

## Library Information Services Marketing in Selected Higher Institutions in Lagos, Nigeria

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### ABSTRACT

National development is the outcome of effective utilization of resources and services available to a nation. One of such resources is library information services available in academic libraries. A critical factor in library resources utilisation is strategic marketing of library services which has been taken for granted among librarians. The notion that the underutilisation of library information services is substantially due to absence or near absence of effective marketing of library information services forms the fulcrum of this study. The study therefore investigates the marketing of library information services in selected higher institutions in Lagos, Nigeria. Ex post facto survey design was adopted through structured questionnaire drawn on 240 registered library staff and students purposively sampled in three Federal institutions in Lagos. The data obtained from 195 respondents were analysed using statistical measures of central tendency via SPSS Version 20. Respondents are of the opinion that librarians do not adequately engage in strategic marketing of library information services and emerging media channels are rarely being used in marketing their services. Furthermore, respondents became aware of available library information services through users' education; and that users are aware of available library information services to a high extent. Additionally, 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 to new trends in information services marketing and apply a wide range of approaches in reaching users.

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

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### Journal Reference Format:

Stella O. Oyediran-Tidings, George O. Onyenania & Lukmon A. George (2018): International Communication, Africa's Identity and African Values. Humanities, Management, Arts, Education & the Social Sciences Journal. Vol. 5. No. 4, Pp 53-66.

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### 1. INTRODUCTION

National development has been widely used to mean holistic satisfaction of human needs and peaceful co-existence. It is a function of human social-economic factors for advancement. Thus, national development is a multi-dimensional process involving the transformation and improvement of the social, economic and political situations of a nation (Okemakinde, 2014). Nigeria as a nation is currently faced with diverse developmental challenges seeking for realistic solutions. Thus, necessitating the conscious and active marketing of library information services as a way out.

If information resources and services are available and utilized, it could proffer solution to some societal challenges and enhance advancement and development in all spheres. The essence of library information services is to make knowledge available to people at little or no cost (Obinyan, 2016). Damas (2011) expressed that for many decades, academic libraries were primarily pre-occupied with building collections and portals to information in print and digital formats rather than projecting available information services for effective use. In this premise, John-Okeke and Owoeye (2012), cites Plessis (2008) proposition that libraries 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. He noted that a community kitchen is likened to a collective kitchen where people meet regularly (in form of authorship and readership) in order 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 achieves in individuals and nations. Pieces of information at academic libraries are fundamental to nourishing the mind. When the human body is famishing, it often remembers food and its sources; so also, when people lack ideas for growth and development, they should remember the library information services. Unfortunately, this seems not to be the situation in most African countries like Nigeria. Hence, the country is still struggling with the issues of under-development in forms of low literacy rate, poverty, unemployment/underemployment, insecurity, socio-economic and political crisis etc. many years after 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 Council (2008), marketing is essential because it helps to position library in the minds of the community. However, Oyediran-Tidings (2004) reported low use of library resources and services by students at Yaba College of Technology, Lagos, Nigeria. This was attributed to awareness and accessibility challenges. This is capable of producing low quality of teaching, research and learning activities in higher institutions. Besides, staff and students may be unable to meet up with the growing and emerging developments in the global competitive society. Meanwhile, effective utilization of information services in academic libraries, would empower staff and students 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 essential for the promotion and sustenance of use of library resources and services in any organisation. Thus, *Sharma and Bhardwaj (2009) define marketing as a total system of interacting business activities, to plan, promote and distribute products and services to customers for needs satisfaction.* 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 is a wasteful venture. To achieve effective utilization of library information resources, there is need for users’ awareness of the benefits. Marketing is about keeping the clients informed about resources and services that match their interests. The success of academic library marketing lies in convincing clients to use worthwhile databases and be motivated about their enormous benefits (Noel & Waugh, 2002). Librarians need to market their services and *resources* to create awareness for users. It is either users are probably not aware of the services available or that they have no understanding of its value. Therefore, *marketing* is vital to the success of academic libraries.

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 library services. 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. This 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 are concerned with meeting the information needs of users. These services require marketing in order to be visible for the purpose of self-development that would culminate into the overall national growth and development. Literature has identified marketing as one of the new areas of competency required of library and information professionals to make their services visible and appreciable.

