Marketing of Library Information Services in Selected Academic Libraries For National Development

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ABSTRACT

Library information services are pertinent to research and development in any academic community. However, library services are underutilized in many higher institutions. This study therefore, investigates the marketing of library information services in selected academic libraries for the purpose of national development. The survey design was adopted through self-structured questionnaire drawn on 240 registered library staff and students purposively sampled in three Federal owned academic institutions in Lagos State. Only 195 respondents completed the questionnaire and such were analysed using Descriptive Statistics/simple percentages via SPSS (version 20). Major findings revealed that: It is difficult to believe that there is strategic marketing of library and information services in academic institutions, libraries have not been using evolving media to market their services, and that effective utilization of library information services will promote national development and improve standard of education. Additionally, respondents became aware of available library information services through users' education, users are aware of available library information service to a high extent. Further, users' preferred channels of library information services marketing includes: Institutional based radio, web based channels, print channels such as Banners among others. The study therefore recommends that academic libraries should redesign their marketing strategies to conform with new trends in information services marketing and apply a wide range of approaches in reaching users.

Keywords: Marketing, Academic Libraries, National Development, Lagos-Nigeria.

1. INTRODUCTION

National development is a worldwide phenomenon towards the satisfaction of human needs and peaceful co-existence. It is a function of human social-economic factors for advancement. Thus, national development is seen as a multi-dimensional process involving the transformation and improvement of the economic, social and political situations of a nation or country (Okemakinde, 2014).

Nigeria as a nation is presently faced with serious and diverse developmental challenges seeking for realistic solutions which necessitates the academic library information services and marketing. If information resources and services are available and utilized, it will proffer solution to some societal challenges and enhance advancement and development.
The essence of library information services is to bring knowledge to the generality of people at little or no cost. Meanwhile, it was observed over the years that academic libraries hardly engage in marketing of information services. Thus, Damas (2011) expressed that for many decades, academic libraries were primarily pre-occupied with the functions of building collections and portals to information in print and digital formats rather than projecting available information services for effective use by the academic community.

In this premise, John-Okeke and Owoeye (2012), cites Plessis (2008) proposition that libraries including those in academic institutions in Africa should function like "community kitchens" in providing information resources and services similar to 'food silos' where variety of foods are served to people in need; noting that a community kitchen is likened to a cooking club or a collective kitchen where people meet regularly (in form of authorship and readership) to cook food and take home to feed their families to avert the negative effects of hunger and underdevelopment.

The analogy of food and information was also made by Shapiro (1971; 2010). The writer stated that: what food and oxygen is to the body, is what reading accomplish in individuals and nations. Academic library services is fundamental in nourishing the mind with information, ideas or knowledge as the mind lives within the human body. When the human body gets famished, it often remembers food and its sources; so it should be that when people lack ideas to stay alive and healthy for growth and development, they should quickly remember the library. Unfortunately, this seem not to be the situation in most African countries including Nigeria; hence the country is still struggling with the issues of under-development in form of high rate of illiteracy, poverty, unemployment, insecurity and other socio-economic and political crisis many years after her independence.

Dhiman and Sharma (2009) argued that marketing is indispensable because it is an instrument through which library objectives can be fulfilled. According to Ohio library's council (2008), marketing is essential because it helps to position the library in the minds of the community as a vital source for information and helps users understand what the library will offer them. Meanwhile, Oyediran-Tidings (2004) reported low use of library resources and services by students at Yaba College of Technology, Lagos, Nigeria. This was attributed to expressed awareness and accessibility problems/deficiencies among students. These have resulted to non-utilization/under-utilization of information services available in academic libraries.

The implication/consequences of such situation are enormous. It brings about low quality of teaching, research and learning activities in higher institutions. As a result, both staff and students are unable to meet up with the growing and emerging developments in the global competitive society. When available information services in academic libraries are utilized, staff and students would be more knowledgeable to contribute meaningfully to national development. Aguolu and Aguolu (2002) however observed that efforts are being intensified worldwide to promote awareness and access to information in all formats; and information services marketing is an indispensable tool in this regard.

