ATTITUDES OF LIBRARIANS TOWARD MARKETING INFORMATION RESOURCES AND SERVICES IN UNIVERSITY LIBRARIES IN NORTH-CENTRAL ZONE, NIGERIA

By

AKPENA, JOHNSON ELOGU

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

FACULTY OF EDUCATION

AHMADU BELLO UNIVERSITY, ZARIA

NIGERIA

MARCH, 2019

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AKPENA, JOHNSON ELOGU

DLS (Kano.1988) B A. (LS), (Kano 1992), PGDFM, (Bauchi, 1999), MBA, (Bauchi, 2001) MLS, (Zaria, 2008)

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A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY, ZARIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF DOCTOR OF PHILOSOPHY LIBRARY AND INFORMATION SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

FACULTY OF EDUCATION

AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA

MARCH, 2019

DECLARATION

I declare that the work in this thesis titled ATTITUDES OF LIBRARIANS TOWARD MARKETING OF INFORMATION RESOURCES AND SERVICES IN UNIVERSITY LIBRARIES IN NORTH-CENTRAL ZONE, NIGERIA, was written by me in the Department of Library and Information Science. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis was previously presented for another degree or diploma at this or any other institution.

_____ _____

Akpena Elogu Johnson Date

CERTIFICATION

This thesis titled ATTITUDES OF LIBRARIANS TOWARD MARKETING INFORMATION RESOURCES AND SERVICES IN UNIVERSITY LIBRARIES IN NORTH-CENTRAL ZONE, NIGERIA, by Akpena Elogu Johnson meets the regulations governing the award of the degree of Doctor of Philosophy of Ahmadu Bello University and is approved for its contribution to knowledge and literary presentation.

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_____	_____
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_____	_____
Prof. T.Abubakar Member, Supervisory Committee	Date
_____	_____
Dr. H. Mohammed Head, Department of Library and Information Science	Date
_____	_____
Prof. S.Z Abubakar Dean, School of Postgraduate Studies	Date

DEDICATION

I dedicate this work to the Almighty God the Creator of all things and the Giver of knowledge, understanding and wisdom. It is also dedicated to the memory of my late Parents Pa Patrick Kabgo Akpena and Mrs. Mabel Akpena.

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ABSTRACT

The study examined the attitudes of librarians toward marketing information resources and services in university libraries in North-Central Zone of Nigeria. Prominent among the objectives of the study were to find out whether librarians possessed knowledge of marketing and also to identify the attitudes of librarians toward the marketing of information resources and services. Five research questions were raised to achieve the objectives of the study and four hypotheses were formulated and tested at 0.05level of significance. Some of the research questions raised were: What are the attitudes of librarians toward the marketing of information resources and services in university libraries in North-Central Zone, Nigeria? What are the factors inhibiting the marketing of information resources and services in university libraries in North-Central Zone, Nigeria? The survey research method was adopted for the study. The population of the study comprised of 152 librarians in 13 universities libraries located in North-Central Zone, Nigeria. The sample size was 120 librarians drawn from the 13 university libraries. The purposive sampling method was used to draw the sample since the population is homogeneous. Questionnaire was the instrument used for data collection. The data collected from the respondents were analyzed descriptively using frequency distribution table, percentages and mean. The spearman rho, Anova,and Kruskal Wallis H statistics were used to test relationship and differences between the variables. The null hypotheses were rejected because it was discovered that there was a significant relationship between the knowledge of marketing possessed by respondents and their attitudes toward the marketing of information resources and services. Findings from the study revealed that majority of the librarians had positive attitude towards the marketing of information resources and services. It was discovered that most of the respondents indicated that they had some form of knowledge about marketing. Also the researcher discovered a gap in marketing skills of librarians that needed to be addressed to achieve success in information marketing. The study recommended the redesigning of the library and information science curriculum in library schools in order to train and retrain librarians to become more knowledgeable and skillful in the marketing of information resources and services. Based on the findings, the researcher recommended that university libraries should adopt a marketing orientation and approach to guide their marketing activities as this would encourage librarians to embrace the marketing culture in order to enhance information delivery to the users of university libraries.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The primary role of the university library is to support teaching, learning and research geared towards the actualization of the goals and objectives of the parent institution. Various kinds of resources are acquired and different types of services are provided by the University library so as to satisfy the needs of the faculty, students and other clients. However, the current reality is that library users no longer hold any special loyalty to a particular library, but will rather go where they are most likely to satisfy their information needs. (Echezona and Nwegbu, 2015). Feldman (2006), Clifford and Obadare, (2018) and Ifidon, and Obaseki, (2018) stressed the need for today's libraries to begin to examine the change in needs and demands of library users and respond appropriately. This would require university libraries to evolve and implement strategies which will retain departing users and attract potential users to the library through the marketing of their resources and services.

