

**MARKETING LIBRARY SERVICES FOR INFORMATION UTILIZATION:
A COMPARATIVE STUDY OF KENYA MEDICAL TRAINING COLLEGE AND
KENYA NATIONAL LIBRARY SERVICES, KAKAMEGA COUNTY**

AGNES SHICHEHI AMUGAMWA

E65/OL/27461/2013



**A PROJECT REPORT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE OF MASTER OF LIBRARY
AND INFORMATION SCIENCE, DEPARTMENT OF LIBRARY AND
INFORMATION SCIENCE, SCHOOL OF EDUCATION & LIFELONG
LEARNING, KENYATTA UNIVERSITY.**



APRIL 2023

DECLARATION

I declare that this project is my original work and has not been presented in any other university/institution for consideration of any certification. This research project has been complemented by referenced sources properly acknowledged. Where text and data (including spoken words) have been borrowed from other sources, including the internet, these are specifically accredited and references cited using current APA system and in accordance with anti-plagiarism regulations.

Signature: 

Date: 20/4/2023

Agnes Shichehi Amugamwa

E65/OL/27461/2013

Department of Library and Information Science

Supervisor's Declaration

This project has been submitted for appraisal with my approval as University Supervisor.

Signature: 

Date: 26/4/2023

Dr. Ben Namande, Lecturer

Department of Library and Information Science

Kenyatta University

DEDICATION

This work is dedicated to God Almighty for his ever-present care, to my late spouse Shikami Shilavika for starting me off in this academic journey before passing on and my beloved children Bless, Dean and Prince for moral support.

ACKNOWLEDGEMENT

I acknowledge God Almighty for granting me good health through the development of this project. I also thank my supervisor Dr. Ben Namande whose guidance has been insightful throughout this proposal. My sincere gratitude to all my lecturers in the Department of Library and information science for their sincere corrections to better this work. I equally acknowledge staff and users from the two institutions KMTC and KNLS Kakamega for accepting to take part in this research.

ABSTRACT

Libraries that aid teaching, learning and research functions of their organizations are known as academic libraries. Such libraries are found in universities, and middle level colleges which include Kenya Medical Training Colleges (KMTC). Public libraries such as the Kenya National Library Services (KNLS) also support the above functions in addition to their core functions which include Preservation and conservation of national imprint for reference and giving the public opportunities to enhance their reading and information seeking habits. This study compared marketing library services for information utilization at KMTC and KNLS in Kakamega County. The following objectives guided this study: Comparing strategies used for marketing library services in KMTC and KNLS for information utilization; Determining the users' levels of awareness about library and information services in the libraries they use; Comparing the extent to which information services are utilized and challenges of marketing library resources in KMTC and KNLS in Kakamega County. This study relied on the SWOT Model. It used a descriptive survey research design; the study population consisted of KMTC and KNLS libraries in Kakamega County. The population was stratified into KMTC Kakamega and KNLS Kakamega. The targeted population of the study was 1738 from KMTC and KNLS Kakamega. Out this, 700 KMTC students, 25 tutors, 1000 KNLS users and 13 librarians. 563 was sampled out of those cadres based on Krejcie and Morgan's sample size determination table. Out of these, 274 were from KMTC and 289 from KNLS. Data collection was done by use of Questionnaires and interview schedules. Quantitative data was analyzed using both descriptive and Chi-Square statistical test with the help of the Statistical Package for the Social Sciences (SPSS) version 23 for windows. All statistical measurements were performed within 95% confidence interval. Tables and percentages were used to present the findings of the study. The study's key finding was that, although both libraries' librarians were informed about marketing library services, they did not actively engage in it. The survey also showed that the KMTC library was not being used to its full potential. The results revealed that the two libraries were usually jam-packed during examination time. The study recommended that in order to improve utilization of library services, the managers of the two libraries need to make marketing a mandatory exercise and support librarians in terms of training in marketing so as to serve and provide satisfactory services to satisfy the clients' information needs. It is also recommended that KMTC librarians should be proactive and negotiate with management for more space, staff and information resources.