Marketing is an essential tool for the promotion and sustenance of use of library resources and services in organisations, institutions and society. Thus, Sharma and Bhardwaj (2009) defines marketing as a total system of interacting business activities to plan, promote and distribute products and services to present and potential customers for the satisfaction of needs. Relatively, Ravichandran and Babu (2008) view marketing of library information services as the act of planning, promoting and distributing library products and services to create exchanges that satisfy the library and the users.

 A library without users/patrons is a wasteful venture. To succeed in having patrons utilize library information resources/services, there is need for users to be aware of the benefits of the library in the provision of information resources and services. Marketing is about keeping the clients in touch and informed about resources and services that match their interests. The success of academic library marketing lies mainly on convincing the clients that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful (Noel & Waugh, 2002). Librarians need to market their services and resources to create awareness for students and potential users. Major sectors of the potential market for the library's services are probably not aware of all the services available or have no understanding of the value. Therefore, marketing is vital to the success and existence of the academic library. The main focus of every library is to project good customer service culture. Good service is equal to a good marketing campaign, which serves another reason for marketing in libraries. Effective marketing provides the means of users' awareness of the services of the library and their value.

Marketing is therefore, a concept recently adopted in librarianship to mean a setting or design and presentation of library books and non-book materials in terms of the needs and desires of the users of the library and using effective techniques to motivate, inform and service the library clientele both present and potential (Odine, 2011; cites Nwegbu, 2005)
In recent times, librarianship/information industry has engaged the services of over 50% of human resources in USA (Patange, 2013) due to its importance in nation building and development. Marketing in libraries has been described as a useful approach to attracting users and projecting the image of library before the institution. It helps the library staff to upgrade their innovative knowledge in the dissemination of library information services within their institutions and the society.

Library information services on the other hand, are functions of libraries in meeting the information needs of users. These functions among others require marketing to make them more effectively useable for the purpose of self-development that would culminate in the overall national growth and development.

Literature has identified marketing as one of the new areas of competency that is required of library and information professionals to make their services visible and appreciative for effective use.

1.2 Statement of the Problem

When library information services are effectively harnessed and utilized by academics and citizens in general, it ultimately results/leads to national development. As important as library information services are to national development, the marketing of library information services still suffer setbacks in most academic libraries in Nigeria. Marketing of the acquired and accessible library information resources and services in academic libraries is indispensable to access and use of the services for desired personal and national growth and development. Are librarians embracing and utilizing marketing as a tool to further enhance the contribution of library and information services for national development? How do the potential users perceive the marketing drive of academic libraries? What marketing strategies could be put in place to make library and information services drive national development through effective users' awareness and of utilization of the abundant library and information services? These are some of the issues addressed in this study in view of the fact that there is reluctance on the part of academic libraries in some nations to employ marketing principles in promoting use of library resources and services. This seem to be the case of academic libraries in Nigeria. Thus, it is not unexpected to report low use of library resources among Nigerian students. It therefore becomes necessary to discover how potential users perceive the marketing drive of academic libraries and the preferred channels of promoting library information services among others.

1.2 Objectives of the Study

The following are the objectives of the study.

Objective 1.

To determine how users perceive the marketing drives of librarians as complimentary strategy to creating awareness and utilization of library services available in academic libraries.

Objective 2

To find out how users became aware of available library information services in their institution.

Objective 3

To ascertain the Level of awareness of users on available library information services marketed in their institution.

Objective 4

To determine users' preferred channels of marketing library and information services so as to help in developing users centred marketing strategies.

1.3 Research Questions

1. How do users perceive the marketing drives of librarians as complimentary strategy to creating awareness and utilization of library services available in academic libraries?
2. How did users become aware of available library information services in their institution?
3. What is the level of awareness of users on available library information services marketed in their institution?
4. What channels of library information services marketing are preferred by users?

2. REVIEW OF LITERATURE

Literature is reviewed under the following sub-headings in relation to the study specific objectives.

