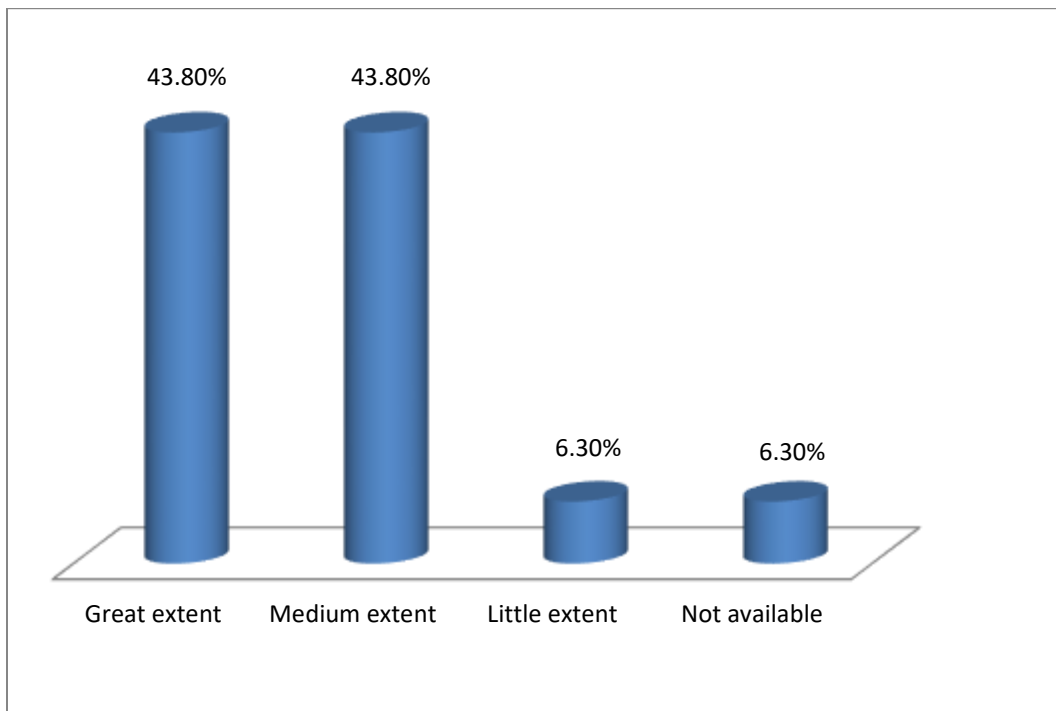


Figure 4.4 presents findings on the extent Kaduna State Public Library adopts marketing strategies. The findings show that twenty one (21) staffs are of the view

that Kaduna State Public Library adopts marketing strategies in great extent; another twenty one (21) staffs are of the view that Kaduna State Public Library adopts marketing strategies in medium extent; three (3) staffs are of the view that Kaduna State Public Library adopts marketing strategies in little extent; while the remaining three (3) staffs are of the view that marketing strategies are not available in Kaduna State Public Library. The findings show that majority of the staff are of the view that Kaduna State Public Library adopts marketing strategies in either great or medium extent.