Martey (2006) observed that academic librarians have no option but to get seriously involved in planning and implementing marketing strategies in their libraries. He pointed out the reasons librarians must market their resources and services to include among others, the importance of marketing as a weapon for handling competition in view of perceived ICT challenge, users who have stopped using the library must be won back and the reality that continuing financial support for the library is dwindling. Libraries are discovering that by using marketing principles and techniques, they can understand better their user's needs, justify funding, communicate more effectively with a variety of external audiences, and achieve greater efficiency and optimal results in delivering

products and services that meet the identified needs of their clients(Spalding and Wang,2006).The value of marketing is to ensure the growth and survival of libraries in the face of competition from other platforms that users are turning to.

The attitudes of librarians toward marketing library information resources and services are pivotal as they are the intermediary between the resources and users.

Attitudes are patterns of belief, believed to be predictive of behavior reflecting people's biases, inclination or tendencies that influence their response to situation, activities, and people or programme goals. According to Bhardwaj and Jain (2016), library professionals' positive attitude towards marketing is a prerequisite for a successful plan and execution to market library products and services. Effective marketing of information services is enhanced by the librarians' knowledge and skills in the area of marketing. One of the reasons hindering the adoption and application of marketing principles, strategies and tools by librarians is the low level of knowledge and skills they possess about marketing. (Nwosu, 2010).

It has become imperative for librarians to have a good understanding of marketing so as to be able to employ marketing in the library environment to achieve the aim and objectives of the library. The Marketing approach is very useful to libraries to create awareness, attract new users, and retain existing ones and to improve the image of librarians and upgrade their reputation within the society. The factors that have now made it imperative for university libraries to adopt marketing approach to information services delivery is the low use of library resources and services as well as competition from alternative information providers like Google, Ebsco Host and other search engines and databases. Umar (2011) alluded to low level use of university libraries in his study on Customer Retention Strategies for Information Service Delivery in University Libraries in North Western States of Nigeria. He stated that library use and patronage have

dramatically reduced in most university libraries. However, there exists the traditional resistance on the part of librarians and information professionals to adopt the marketing concept because of the misconception that marketing is considered inapplicable to the domain of information. In addition, the reluctance to adopt marketing is aggravated by the belief among information professionals that the benefits of information are self-evident. Similarly, Chaudhary (2011) posited that between the 1920s until the early 1970s, aside from special libraries most libraries, archives and information services did not see much, if any, need to market their products and services.

Jestin and Parameswari (2002), Gupta (2003), Rowley (2010), Olugbenga and Pius (2010) identified the challenges of budget cuts, increasing user base, the rapid growth of information resources, rising costs, and complexity in information requirements as the factors forcing librarians to adopt marketing to improve the patronage of library resources and services. The concept of marketing means different things to different people, as many researchers have proposed different definitions. Kotler, (2005) defined marketing as:

> *The analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target market for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target market needs and desires and as using effective pricing.*

From this definition, one can infer that marketing is a managerial activity that places emphasis on the target market's needs and desire rather than on the producer or service provider's preferences. Kaur and Rani (2007) see marketing as applied to librarianship as meaning a sufficient change in the traditional attitude of librarians towards acquisition, organization, processing and retrieving of information. Essentially, marketing is concerned with developing, maintaining, and /or regulating exchange relations involving

products, services, organizations, persons, places, or causes. Kotler's definition is most appropriate to the concept of marketing used in this study because it emphasizes that marketing is a managerial process that encompasses carefully formulated programme designed to achieve desired responses. In this study, marketing is seen as purposive group of activities which foster constructive and responsive interchange between the providers of library and information services and the existing users and potential users.

The word marketing means different things to different people. Marketing was traditionally considered synonymous with selling, and was thought to belong exclusively to the profit making sector (Ledoux and Melesse, 1995). In the information world, not only is the definition of marketing rather hazy but the product itself, information is usually hard to qualify as it's so often obscure, abstract, ephemeral, time sensitive, expensive or a combination of all or some of these.