2.1 Users' Perception of Library Information Services Marketing/Level of Awareness

Sharma and Bhardwaj (2009) perceived that it is important for academic librarians to actively market their services. This is essential as marketing will enable librarians to educate the world, particularly its immediate user community through available resources and services at their disposal. Martey (2000) stated that marketing will enable librarians to know how the academic library can gain competitive edge over their more aggressive and wealthy competitors particularly of those exploring the potentials on the virtual space such as Google. Creating awareness by letting patrons and potential users know the advantages of using library information service for self-growth and development is highly essential. This would in no doubt lead to the overall national development. Moreover, it was perceived that library information services marketing would help to build healthy relationship between librarians, users and parent institutions and attract good funding.

To this end, Igbeka (2008) expressed that when library information services are marketed, it creates mutual relationship between the patron and the library. Igbeka further explained that marketing brings about the recruitment of new patrons/customers and the retention and expansion of relationships with existing patrons. This would invariably apply to libraries just as it happens in profit oriented organizations that do not joke with marketing as one of the key strategies in winning and retaining customers for the purpose of increased and sustainable profit making. Thus, Leisnar (2004) noted that libraries need to market their services in order to create a link between them and their clients. This bond is necessary for mutual benefit of both the client and the libraries. This bond is necessary because libraries are no longer the only source of information providers.

Available literature has shown that marketing enables library and information managers to know and understand the needs of their clients; and that such knowledge will help them to make good management decisions, which in turn helps in providing required services to clients more effectively and efficiently. Nwosu (2010) argued that marketing is very important in today's and tomorrow's world because government funding of libraries and information centres has significantly declined in recent times particularly in developing nations such as Nigeria. Therefore, libraries and their managers forced to generate revenues not only for acquiring state of the art facilities, but also for their own survival.

This they have to do by marketing their services to patrons and potential users as marketing has proved to be very important to organizations such as museums, universities, libraries and charitable organizations in gaining political and social support as well as economic supremacy. In other words, Marketing has now emerged as an increasing important phenomenon for libraries and information centres across the globe. However, several authors such as Ojiambo (1999), and Oyediran-Tidings (2004), reported low use of library resources and services among students in some Nigerian tertiary institutions. This was attributed to low level of awareness creation among students. In this regard, Ojiambo (1999) emphasized that library and information managers are only interested in the group of people who do use their services thereby ignoring potential users which could be responsible for decline in the use of library information resources and services experienced in most academic libraries in Nigeria nowadays as reported in library literature.

In essence, students and other users of academic libraries have low level of awareness about available library information services in academic libraries leading to under-utilization of available information resources and services in libraries. In summary, low use of library information resources and services among students, information explosion, technology revolution and escalating costs are bases for encouraging the library profession and academic libraries alike to develop marketing strategies in its operations and services.

2.2 Library Information Services for Marketing

Services in library are defined as set of activities that a library performs in order to satisfy users information needs. In order to market library services, the library must provide library and information services that will enable libraries to meet the information needs of users. Tella, et el (2009) quoted Kothari and stated that libraries should provide facilities and services necessary for the success of all formal programmes of instruction, open the door of the world of knowledge that lies beyond the boundaries of one field of study and bring information materials, students and scholars together under conditions which encourage reading for pleasure, self-discovering, personal growth, and sharpening of intellectual curiosity. Aina (2004) and Popoola (2008) identified the following services that are peculiar to most libraries.

Lending services as one the most important library obligations to users, as well Inter-library loan and document delivery service; Reservation service; Exhibitions and displays; Library publications; User Education; and Selective dissemination of information. Others include Current awareness services; Referral services; Abstracting and indexing services; and Consultancy services.

Academic Libraries should provide hybrid services to their users. He recommended that hybrid services should be introduced as alternative variations of the traditional library services. The hybrid service provides the following e-library services: online/offline access to digital information resources, database searching, electronic reference, public relations service, library promotion and marketing, online circulation activities such as electronic reserve, e-publishing, information literacy programme, user services and queries and online access to library catalogue, databases and the internet. In order to effectively market library services, libraries must provide services that are convenient, accessible and meet the information needs of users effectively and efficiently. This could be achieved through the provision of traditional and hybrid services.