### **1.1 Statement of the Problem**

Effective harnessing of library information resources and services by academics and citizens can enhance national development. However, the resources and services of academic libraries have not been adequately harnessed in Nigerian higher institution. Marketing of library information resources and services is indispensable for desired personal and national growth. Therefore, are librarians utilizing marketing as a tool to enhance library and information services for national development? How do potential users perceive the marketing drive of academic libraries? What strategies could be put in place to achieve effective user awareness and utilization of library and information services? These are some of the issues addressed in this study.

### **1.2 Objectives of the study**

- To determine how users perceive the marketing drives of librarians in academic libraries.
- To find out how users became aware of available library information services in their institutions.
- To ascertain the level of awareness of users on available library information services marketed in their institutions.
- 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**

- a) How do users perceive the marketing drives of librarians in academic libraries?
- b) How did users become aware of available library information services in their institutions?
- c) What is the level of awareness of users on available library information services marketed in their institutions?
- d) What channels of library information services are preferred by users?

## **2. REVIEW OF LITERATURE**

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

### **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 user community. 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 with particular reference to Google.

Creating awareness for patrons and potential users is perceived important to building healthy relationship between librarians, users and parent institutions. Thus, Igbeka (2008) expressed that library information services marketing creates mutual relationship between patrons and library. Hence, academic libraries should emulate profit oriented organizations in winning and retaining customers for the purpose of increased and sustainable profit making. 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 because libraries are no longer the only information providers. Available literature has shown that marketing enables library and information managers identify the needs of their clients. 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 especially in developing nations such as Nigeria. Therefore, libraries and their managers were forced to generate revenues.

This they have to do by marketing their services. 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 indicate interest in their services thereby ignoring potential users. 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 professionals and academic librarians 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 user's information needs. In order to market library services, the library must provide library and information services that will enable libraries meet users' information needs. Tella, et al (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-discovery, personal growth, and sharpening of intellectual curiosity. Aina (2004) and Popoola (2008) identified services that are peculiar to most libraries. These include lending services, 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 as well as consultancy services in different formats. Academic libraries should provide hybrid services to their users. It was recommended that hybrid services should be introduced as alternative variations to 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, and online access to library catalogue and databases.

## **2.3 Library Marketing Channels/Strategies**

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.

According to Gupta, Dinesh and Jambhekar (2002) library information services marketing is not just a question of money, but of attitudes of staff and the entire organizations. Nkanga (1999) opined that marketing as an important aspect of organization should be separated from the day to day operations. An officer or team of officers should be given a specific responsibility of marketing library services. Sharma and Bhardwaj (2009) suggested the following library information services marketing:

1. web-page creation: libraries should create webpage for users because it provides an avenue for effective promotion of library information services and resources.
2. e-mails: it is a good platform for sending messages to users as well as tips on how to find information.
3. librarians should attend academic lectures where large number of users can be reached for the purpose of promoting library information services.
4. librarians should provide links services from all appropriate library webpages, where assistance may be needed.
5. Leaflets, posters, handbills and banners are effective methods in marketing library services.

Furthermore, display of new arrivals, book fair, book reviews and exhibitions, library visits/library week celebrations are other means of effectively reaching out to a wider community of users. Market segmentation approach or strategy can equally be used in marketing library services. Bahraoni (2010) explained that grouping of users can be employed for best product delivery. In this regard, resources can be allocated to specific groups for instance, undergraduate, post graduate, lecturers and researchers. Consequently, marketing segmentation seeks 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 the library to their friends and acquaintances. According to Bhattacharyya (2010) word of mouth marketing strategy is regarded as the most powerful tool of marketing. Any customer who is satisfied will then refer his friends to library services. All marketers/librarians need do is to satisfy their clients so that they would keep coming back. Good communication skill of library personnel is a marketing strategy to compel potential and regular library users to ask for help. The communication etiquette of library attendant (whether in person or on telephone) will affect users rating of the library services. Such gestures as wearing a positive smile can establish personal relationship with as many users as possible (Nicholas, 1998, Nicholas, et al, 2003). Moreover, library officers should endeavour to react positively to complaints and welcome patrons' suggestions.