In 1960, the concept of marketing changed forever with the publication of Theodore Levitt's classic article entitled "marketing myopia". In the work, he challenged the traditional product-oriented approach to marketing, and with it, the notion that a good salesman could sell anything to anybody. He argued for the adoption of a customer-oriented rather than a product-oriented concept of marketing. However, by the early 1970s, many attempts were made to extend the use of the marketing concept to the nonprofit sector, including libraries. It is worthy to note that it is only in recent years that marketing of information has become a subject of interest to many librarians and information professionals.

The underlying context of marketing whether in the primordial/sense or modern sense, is exchange. Marketing is about exchange between two parties, where values such as goods, services, ideas, places are at the center of the exchange process. Kuar and Rani (2007) submitted that, in terms of libraries, marketing means a sufficient change in the traditional

attitude of librarians towards acquisition, organization, processing and retrieving information. According to the authors, the basis of library services should be to help its users to solve their information gathering and processing needs. Marketing utilizes and blends a set of tools called the marketing mix: product, pricing, Promotion (communication), and (place) distribution.

According to Chaudhary (2011), marketing in the library context refers to those instruments through which information (both raw and processed) are transmitted to its customers. This is so because it involves understanding the needs and wants of customers, and tailoring the operations of an organization to identified needs. This essentially entails identifying and satisfying the customer needs using available resources. Librarians need to understand and be able to differentiate between marketing and selling. It is important to know that "selling is preoccupied with the seller's need to convert his product into cash, marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, discovering and finally consuming it. This is the fulcrum of marketing concept.

Shontz, Parker and Parker (2004) described marketing as "a purposive group of activities which foster constructive and responsive interchange between the providers of library and information services and the actual and potential users of these services.

These activities according to these authors are concerned with the products cost, method of delivery, and promotional methods.

Other notable researchers have provided specific definitions of marketing. Rowley, (2001), Smith (1995), Vespery (1993) Jain, Jambhekar, Rao and Rao (1999), Madhusudhan, (2008), Jestin and Parameswary (2002), and Al-Bahrani (2009). Others have focused on the promotion aspect of marketing and have provided useful suggestions

concerning how the library can better promote itself. Yet others have emphasized the element of exchange in their definition of marketing.

1.1.1 Marketing as it Relates to the Library

Marketing is one of the managerial functions which business organizations employ to achieve their goals and objectives. Through marketing, business organizations create awareness about their products and services using various tools and techniques to inform, persuade and remind customers. Marketing has become a major weapon that libraries employ to create awareness about their products and services. As academic libraries continue to fight for their survival amid growing expectations, competition from online sources and wavering public perceptions, effective marketing is increasingly becoming a critical tool to ensure the continued support of users, stakeholders and society as a whole (Porter, 2012).

Under the competitive environment in which libraries are operating, their survival depends on their ability to keep, maintain and increase the number of users coming into the libraries. In the words of Famaren (2016), It is paramount that strategies are developed to deliberately market services offered by libraries and information services to provide information to meet the growing needs of users to enhance their competitive potentials in using information resources effectively. Consequently, it is no longer enough that libraries provide good services; they must be perceived by the user as providing valuable products and services. In the library context, marketing implies an exchange relationship based on a service philosophy that is user-oriented rather than product-oriented and primarily geared towards satisfying users.

According to Rowley (2001), the roles of all stakeholders in the information market place are undergoing revision, and the library and its staff are no exception. This development has necessitated a paradigm shift in the marketing of information resources and services.

The focus of library marketing is to identify and understand the needs of the customers (users) and then provide resources and services to satisfy such needs. In marketing library resources and services, the librarian has to go out to look for the customer as oppose to where the customer has to come into the library looking for the librarian to service their information needs. In this context, the attitude of the librarian plays a very significant role in the marketing of information resources and services in university libraries.

1.1.2 Traditional Approaches to Marketing Information Resources and Services

In the words of Kamara (2017), in former times, university libraries offered a small range of products and services only. Along with worldwide digitization and globalization, services have been transformed and the traditional tasks of librarians diversified.