2.3 Marketing Strategies/Channels in Libraries (How Users Could Know About Available Library Information Services)

Marketing strategies was defined as the means of achieving marketing objectives or goals. Meanwhile, the success of any library is getting users to use the library. This is achieved by creating awareness and educating users on benefit of using the library's resources and services. In order to achieve this, various strategies have to be adopted by librarians and information professionals. Gupta, Dinesh and Jambhekar (2002) argued that marketing library services is not just a question of money, but of attitudes of the staff and the entire organizations. Goods are used, but service is experienced. Nkanga (1999) opined that marketing should be treated as an important aspect of any organization or institution. This he said can be done by separating marketing from the day to day operations of libraries. An officer or team of officers should be given a specific responsibility of marketing library services. Sharma and Bhardwaj (2009) suggested five ways of marketing library services that include the following:

➢ Web page creation: libraries should create web page for users because it provides an avenue for effective promotion of library information services and resources.
➢ E-mails: it is a good platform for messages to be sent to users with regards to availability or arrival of new library resources, as well as tips on how to find information.
➢ Librarians should endeavour to attend academic lectures where large number of users can be reached for the purpose of promoting library information services offered by the libraries.
➢ Librarians should provide links to help services from all appropriate library web pages, where assistance may be needed. Leaflets and posters is an effective method in marketing library services.

Moreover, some authors in this regard, emphasized the use of leaflets, posters and hand-bills in marketing library information services. They stressed that these tools could be used to publicize/promote various products and services available in libraries; as well as the use of refresher courses to enlighten students and staff on new developments in libraries. It also involves display of new arrivals, book fair, book reviews and exhibitions, library visits/library week celebrations (get-together and sponsored programs) in order to market library information services effectively/reach out to a wider community of users. Market segmentation approach or strategy can equally be used in marketing library services (Bahraoni, 2010) who explained that involves grouping users for best product delivery. In this regard, resources can then be allocated to specific groups for instance, undergraduate, post graduate, lecturers and researchers. From the above, the purpose of marketing segmentation is to target the patrons rather than the products or the services. Another aim of market segmentation is to provide services that satisfy individuals rather than a generalized service.

Another technique in marketing library services is for libraries to provide conducive environment to users. Nwalo and Oyedum (2007) argued that reading environment of libraries should be improved. For instance, there should be adequate reading space, quality chairs & tables, good toilet and ventilations; as well as attractive and conducive space for group discussions. In order to market library services effectively, a good and conducive atmosphere is required.

When users are satisfied they can now refer their friends and acquaintances to the library. To Bhattacharyya (2010) word of mouth marketing strategy is regarded as the most powerful tool of marketing. Any customer who is satisfied will now refer library services to his friend. All they need to do is to satisfy their users they would keep coming back. Personal skills are marketing techniques that libraries can use to market their services. Librarians' manner whether in person or on telephone will affect users rating of the library. They need to smile, establish personal relationship with as many users as possible (Nicholas, 1998, Nicholas, et al, 2003), and should endeavour to react positively to complaints and welcome patrons' suggestions.

Moreover, Inazu (2009) suggested that libraries should produce newsletters, which should contain information on new services, list of tittles; use of radio and television as well as readership promotional campaign in form of drumming, dancing and celebrating as they have been proved to be very effective strategies in marketing library information services. Libraries should have a slot or quiz in television and radio so as to announce library issues especially on their products and services. He exclaimed that the radio is very effective because it is very cheap and cost effective. According to him, some academic institutions now have radio stations. Libraries can embrace these opportunities to inform and educate users about their various products and services. Another procedure for marketing library services is user education. Das and Karn (2008) disclosed that new users do not know about library rules and regulations and therefore deserve user education.

Therefore, it is the duty of librarians to give library orientation for maximum use of library services. Apart from the normal orientation that is given to fresh students, every higher institution should inculcate use of library as a separate course in the institution`s curriculum. This will enable librarians to educate patrons how to effectively utilize the library products and services. User education can also be done by organizing workshops and seminars. Thus, Iwhiwhu (2008) advocated that electronic access to information must be provided by librarians. In his view, information professionals must shift from the information provider to the information consumer. Users' needs must also guide organizational marketing strategy. Academic libraries in Nigeria must migrate from traditional library services to electronic formats. The importance of using electronic format includes the following:
- Services can be used by patrons from a distance far from the library.
- Resources and services can be used by more than one person at the same time. Fink and Mccune (2001) summarize the techniques that should be employed in marketing of library services. They include the following:
  - Libraries should brand their products and services.
  - Libraries should host varieties of exhibitions, reception and lectures.
  - Marketing activities should be a team work.
  - Libraries should have a budget for marketing.
  - Libraries should make use of the press and media to market their services.
  - Libraries should evaluate their effort in marketing the library's services.