Additionally, Inazu (2009) suggested that libraries should produce newsletters, which should contain information on new services, list of titles for mass awareness; use of radio and television as well as readership promotional campaign in form of drumming, dancing and celebrating etc. have been proven to be very effective strategies in marketing library information services. Libraries should have a slot or quiz in television and radio programmes so as to announce library issues especially on their products and services. Inazu (2009) expresses that radio is very effective because it is very cheap and cost effective considering the fact that 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 users' education. Therefore, for maximum use of library services librarians should engage in library orientation. Apart from the normal orientation that is organized for fresh students, every higher institution should inculcate use of library as a separate course in the institution's curriculum. This will enable librarians educate patrons on how to effectively utilize library products and services. Users' 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:

1. services can be used by patrons from a distance far from the library.
2. 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:
  3. libraries should brand their products and services.
  4. libraries should host varieties of exhibitions, reception and lectures.
  5. marketing activities should be a team work.
  6. libraries should have a budget for marketing.
  7. libraries should make use of the press and media to market their services.
  8. 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 METHOD**

The survey research design was adopted. The study population was made up of registered library staff and students in three Federal owned tertiary institutions in Lagos. The institutions are: University of Lagos; Yaba College of Technology and Federal College of Education (Technical), Akoka. Self-structured Likert type questionnaire was used and drawn on 240 library users purposively sampled in the three chosen higher institutions in Lagos State. Data was obtained from 195 respondents who completed the questionnaire and was analysed using Descriptive Statistics/simple percentages via SPSS (version 20). Criteria mean was set at 3.0 for research question 1 and 2.50 for research question 3 and 4 respectively.



#### 4. ANALYSIS, INTERPRETATION AND DISCUSSION OF FINDINGS

Data presentation, interpretations and discussion of findings are as follows:

The researchers seek to find out users' perception on librarians marketing strategies and the results are presented in Table 1.

**Table 1: Users' Perception of Librarians Marketing Strategies N = 195**

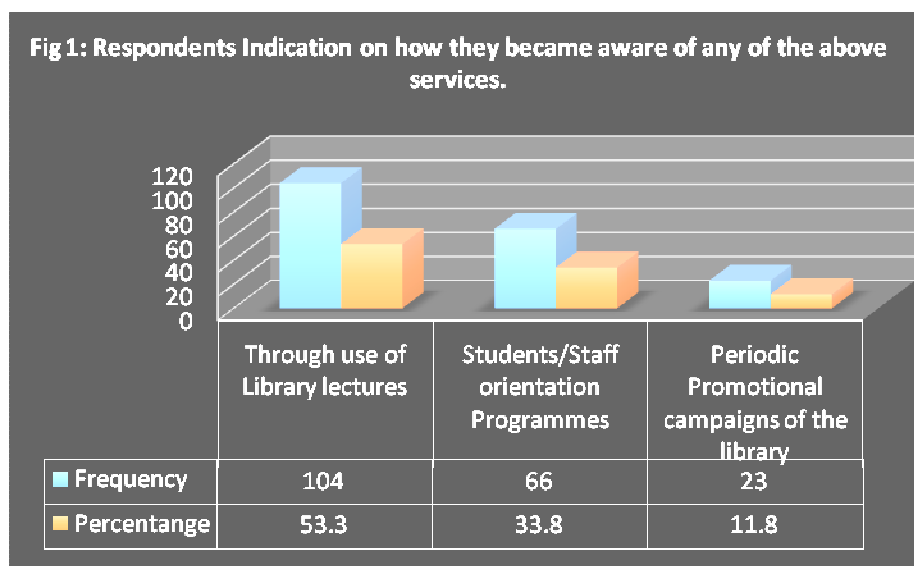
SN	Questionnaire Items	SA	A	D	SD	I	Mean	St.D
1	It is difficult to believe or conclude that there is a strategic marketing of library and information services in my institution.	53	78	40	23	1	3.56	0.987
		27.20%	40%	20.50%	11.80%	0.50%		
2	Much still need to be done in marketing the library information 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 services in the institution electronic portals/websites	23	65	67	36	4	3.09	0.979
		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 do not 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	Special promotional efforts by the library about its services will not likely 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	The Library needs 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%	8.200%	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. This implies that respondents who scored each item above the mean score of 3.0 accepted and agreed with the statements provided. It therefore means that respondents 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 their library. It indicated that library has not been using evolving media to make its services known to the generality of users. 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. 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. It further indicates that libraries do not adopt a user centred model in offering their services. Meanwhile, respondents felt that library need marketing hype/publicity to make its services known to users; while respondents that scored each item below the mean score of 3.0 disagreed that libraries have been inactive in promoting library information services. It also revealed that libraries have not been proactive in making its services known to users with the mean score of 2.66. Respondents further disagreed that special promotional efforts by the library may not change users' attitude to library use. In other words, additional efforts will change users' attitude to the use of library. The indication that much still needs to be done in marketing library information services provided by libraries of surveyed institutions is in agreement with Sharma and Bhardwaj (2009) who reported the need for academic libraries to actively market their services.