**Figure.4.5: Extent Library Should Continue Marketing Its Information Services.**

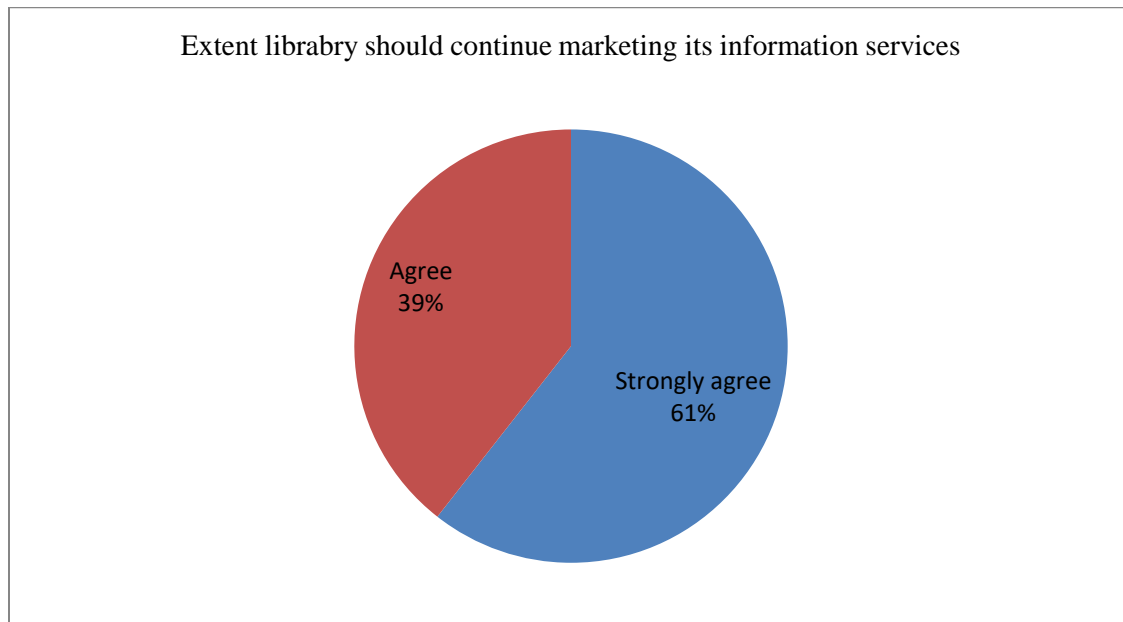




Figure 4.5 presents findings on the extent library should continue marketing its information services. The findings show that sixty three (63) library users strongly agree that Kaduna State Public Library should continue marketing its information services; while forty one (41) library users agree that Kaduna State Public Library should continue marketing its information services. The findings reveal that all the library users are of the view that Kaduna State Public Library should continue marketing its information services as indicated by 100% of the respondents. (Greiner, 2016) opined that, the positive attitude of marketing in public libraries is that of the library administrators with interest who are involved in promoting the library products and services