In conclusion, Das and Karn (2008) noted that librarians must always remember the following points when applying any of the techniques in marketing library services:
- Customers are the most important people to be served in library and information centres.
- They are not dependent on the library rather the library depends on them.

Users are the people who bring their wants and needs. Librarians are there to meet their information needs effectively and efficiently.

3. RESEARCH METHODOLOGY

The survey research design was adopted in this study. The study population was made up of registered library staff and students in three Federal owned tertiary institutions in Lagos State. The institutions are: University of Lagos, Akoka, Yaba College of Technology, Yaba and Federal College of Education (Technical), Akoka. Self-structured Likert type questionnaire was used and drawn on 240 library registered staff and students purposively sampled in the three chosen academic institutions in Lagos State. Data completely collected from 195 respondents were analysed using Descriptive Statistics/simple percentages via SPSS (version 20). Criteria mean was set at 3.0 and 2.50 for research question 1, and 2/3 respectively.

3.1 Analysis, Interpretation and Discussion of Findings

The following shows the study data presentation, interpretations and discussion of findings in line with the study stated objectives and research questions in their respective order.

Research Question 1:

How do users perceive the marketing drives of librarians as complimentary strategy to creating awareness and utilization of library services available in academic libraries?

Table 1: Showing Users' Perception of Librarians Marketing Strategies in Creating Awareness and Utilization of Library Information Service N = 195

SN	Questionnaire Items	SA	A	D	SD	I	Mean	St.D
1	It is difficult to believe or conclude that there is a strategic marketing of library and information services in my institution.	53	78	40	23	1	3.56	0.987
		27.20%	40%	20.50%	11.80%	0.50%		
2	Much still need to be done in marketing the library information services provided by the library of this institution.	75	108	7	3	2	3.71	0.703
		38.50%	55.40%	3.60%	1.50%	1%		
3	The library has been inactive in promoting and disseminating library information services.	26	52	97	19	1	2.57	0.861
		13.30%	26.70%	49.70%	9.70%	0.50%		
4	The library responds only to users' needs when approached or when users visit the library.	56	99	35	5	0	3.94	0.754
		28.70%	50.80%	17.90%	2.60%	0%		
5	The library has not been using evolving media to make its services known to the generality of users.	54	72	44	24	1	4.01	1.001
		27.70%	36.90%	22.60%	12.30%	0.50%		
6	The library has not been forward looking/ proactive in making known its services to the community of users.	39	38	90	26	2	2.66	0.99
		20.00%	19.50%	46.20%	13.30%	1.00%		
7	The library has not projected its	23	65	67	36	4	3.09	0.979

							Mean	SD
	services in the institution electronic portals/websites	11.80%	33.30%	34.40%	18.50%	2.10%		
8	The library does not adopt a user centric model in offering its services.	32	55	71	27	10	3.45	1.073
		16.40%	28.20%	36.40%	13.80%	5.10%		
9	I am not aware of the resources the library has for my academic and research interest.	32	44	64	51	4	3.64	1.081
		16.40%	22.60%	32.80%	26.20%	2.10%		
10	I don't think the library requires any marketing efforts to make its services known.	33	48	75	39	0	3.62	0.99
		16.90%	24.60%	38.50%	20.00%	0%		
11	Any special promotional effort by the library about its services is not likely going to change users attitude to the use of library.	18	60	65	49	3	2.79	0.975
		9.20%	30.80%	33.30%	25.10%	1.50%		
12	Library does not need marketing hype/publicity to make its services known.	46	59	49	39	2	3.01	1.089
		23.60%	30.30%	25.10%	20.00%	1.00%		
13	The emerging information seeking culture requires that the library should emphasize its services to all categories of users.	84	87	11	12	1	4.13	0.853
		43.10%	44.60%	5.60%	6.20%	0.50%		
14	Effective utilization of library and information services will promote national development through academic excellence.	123	48	18	5	1	4.21	0.808
		63.10%	24.60%	9.20%	2.60%	0.50%		
15	The use of library and information services will improve research output.	112	63	16	2	2	3.99	0.774
		57.40%	32.30%	82.00%	1.00%	1.00%		
16	The use of library and information services will help improve standard of education.	120	61	9	3	2	4.23	0.749
		61.50%	31.30%	4.60%	1.50%	1.00%		
17	To enhance my access and utilization of library and information services, I have acquired necessary information literacy education.	91	75	22	2	5	3.89	0.889
		46.70%	38.50%	11.30%	1.00%	2.60%		