The traditional approaches adopted by libraries, especially university libraries to market library resources and services in order to increase patronage by users include user education, library exhibition, current awareness services, selective dissemination of information, and public relations (Kawatra, 2008). Notwithstanding, the results obtained by libraries with the traditional approaches, Echezona, Ibegbulam and Nwegbu, (2016) stated that there is need to reposition the academic libraries by implementing strategies such as redefining the concept of 'library' by integrating the physical space and the digital space and redefining library user services among others.

User Education

Libraries of all kinds have over the years employed user education as a strategy for promoting library resources and services and encourage patronage by users. In university libraries, the teaching of use of library, guided tour of library and library orientation for new students and information literacy are some of the methods adopted to educate users to become effective users of the library.

Library Orientation

This involves a special programme organized by the library to familiarize new users with resources, services and operations of a given library. This is aimed at acquainting the users with the library so that they can confidently use the library without difficulty. This is commonly used by university libraries to familiarize new users with the library environment, resources and services.

Current Awareness Services

It is one of the major reference and information services provided by libraries to users. In academic libraries, current awareness services and selective dissemination of information are important components of information work targeted at creating awareness and attracting users to the library.

Public Relations and Publicity

Libraries have used these among other traditional techniques to publicize its activities, resources and services with the aim of attracting new users into the library and to retain existing users. Also, through public relations the library is able to attract the goodwill of stakeholders.

Library Exhibition

The exhibition of library resources has been in use especially in university libraries. It involves the display of library resources in conspicuous place within or outside the library for the public to see what the library has in stock and through this attract potential users. While some of these activities are related to marketing, they are not all encompassing as they are usually employed to provide optimum level of services to reach more users and encourage the use of information resources. The translation of marketing principles and strategies from the profit-oriented private sector into the nonprofit organizations where

most university libraries belong is relatively new. Nwosu (2010) provided three reasons for the failure by Nigerian libraries to adopt the use of marketing techniques: These are:

1 A simple misunderstanding that equates marketing with publicity and public relations functions.

2 A lack of understanding of what marketing is and what it involves so that libraries fail to recognize many existing management and collection development operations as marketing components, and;

3 A disagreement about the role of the client in determining the library's products and marketing mix.

Pandya (2001) conducted a survey of the M.S. University of Batoda, India to explore the feasibility of marketing library and information services and products. Findings from the study revealed that almost all the respondents depended on the library to satisfy their information requirement. In addition, Madhusudhan (2008) highlighted the significance of information marketing by university libraries, which include among others:

a. Promotion of the use of information resources

b. Ensuring the optimum use of information,

c. Creating perception of need and thereby creating demand, and

d. Improving the image and status of the libraries and library professionals.

However, the review of the literature on the status of marketing of information resources and services in university libraries by Zaki (1997), Tanui and Kitoi (1993), Nwosu (2010), Madhusudhan (2008), Olanlokun and Zaid (2006), Olusanya (2005) and Kawatra (2008) revealed that university libraries are slow in adopting and adapting marketing. Inazu (2009) observed that associating marketing with libraries has not been appreciated, because it is believed that they are funded differently and have different environments.

Furthermore, librarians by their training often do not possess enough skills and competencies to employ marketing tools effectively in information service delivery.

A cursory look at the presentation blow shows the differences between the traditional and modern approaches to the marketing of information resources and services.

S/N	Traditional Approaches	S/N	Modern Approaches
1	Basic operations and services	1	Value added operations and services
2	Staff assisted services	2	Self- services
3	In-house operations and services	3	Outreach operations and services
4	Free services	4	Priced services
5	Reactive services	5	Proactive services
6	Mass customization services	6	Individualized services

Source: Chaudhary, 2011

From the foregoing it is important for librarians to market information resources and services in order to retain existing library users (who need to be treated as customers) and to attract potential users (customers). To do this effectively and successfully, librarians would need to have a good knowledge of marketing and develop positive attitudes to the marketing of information resources and services.