In order to discover the users' effective means of awareness of available library information services, users were further requested to indicate how they became aware of library information services in their institutions. The results are indicated in Figure 1.



**Figure 1: Users means of Awareness of Available Library Information Services**



Figure 1 shows that 104 of the respondents representing 53.3% indicated that they became aware of available library information services through use of library lectures, while 66 (33.8%) of the respondents indicated that they became aware through students'/staff orientation programmes. In addition, 23 (11.8%) indicated that their awareness was through periodic promotional campaigns of the library. This result is an indication that use of library lectures is the promotional approach widely adopted by academic libraries, while other approaches were less utilized. Thus, much needs to be done on staff/students' orientation programmes and periodic promotional campaigns. This explains the argument of Gupta, Dinesh and Jambhekar (2002) that library information services marketing is not just about money but about staff and organizational attitude. In the same vein, Nkanga (1999) emphasized that marketing should be accorded a prime position in any organization and should not be lumped up with the day to day library operations. Respondents were requested to indicate their level of awareness of library information services in order to further pursue the objectives of the study. The results are presented in Table 2.

**Table 2: Users' Level of Awareness of Library Information Services N = 195**

SN	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

Table 2 revealed that respondents are aware of users' educational services, students' orientation services, reference services, reservation services, inter-library loan, and lending services to a large extent. In addition, they are aware of selective dissemination of information, abstracting and indexing services, photo-copying and bindery services. One can easily deduce from these results that though respondents are not aware of resources for their academic and research interest as claimed in Table 1, item 9, they are aware of library services to a high level. These findings contradict the findings of Ojiambo (1999), and Oyediran-Tidings (2004) that low use of library resources and services are due to low level of awareness creation among students. To further pursue the goal of the study, respondents were asked to indicate the most preferred channels of library information services marketing.

**Table 3.1: 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 3.1 shows that the most preferred electronic web based channels for the respondents is the social media (mobile channels, and institutional portals) with mean score of 2.76, 2.65 and 2.52 respectively; while the least preferred electronic web based channels is electronic mail. It also shows that the highly preferred radio based channels is the institutional based radio with mean score of 3.23. The table further revealed that the highly preferred electronic screen boards are the electronic sign boards located in the library with mean score of 3.26, which is more preferred to the electronic boards located at strategic locations in the institution. Finally, Table 3.1 shows that the most preferred print channel is the use of banners with the overall highest mean score of 3.79.

**Table 3.2: 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 3.2 shows that the most preferred among road shows channels, is awareness events such as annual seminars, lectures, library week celebration etc. This is followed by competitions and awards, Invitational campaigns with the mean score of 2.77, 2.76 and 2.72 respectively. While the least preferred road show channel is institutional wide periodic campaigns with the lowest mean score of 2.52. Table 3.2 further shows that the highly preferred referrals channels is social and Librarians' referrals; while the least preferred referral channel is the academic referrals. Finally, Table 3.2 indicates that the most preferred environmental branding channels is the visual branding of library internal environment with the mean score of 2.64. However, the least preferred environmental branding channel is the visual/artist branding of immediate library environment with the mean score of 2.57.

## **5. 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 seem to prefer information on internet because they are inadequately informed about the quality of library and information resources cum services domicile 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 should adopt a wide range of approaches to library information services marketing in higher institutions. Libraries must change from the traditional to digital method of providing information to users, but must get involved in rebranding library internal environment as emphasized in Table 3.1 and Table 3.2. Academic libraries should also apply a wide range of approaches in marketing library information services to users. In summary, much effort needs to be geared towards the promotion of library information services in Nigerian higher institutions for the purpose of national development.

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