Source: Researchers' Field Report, 2018

The results on Table 1 showed the mean ratings of questionnaire items from 1 to 17 and with a corresponding standard deviation. This implies that respondents who scored each item above the mean score of 3.0 accepted and agreed that it is difficult to believe or conclude that there is a strategic marketing of library and information services in their institutions, and that much still need to be done in marketing the library information services provided by the library of these institutions. Also, library has not been using evolving media to make its services known to the generality of users to enhance users' access and utilization of library and information services. Respondents claimed to have acquired necessary information literacy education, ... and agreed that the use of library and information services will help improve standard of education with highest mean score of 4.23 on Table 1.
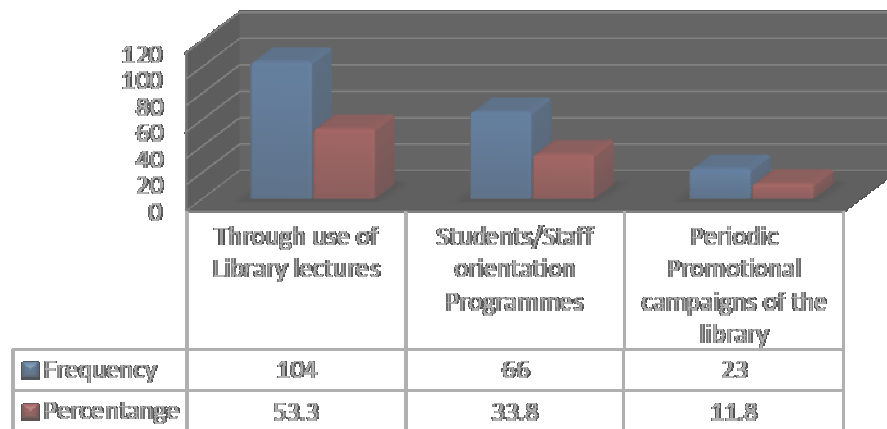
In like manner, respondents agreed that effective utilization of library and information services will promote national development through academic excellence with the mean score of 4.21. The results also showed that library has not projected its services in their respective institutions' electronic portals/websites; and that the libraries do not adopt a user centred model in offering its services; and that library does not need marketing hype/publicity to make its services known with the mean score of 3.01; while respondents that scored each item below the mean score of 3.0 rejected or disagreed that the libraries have been inactive in promoting and disseminating library information services, and that the libraries have not been forward looking/proactive in making known its services to the community of users, and special promotional effort by the library about its services is not likely going to change users attitude to the use of library. A critical look at the results in some areas like these last response items, show certain levels of discrepancy in respondents' perceptions of library information services marketing in academic institutions when compared to previous items.

Research Question 2:
How did users become aware of available library information services in their institution?

Table 2: Showing How Users became Aware of Available Library Information Services

Fig 1: Respondents indication on how they became aware of any of the above services.

	Through use of Library lectures	Students/Staff orientation Programmes	Periodic Promotional campaigns of the library
Frequency	104	66	23
Percentange	53.3	33.8	11.8

The figure or Table 2 above shows that 104 of the respondents representing 53.3% indicated that they became aware of available library information services through use of library lectures, 66 of the respondents representing 33.8% indicated that they became aware of the services through students'/staff orientation programmes; while 23 of the respondents representing 11.8% indicated that they became aware of the library information services through periodic promotional campaigns of the library. This is an indication that much needs to be done on staff/students' orientation programmes and periodic promotional campaigns of the libraries to encourage improved utilization of library information services for national development.