1.2 Statement of the Problem

Librarians have been engaged in teaching people how to use the library and its resources by employing various techniques and tools such as library orientation, bibliographic instruction, information search skills, user education and now information literacy. Despite of this, library users are often not satisfied with the attitudes of librarians while interacting with them. Consequently, existing and potential users do not take full

advantage of all the information resources and services available in university libraries, resulting into underutilization of the libraries. The attitude of librarians toward employing various marketing techniques and tools to attract more users to the library and retain existing ones in the midst of competition with other platforms has serious implications for information delivery in university libraries

Hitherto, the low knowledge of marketing possessed by some librarians, especially those in university libraries, made them to think of marketing as something limited only to selling, promoting or advertising the library, not realizing that library marketing refers to a total organizational effort to attract and improve services to users. Therefore, because of the low knowledge, skills and orientation librarians have about marketing which results to their lack of understanding and appreciation of the significance of marketing and its application to library and information services, their attitude and disposition could significantly affect how they deploy marketing in the library environment (Kavulya,2004). As major operators of library marketing activities, the knowledge, skills and attitudes of librarians can significantly affect the success or otherwise of a library's marketing practice and achievement or otherwise of the library's marketing goals. Most of the studies in this area have focused on the applicability of marketing to libraries, the extent and types of marketing activities engaged in by libraries. However, not many studies have investigated or evaluated the attitudes of librarians towards the marketing of library and information products and services, specifically in relation to university libraries in North-Central zone of Nigeria. Available literature revealed that not many of the previous studies looked at the marketing of information products and services from the perspective of the librarian. Although some previous studies had observed some sort of misunderstanding and hostility to marketing among librarians, most of these were either speculative or based on extremely small samples whose result cannot be

generalized. This study investigated the attitudes of librarians toward the marketing of library resources and services in university libraries located in North-Central Zone, Nigeria.

1.3 Research Questions

The following research questions are stated to guide the study:

1. What are the types of information resources and services that are available and marketed by university libraries in North-Central zone, Nigeria?
2. What is the knowledge of marketing possessed by librarians in university libraries in North-Central Zone, Nigeria?
3. What are the attitudes of librarians toward marketing of information resources and services in university libraries in North-Central zone of Nigeria?
4. How do the attitudes of librarians toward marketing of information resources and services in university libraries in North-Central Zone of Nigeria influence their involvement in the marketing function?
5. What are the factors inhibiting the marketing of information resources and services in universities libraries in North-Central Zone of Nigeria?

1.4 Hypotheses

The following hypotheses were tested in this study.

H_{O1}: There is no significant difference in the types of information resources and services available and marketed by universities libraries in North-Central Zone, Nigeria.

H_{02}: There is no significant difference in knowledge of marketing possessed by librarians in the various types of university libraries toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria.

H_{O3}: There is no significant difference in the attitudes of librarians towards marketing of information resources and services in the different types of university libraries in North-Central Zone of Nigeria.

H_{04}: There is no significant difference in the factors inhibiting the marketing of information resources and services in the various types of university libraries in North-Central Zone of Nigeria.

1.5 Objectives of the Study

The objectives of this study are:

1. To determine the types of information resources and services that are available and marketed in university libraries in North-Central Zone of Nigeria.
2. To determine the knowledge of marketing possessed by librarians in university libraries in North-Central Zone, Nigeria
3. To determine the attitudes of librarians toward the marketing of information resources and services in university libraries in North-Central Zone Nigeria.
4. To investigate how the attitudes of librarians toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria influence their involvement in the marketing function.
5. To identify the factors inhibiting the marketing of information resources and services by librarians in university libraries in North-Central Zone, Nigeria.

1.6 Significance of the Study

The findings from the study would be of benefit to university Librarians, Library and Information Science curriculum designers, Policy makers and Scholars in the field of Librarianship. It would help university librarians to understand the attitudes and perception of librarians about marketing, the factors that determine their attitudes and the implication of their attitudes on the marketing of library resources and services.

By identifying gaps in the knowledge about the attitudes of librarians, the study will provide the basis for the development of a curriculum on marketing of library and information products and services for library and information Science schools/departments in Nigeria, and also design a training material for capacity building to enhance marketing skills of librarians.

The study will also provide empirical data for researchers on the attitudes, perception, knowledge and marketing skills possessed by librarians and the various ways through which librarians can create awareness to enhance information service delivery.

By and large, the findings from the study will serve as guide to library managers, other information professionals, researchers and other stakeholders in the information value chain in planning and implementing marketing strategies that will contribute significantly to improve exploitation of the rich library resources available in university libraries in order to promote learning, teaching and research for national development.

The result of the study is going to be published in peer reviewed journal with international reach so that other scholars can benefit and carry out further investigation in this area.