**Fig: 4.6 Challenges Militating Against Effective Marketing in Kaduna Public Library**

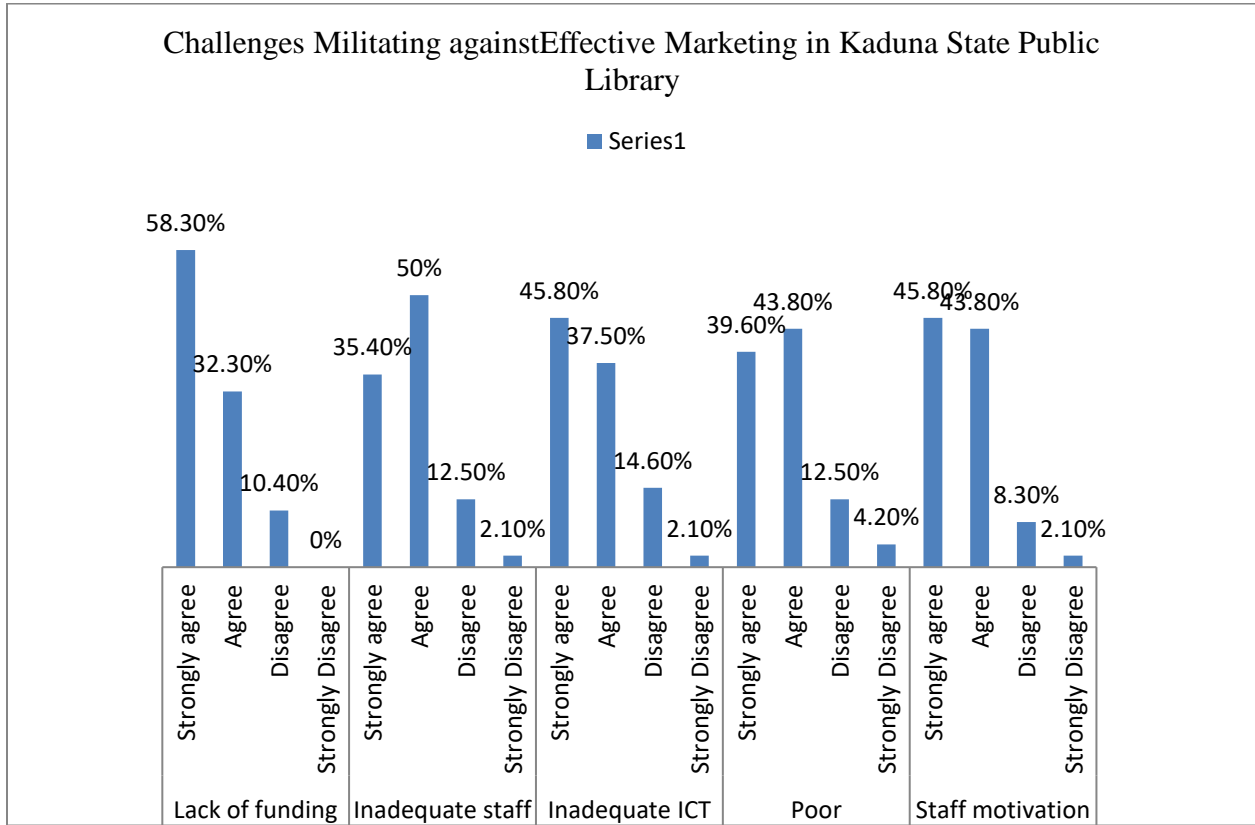


Figure 4.6 presents findings on the challenges militating against effective marketing in Kaduna State Public Library. The findings cover the followings: The finding on lack of funding shows that twenty eight (28) staffs strongly agree; fifteen (15) staffs agree; while five (5) staffs disagree that lack of funding is a challenge militating against effective marketing in Kaduna State Public Library. This shows that lack of funding is a challenge militating against effective marketing in Kaduna State Public Library as shown by 58.30%. More so, the finding on inadequate staff

skills/experience shows that seventeen (17) staffs strongly agree; twenty four (24) staffs agree; six (6) staff disagree; but one (1) staff strongly disagrees that inadequate staff skills/experience is a challenge militating against effective marketing in Kaduna State Public Library. The finding shows that inadequate staff skills/experience is a challenge militating against effective marketing in Kaduna State Public Library as shown by 50% of the respondents.

The finding on inadequate ICT infrastructure shows that twenty two (22) staffs strongly agree; eighteen (18) staffs agree; seven (7) staffs disagree; and one (1) staff strongly disagree that inadequate ICT infrastructure is a challenge militating against effective marketing in Kaduna State Public Library. The finding shows that inadequate ICT infrastructure is a challenge militating against effective marketing in Kaduna State Public Library as show by 45.8% of the respondents. In addition, the finding on poor management perception of marketing shows that nineteen (19) staffs strongly agree; twenty one (21) staffs agree; six (6) staffs disagree; and two (2) staffs strongly disagree that poor management perception of marketing is a challenge militating against effective marketing in Kaduna State Public Library. The finding shows that poor management perception of marketing is a challenge militating against effective marketing in Kaduna State Public Library as show by 43.8% of the respondents.

Furthermore, the finding on staff motivation shows that twenty two (22) staffs strongly agree; twenty one (21) staffs agree; four (4) staffs disagree; and one (1) staffs strongly disagree that staff motivation is a challenge militating against effective marketing in Kaduna State Public Library. The finding shows that staff motivation is a challenge militating against effective marketing in Kaduna State Public Library as show by 45.8% of the respondents.

In conclusion, the challenges militating against effective marketing in Kaduna State Public Library are lack of funding; inadequate staff skills/experience; inadequate ICT infrastructure; poor management perception of marketing; and staff motivation.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter summarizes the fundamental aspects instituted in the study of marketing strategies for information services in Kaduna state public library Nigeria. The aspects were derived from the objectives and research questions of the study which comprises of finding out the extent to which Kaduna State Public Library Adopted marketing strategies, how satisfied the library users' are with the strategy used in marketing library information service, How actively involved the library staff are in marketing their information services, and the challenges militating against effective marketing of library services in Kaduna state Public Library.

#### **5.2 Summary**

##### **5.2.1 Marketing strategies adopted by Kaduna State Public Library;**

One of the objectives of the study is to find out what marketing strategies were being used in Kaduna state public library. The study found out that Kaduna state public library uses various strategies because of its variation or users these strategies include Conducting Periodic Orientation, Creating Electronic Advertisements, Use of exhibitions and displays, Organized seminars and workshops, & Friendliness to

library customers. However, it has been noted that public announcement has the highest effect with 10.4%. (Elliot de, 2001) Stressed in the today's competitive market, the essence of marketing strategy is for libraries and information services to identify grow and strengthen their products and services. Therefore, the library understudy needs to readopt highly effective strategies in order to inform users of the availability of services rendered by the library.