Research Question 3
What is the level of awareness of users on available library information services marketed in their institution?

Table 3: Showing the Users' Level of Awareness of Library Information Services
N = 195

S N	Questionnaire Items	Very High Level	High Level	Low Level	Very Low Level	Mean	St.D
1	Users' educational services	92	60	36	7	2.77	0.858
		47.20%	31%	18.60%	3.10%		
2	Students' orientation services	55	88	43	10	3.02	0.860
		31.30%	39%	25.10%	4.60%		
3	References Services	55	88	43	9	2.52	0.820
		28.20%	45%	22.10%	5.00%		
4	Reservation services	40	75	73	7	3.23	0.810
		20.50%	39%	37.40%	3.60%		
5	Inter Library loan	26	89	64	16	3.26	0.815
		13.30%	46%	32.80%	8.20%		
6	Lending services	44	76	55	20	2.91	0.924
		22.60%	39%	28.20%	10.30%		
7	Selective dissemination of information	35	88	48	24	2.66	0.908
		17.90%	45%	24.60%	12.30%		
8	Current awareness services	38	78	60	19	2.51	0.895
		19.50%	40%	30.80%	9.70%		
9	Electronic information services	34	51	87	23	2.56	0.916
		17.40%	26%	44.60%	11.80%		
10	Abstracting and indexing services	35	85	54	21	2.61	0.891
		17.90%	44%	27.70%	10.80%		
11	Photo-copying services	48	78	52	17	2.87	0.910
		24.60%	40%	26.70%	8.70%		
12	Bindery Services	29	74	70	22	2.51	0.879
		14.90%	38%	35.90%	11.30%		

Source: Researchers' Field Report, 2018

The results on table 3 showed the mean ratings of questionnaire items on library users' awareness of library information services. The results in the table above show that respondents who scored each item above the mean score of 3.0 accepted to a high level that they are aware of users' educational services, students' orientation services, reference

services, reservation services, inter-library loan, and lending services. To a very high level, they are also aware of selective dissemination of information, abstracting and indexing services, photo-copying services and bindery Services. One can easily deduce from these results that discrepancy exists in respondents' pattern of responses to questionnaire items to a reasonable extent if compared to their responses to items on Table 1 or research question one above.

Research Question 4
What channels of library information services marketing are preferred by users?

Table 4.1: Showing Users' Preferred Channel of Library Information Services Marketing
N = 195

Main Channels	Sub Channels	HP	P	NP	I	Mean	St.D
Electronic: Web Based Channels	Social media	108	71	10	6	2.76	0.732
		55.40%	36%	5.10%	3.10%		
	E-Mail	110	53	18	14	2.51	0.917
		56.40%	27%	9.20%	7.20%		
	Institutional Portals	121	47	26	1	2.52	0.741
		62.10%	24%	13.30%	0.50%		
	Mobile Channels	97	57	33	8	2.65	0.881
		49.70%	29%	16.90%	4.10%		
Radio Based	Institutional based television	114	44	29	8	2.68	0.883
		58.50%	23%	14.90%	4.10%		
	Institutional based radio	100	67	18	10	3.23	0.844
		51.30%	34%	9.20%	5.10%		
Electronic screen Boards	Electronic sign boards located at the library	106	67	17	5	3.26	0.810
		54.40%	34%	8.70%	2.60%		
	Electronic boards located at strategic locations in the institution	130	43	18	4	2.91	0.924
		66.70%	22%	9.20%	2.10%		
Print Channels	Library/school/ department	123	53	15	4	2.66	0.908
		63.10%	27%	7.70%	2.10%		
	Newsletter/news letter	135	49	10	1	2.51	0.895
		69.20%	25%	5.10%	0.50%		
	Bill boards	116	57	20	2	2.65	0.88
		59.50%	29%	10.30%	1.00%		
	Promotional brochures	102	63	25	4	2.68	0.844
		52.30%	32%	12.80%	2.10%		
	library service	110	71	10	3	3.23	0.810
		56.70%	37%	5.20%	1.50%		
	Use of Banners	118	47	24	5	3.79	0.821
		60.80%	24%	12.40%	2.60%		