1.7 Scope of the Study

This study investigated the knowledge, and attitudes of librarians towards marketing of information resources and services in university libraries in North-Central Zone, Nigeria. As at the time the study was conducted there were twenty universities in North-Central Zone, Nigeria. Since the universities were many and scattered, the researcher selected from among federal government owned universities, state government owned universities and privately owned universities located in the North-Central Geo-Political Zone in Nigeria. The list of these universities is presented under population of the study. The study is specifically focused on librarians from the universities in North-Central Zone, Nigeria.

However, other library staff such as library officers, library assistants and administrative staff were excluded from the study. This is because this category of staff was not considered to be in a position to provide all the relevant answers required by the researcher. The study was delimited to examining the attitudes, and knowledge of marketing and marketing skills of librarians and how these enhance library use. It did not cover other factors such as political, socio-cultural and economic factors that might influence the attitudes of librarians in their adoption and application of marketing in university libraries.

1.8 Operational Definition of Terms

The key terms used in the context of this study are defined operationally as follows:

Attitude- The beliefs and predisposition of librarians to activities, methods, ideas, processes of exposing users to available library resources and services.

Awareness- The process of informing, reminding and persuading clients to patronize the services provided by the library.

Information Resources- The stock- in- trade employed by librarians to assist library users to satisfy their information needs. Examples are books, journals, and data bases, CD-ROMs, abstracts, and indexes.

Information Services- Activities carried out by librarians that provide useful resources to customers to solve their need for information to facilitate learning, teaching and research.

Information- Anything that adds to human knowledge and is capable of assisting in decision making, problem solving and providing answer to a particular question.

Marketing- A concept and tool used for the dissemination of appropriate information in the appropriate channels required by intended recipients. It involves methods and strategies.

Resource- Information carrier employed to assist library users to satisfy their information need. It is a source of information that has a physical form, and can be transferred from the librarian to the client.

Service- Any activity carried out by the library that provides useful resources to customers (users) to solve their need for information to facilitate learning, teaching and research.

User/Customer/Client- The beneficiary that is provided with information products and services by the librarian.

Librarian- A person who has undergone professional training in library, archival and information science in a university with a minimum of bachelor's degree qualification.

University Library- A library owned by a university, manned by professional librarians to support teaching, learning and research through the provision of information resources and services.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter reviewed related and relevant literature under the following sub- sections.

2.2 Concept of Attitude

2.3 Types of Information Resources and Services Available and Marketed by University Libraries

2.4 The Need for Librarians to possess Knowledge of Marketing

2.5 Marketing Skills of Librarians in University Libraries

2.6 Attitude of Librarians toward the Marketing of Information Resources and Services

2.7 Marketing Strategies Adopted to Market Information Resources and Services by University Libraries in Nigeria

2.8 Relevance of Marketing Information Resources and Services in University Libraries

2.9 Factors Inhibiting the Marketing of Information Resources and Services in University Libraries

2.10 Conceptual Framework

2.11 Theoretical Framework

2.11.1 The Theory of Reasoned Action

2.11.2 The Construct of the Theory of Reasoned Action

2.11.3 Previous Studies that Adopted the Theory of Reasoned Action

2.12 Summary of the Review

2.2 The Concept of Attitude

An attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). A person's attitude towards a thing can be identified through his/her disposition, inclinations and feelings. According to Taiwo (1998) attitudes are inclinations and feelings, prejudices or biases, preconceived notions, ideas, fears, and convictions about any specific topic. In essence, the attitude towards an act or a behavior is the individual's positive or negative feelings about performing a behavior determined through an assessment of one's beliefs. Attitude can be a positive or negative evaluation of people, event, activities, ideas, or just about anything in your environment. Attitude is also measurable and changeable as it is capable of influencing a person's emotion and behavior. Hence attitude can be formed from a person's past and present.

Attitude in this study is defined as perceptions, beliefs, ideas and opinions of individual librarian towards the marketing of library information resources and services.

According to Jain, Jambhekar, Rao and Rao (1999) attitude can be grouped into four different categories based on their functions:

1. Utilitarian: provides us with general approach or avoidance tendencies
2. Knowledge: helps people organize and interpret new information
3. Ego- defensive: attitude can help people protect their self-esteem
4. Value-expressive: used to express central values or beliefs.

An understanding of the factors that influences the attitudes of librarians towards the marketing of library resources and services would help to explain how and why they are involved in this important managerial function in university libraries. This is the focus of the study.