### **5.2.2 Level effectiveness of the strategy in marketing library services to library users.**

The study revealed a moderate level of effectiveness of most strategies adopted in the library The findings show that the level effectiveness of the strategy in marketing library services to library users through social media, periodic orientation, electronic advertisements (TV/Radio), public announcements, exhibitions, organized, seminars & workshops, friendliness to library customers all of the above through a friend and friendliness to library customers and periodic orientations most users indicated that they knew about the services rendered by the library through a friend.

### **5.2.3 Level of involvement of the staff in marketing the library services**

According to table the chief librarian (Director) there is no full time position for public relations and library marketing. This shows that public relations and

marketing is not taken as a serious role by the management of these institutions and they consider other activities in the library more important

#### **5.2.4 Challenges militating against effective marketing in Kaduna Public Library**

Despite how highly the library staff involvement in marketing their services, there are various challenges they face which hinders the successful implementation of the strategies. in Figure 6 findings on the challenges militating against effective marketing in Kaduna State Public Library have been identified as lack of funding having 58.30% being the highest militating challenge, despite this, the library management tries its best to compensate through the use of strategies which are not costly to implement.

### **5.3 Conclusion**

Information is a vital resource required by all individuals in order to succeed in their various endeavors. Thus, it has become clear that the essence of providing effective and efficient information resources and services for the users of Kaduna state public library would be of less significant if there resources and services are not marketed to the intended users. Marketing strategies thus provides the avenue through which Kaduna state public library promotes its invaluable benefits to its users. The use of e-mails and other information and communication technologies was not adequately

used or used at all. Therefore, marketing of information services in Kaduna state public library, Nigeria is facing challenges. Meanwhile, various challenges are hindering the marketing of information resources and services in most public libraries in Nigeria studied. The major challenges lays mostly on inadequate funding, inadequate internet facilities and other information and communication facilities, absence of defined promotional staff, as well as the perception of users on the library and services it provides. As such, marketing information resources and services of Kaduna state public library should be about reaching out to their users, thereby promoting the image of the library and in turn creating awareness of the existence of its information resources and services.

#### **5.4 Recommendations**

Based on the findings of this study, the following recommendations were made:

- I. The researcher recommends Kaduna state public library to provide a conducive reading environment, wider variety of services to encourage patronage since we are in the age of Google and other numerous internet search engines, libraries would continuously need to justify their existence to its user clientele.



- II. The public library should provide information services such as knowledge and resources sharing and other information services which should be extended widely to public libraries around the country.
- III. The library management should ensure they incorporate market information services electronically through e-mails and social networks due to change in information age and technological advancement, marketing strategies like internet marketing through the creation of customized web pages for specific group of users, provision of online reference services that allows users who are not able come to the library gain access to the library.
- IV. The researcher also recommends the need for a standard policy on marketing/ promotion and marketing strategies which will serve as a guide to ensure marketing of library products and services are carried out judiciously.
- V. Also, the library management should incorporate marketing as part of their management activity by combining technology with marketing concepts innovatively to achieve spectacular results in such a way they would have impact on its users and improve the library's image.

### **5.5 Recommendation for further research**

- I. A comprehensive study on effective marketing strategies should be established on how the public 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.

- II. More research work is needed in the area of developing marketing plans that will help to ensure that the strategies are put in place and managed for the benefit of the public libraries libraries.

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## APPENDIX 1: TABLE FOR DETERMINING SAMPLE SIZE

TABLE I  
*Table for Determining Sample Size from a Given Population*

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.  
*S* is sample size.

**APPENDIX 11**

**MARKETING STRATEGIES FOR INFORMATION SERVICES IN KADUNA STATE**

**LIBRARY**

**QUESTIONNAIRE**

Dear Sir/Madam,

I am a master's research student of Kenyatta University, currently carrying out a research on **“Assessment of Marketing Strategies used for promotion of Information Services In Kaduna State Public Library Nigeria”**. Kindly respond to the questions as accurately and objectively as possible. The information you will provide will be treated with strict confidentiality and will be restricted only to the purpose of the study.

Thanks for your co-operation.

Yours faithfully,

Nazifa Yusuf Bawa

**APPENDIX 111**

**INTERVIEW GUIDE FOR THE DIRECTOR KADUNA STATE Y PUBLIC  
LIBRARY**

Section A: Background Data

Name of the Library.....

Status.....

Educational qualification.....

Years of working experience.....

No. of Staff of the Library.....