Source: Researchers' Field Report, 2018

Table 4.1 presents results on users' preferred channels of library information services marketing. It shows that all specified medium are preferable. Specifically, however, the highly preferred electronic web based channels for the respondents is the social media, mobile channels, and institutional portals with mean of 2.76, 2.65 and 2.52 respectively; while the least preferred electronic web based channels is electronic mail (E-mail) with the lowest relative mean of 2.51. Table 4.1 also shows that the highly preferred radio based channels is the institutional based radio with mean score of 3.23. The table also revealed that the highly preferred electronic screen boards are the electronic sign boards located at the library with mean score of 3.23, which is more preferred to the electronic boards located at strategic locations in the institution. Finally, Table 4.1 shows that the highly preferred print channel is the use of banners with the overall highest mean score of 3.79.

Table 4.2: Showing Users' Preferred Channel of Library Information Services Marketing N = 195

Main Channels	Sub Channels	HP	P	NP	I	Mean	St.D
Road Shows	institutional wide periodic campaigns	102	65	24	4	2.52	0.669
		52.30%	33%	12.30%	2.10%		
	Awareness events such as annual seminars, lectures, library week celebrations, etc.	137	39	15	3	2.77	0.807
		70.60%	20%	7.70%	1.50%		
	Information literacy	117	50	25	3	2.64	0.776
		60.00%	26%	12.80%	1.50%		
	Invitational campaigns	121	38	33	1	2.72	0.878
		62.10%	20%	16.90%	1.50%		
	Reading culture	97	72	25	1	2.67	0.77
		50.30%	34%	9.70%	6.20%		
	Competitions and awards	98	66	19	12	2.76	0.911
		50.30%	34%	9.70%	6.20%		
Referrals	Socials referrals	93	80	15	7	2.61	0.728
		47.70%	41%	7.70%	3.60%		
	Academic Referrals	110	63	18	4	2.56	0.774
		56.40%	32%	9.20%	2.10%		
	Librarian Referrals	96	62	13	0	2.58	0.841
		49.20%	32%	12.30%	0.00%		
Environmental Branding	Visual branding of library internal environment	83	84	14	14	2.64	0.721
		42.60%	43%	7.20%	7.20%		
	Visual/artist branding of the immediate library environment	84	87	13	11	2.57	0.678
		43.30%	45%	6.70%	5.20%		

Source: Researchers' Field Report, 2018

Table 4.2 presents results on more channels of delivering/receiving of library services marketing. It shows that the highly preferred road shows channels respondents is the awareness events such as annual seminars, lectures, library week celebrations, etc., invitational campaigns, competitions and awards with mean score of 2.77, 2.72 and 2.76 respectively; while the least preferred road shows channels is institutional wide periodic campaigns with the lowest mean score of 2.52. Table 4.2 also shows that the highly preferred referrals channels is the social and Librarians' referrals with the mean score of 2.61and 2.58; while the least preferred referrals channels is the academic referrals. Finally, Table 4.2 indicates that the highly preferred environmental branding channels is the visual branding of library internal environment with the mean score of 2.64 and the least preferred environmental branding channel is the visual/artist branding of the immediate library environment with the mean score of 2.57.

4. CONCLUSION AND RECOMMENDATIONS

The importance of marketing library and information services cannot be over emphasized. The existence of libraries is being challenged with the advent of modern information technologies. Users now prefer information on internet because they are inadequately informed about the quality of library and information resources and services domiciled in academic libraries. Libraries must therefore redesign their services to blend with the era of information technology. In addition to the traditional mode of information provision, the digital methods must be employed. Besides, libraries adopt a wide range of approaches to library information services marketing in academic institutions. Libraries must not only change from the traditional to digital method of providing information to users, but apply a wide range of approaches to marketing of library information services to users in academic institutions. In summary, much efforts needs to be geared towards the promotion of library information services in academic institutions in Nigeria for the purpose of national development.

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