2.3 Types of Information Resources and Services Available and Marketed by Libraries

An organization that embraces the marketing concept tries to provide resources and services that satisfy customer needs through a coordinated set of activities that also allow the organization to achieve its goal (Rowley, 2011). There are various types of information resources and services that are provided and marketed by librarians. Library services refer to the activities and intangibles which the library offers to the client to satisfy expressed needs. It includes all efforts geared towards making the right and or relevant information accessible to the users. Information resources on the other hand include books, electronic journals, abstracts, bibliographies, databases, etc. Information services refer to any activity carried out by the librarian that provides useful resources and information to customers in order to solve their need. Information services include referral services, current awareness services, circulation services, interlibrary loan services, literature searching, etc.

A crucial element in the sustainability of information systems and services is effective marketing. This is because marketing is not limited to developing and promoting library resources and services but also creating awareness about what the library has to offer to the client. According to Chuadhary (2011), marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness.

The information resources marketed by university libraries include; textbooks, databases, CDs/DVDs, E-journals, computer services, Audio visual materials, reference materials, serial publications, posters, in-house publications, etc.

Though the services provided in libraries may differ in one form or the other from one library to another, there are certain services that are routine in nature and are common to all types of libraries. These include reference services, indexing and abstracting services,

current awareness services, literature searching services, translation services, inter-library loan/ referral services, circulation services, internet and/online services, reprographics services, etc.

In university libraries, the information resources and services are marketed through various techniques. Prominent among the techniques are the teaching of library use courses such as GST or GNS to fresh students, library orientation to potential users, guided library tours, provision of current awareness services, circulation of in- house library publications, and the use of library web pages for dissemination of information using the online platforms.

The major characteristics of services include,

1. Intangibility
2. Inseparability
3. Variability
4. Perishability

Intangibility of the service means that the service cannot be seen, tasted, felt, heard or smelt before purchase. For example, information services like Current awareness services and other forms of reference services belong to this category. This implies that the marketer would have to try to make the service more tangible and ensure quality goods (where involved) are used and service personnel exhibit high skill and courtesy in dealing with customers. In the case of the library, while information resources are tangible, library services are intangible.

Inseparability implies that services cannot be separated from their producers whether the providers are people or machines. In marketing library information resources and services, provider-customer interaction is a special feature as the service provider represents the product or service in the eyes of the customer. Therefore, the attitude of

the provider, whether positive or negative, affects the service outcome which is capable of influencing continuous patronage or repeat purchase by the customer.

Variability means that the quality of service provided to a customer may vary significantly depending on who provides them and when, where and how they are provided. The experience a customer gets when receiving services in the library may vary from one provider to another and from one library to another. Attitude of the service provider could significantly affect the consumer buying behavior.

Perishability means that services cannot be stored for later sale or use. Most services are consumed at the point that they are provided, hence the customer cannot keep inventory of such services. However, the consumer is always conscious of the disposition of the service provider, and where the service provider is able to provide conducive atmosphere for the customer, continuous patronage is encouraged.

Marketing of goods or services essentially involves exchange between the buyer and the seller. For a mutually beneficial exchange to take place in this context, the seller and the buyer must develop relationship. The attitude of the seller of any good or the attitude of the provider of any service is a critical determining factor for a mutually beneficial exchange to take place. Therefore, in providing library information resources and services to users, the attitude of the librarian could mar or make the exchange process. This provide the impetus to examine the attitudes of librarians in university libraries toward the marketing of information resources and services.

2.4 The Need for Librarians to Possess Knowledge of Marketing

Marketing has become one of the areas of competency that is receiving some attention in the field of library and information science. In 1997, the IFLA Marketing and Management Section was launched with the objectives to formulate guidelines to teach management and marketing, promote the broader acceptance of marketing, and organize

annual conference, and issue publications on library marketing. In relation to the contemporary competitive environment in which librarians operate Chaudhary (2011) observed that a large part of being an effective librarian involves being an effective marketer. This is more so since libraries have different kinds of information resources and services to offer to the users. Justifying the need for librarians to acquire knowledge of marketing, Bushing (1995) opined that marketing provides a theoretical framework within which to address the specific library and information science questions facing public, school, special, and academic libraries. It is therefore important for librarians to possess adequate knowledge of marketing in order to employ same to improve library services to users. The author also observed that librarians often fail to adopt marketing theory and practices because they lack good understanding of marketing and believe it to be simply another form of public relations and publicity.