Section B: Information Services in your Library

1. Please can you tell me what type of information services are provided by this library?
2. Does your library market its information services?
3. What type of information services provided are marketed?
4. Please can you mention the major challenges faced in the area of marketing of information services using the mentioned strategy?
5. Do you think marketing of information services is important to your library?
6. Kindly mention the various marketing strategies employed in marketing of the information services provided by your library?
7. How are these challenges addressed?

## APPENDIX 1V

### MARKETING STRATEGIES ON INFORMATION SERVICES IN KADUNA STATE PUBLIC LIBRARY.

#### SAMPLE QUESTIONNAIRE

Below are two sets of information part I concerns information on your personal data, while part II demands your response on the types and extent of which marketing strategies is adopted in your library and the extent in which the staff is involved in marketing information services in the library.

##### PART1: Personal Data

- 1) Name of public library \_\_\_\_\_
- 2) Working experience.
  - (a) 1-10 years
  - (b) 11-15 years
  - (c) 16 years and above
- 3) level of Qualification
  - (a) Degree in library science.
  - (b) Master's degree in library science
  - (c) Ph. D
- 4) In which section of the library do you work? \_\_\_\_\_

##### Part II: Questions on types of strategies adopted to market information services

What Type of Strategy does the library adopt to market its information services? Tick (✓)

- (a) Use of social media
- (b) Use of Bulk SMS
- (c) Conducting Periodic Orientation
- (d) Creating Electronic Advertisements
- (e) Public Announcement
- (f) Use of exhibitions and displays
- (g) Organized seminars and workshops
- (h) Friendliness to library customers
- (i) Library extension services

Indicate by ticking (  $\checkmark$  ) the extent in which Kaduna State Public Library Adopts marketing strategies?

- 
- (a) Great extent
- (b) Medium extent,
- (c) Little extent
- (d) Not available

Indicate by ticking (  $\checkmark$  ) the extent you agree or disagree on the challenges militating against effective marketing in Kaduna state Public Library?

- |                             | Strongly Agree.          | Agree.                   | Disagree.                | Strongly Disagree        |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) Lack of funding         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Inadequate Staff skills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| /experience                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(c) Inadequet ICT infrastructure

(d) Poor Management perception      
of marketing

(e) Staff motivation

Part III questions on how involved the staff is in promotion of library information.

How involved are you in promoting information services for the library?

a) Strongly Involved

b) Moderately Involved

c) Not Involved

Are you facing any challenges in marking information services of the library? YES  N

If yes, what are the reasons?

a) Lack of proper training

b) Lack of time

c) Lack of goodwill from the administration

d) Any other reason \_\_\_\_\_



**APPENDIX 11**

**MARKETING STRATEGIES FOR INFORMATION SERVICES IN**

**KADUNA STATE LIBRARY**

**QUESTIONNAIRE**

**Dear Sir/Madam,**

I am a master's research student of Kenyatta university, currently carrying out a research on marketing strategies for information services in Kaduna state public library Nigeria. Kindly respond to the questions as accurately and objectively as possible. The information you will provide will be treated with strict confidentiality and will be restricted only to the purpose of the study.

Thanks for your co-operation.

Yours faithfully,

Nazifa Yusuf Bawa

## APPENDIX V

### Questionnaire for library users

Below are set of questions which your response is demanded on the types of marketing techniques in used by Kaduna state public library in which you found out the services rendered.

Through which marketing technique did find out the types information services rendered by the library? Indicate by ticking (  $\checkmark$  )

- |   |                          |
|---|--------------------------|
| (a) Use of social media                   | <input type="checkbox"/> |
| (b) through a friend                      | <input type="checkbox"/> |
| (c) Conducting Periodic Orientation       | <input type="checkbox"/> |
| (d) Electronic Advertisements (TV/ Radio) | <input type="checkbox"/> |
| (e) Public Announcement                   | <input type="checkbox"/> |
| (f) Use of exhibitions and displays       | <input type="checkbox"/> |
| (g) Organized seminars and workshops      | <input type="checkbox"/> |
| (h) Friendliness to library customers     | <input type="checkbox"/> |

Indicate by ticking (  $\checkmark$  ) the extent to which you Agree or Disagree that library should continue marketing its information services.

- |                       |                          |
|-----------------------|--------------------------|
| (a) Strongly Agree.   | <input type="checkbox"/> |
| (b) Agree.            | <input type="checkbox"/> |
| (c) Disagree.         | <input type="checkbox"/> |
| (d) Strongly Disagree | <input type="checkbox"/> |