According to Lafond (1995), most librarians have not been trained with the concept of marketing and this leads to reluctance to market. Hence the lack of expertise in marketing which manifests in libraries having difficulty in introducing marketing into library work. The need for librarians and other information professionals to understand marketing and its concepts in order to employ same in library and information work cannot be over emphasized. Jain, et al. (1999) canvassed for the training, orienting and acculturating of library staff to prepare them for the task of marketing library and information services effectively. In this light, only a jump is needed for the librarians and information managers to use marketing effectively so as to meet the challenges facing them. The possession of adequate knowledge of marketing is likely to positively influence the attitudes and behaviour of librarians towards the marketing of library and information resources and services. This may require redesigning the library and information science

curriculum to include more marketing related courses at the undergraduate and postgraduate levels of training.

The need for librarians to possess the knowledge of marketing is hinged on many factors that have made it imperative for the marketing of library resources and services. Firstly, libraries are now facing stiff competition with other platforms that are providing the kinds of resources and services hitherto provided within the domain of the library. Secondly, the application and utilization of information and communication technology gadgets and devices to explore, retrieve, and disseminate information. Thirdly, Luther (1983) observed that management and marketers of library services require attitudes, ability and initiative. The acquisition of relevant knowledge of marketing is therefore imperative for librarians especially those operating in the university library environment.

2.5 Marketing Skills of Librarians in University Libraries

Marketing is a process that can help librarians achieve the objectives of improving access to their clientele, increasing users' satisfaction and improving the librarians' image. To achieve these requires the possession of technical and managerial skills and experiences. However, librarians need to acquire the requisite marketing skills and experiences in order to reposition university libraries to face the challenges of competition in the emerging information environment.

Marketing skills are the expertise or knowledge necessary to influence people to buy a product/service (Wikipedia, 2015). The marketing skill of an individual is influenced by the level of training, knowledge and experience gained. Prominent among the marketing skills for successful marketing librarians should possess are sales skills, interpersonal and communication skills, people skills, technical skills, creativity and IT skills. These skills are critical for the librarian to become an effective marketer. According to Weingand (1987), the marketer must understand his environment, must design the products and

services the market needs, must monitor and evaluate their use, and then must build on this process for future planning. To do these effectively the librarian requires some basic skills.

Chaudhary (2011) observed that many successful librarians concede that as one climbs the organizational ladder, the relative importance of technical skill declines while that of marketing skills increases. It is in this light that some library schools have realized the need to add a focus on acquiring marketing skills in their course curricula. The possession of marketing skills by librarians will ensure that they would market their library and information resources and services as well as providing effective service delivery to customers.

Kawatra (2008) identified the required professional skills for library marketers to include the following:

- Perception of the information requirement of users
- Knowledge of the ways of accessing information
- Promotion of information skills through various marketing strategies, distribution, advertising, and user satisfaction
- Skills of obtaining feedback from the users of information
- Coupling of new information with the already existing information sources
- Consumer interest analysis
- Understanding the reasons for potential users of information not seeking service from the system meant for them.

All these skills are necessary for librarians to possess in order for them to package and deliver library/ information resources and services more effectively and efficiently to clients.

2.6 Attitudes of Librarians toward the Marketing of information Resources and Services

Attitudes are inclinations and feelings, prejudices or bias, preconceived notions, ideas, fears and convictions about any specific topic (Taiwo, 1998). It refers to an expression of favour or disfavour toward a person, place, thing or event. It is possible to have favorable or unfavorable attitudes towards people, things, and situations. Psychologists define attitude as a learned tendency to evaluate things in a certain way. This can include evaluations of people, issues, objects or events. Such evaluations are often positive or negative, but they can also be uncertain at times. (Kendra, 2013).

The attitude of a provider of a given service (especially library services) could positively or negatively affect the quality of the offer. Mohammed (2017) identified unfriendly posture of some library staff at the circulation and reference desks as one of the circumstances that tend to ignite frustrations among library users at the Ahmadu Bello University library. The attitude of the staff towards library services delivery has implication on user's continuous patronage of the library. One of the characteristics of services is inseparability. Which means you cannot separate the service provider from the service provided. Zaki (1991) noted that the impact of a library cannot be felt by its users if the library's services are not adequately publicized and promoted. In the same vein, Shontz, Parker and Parker (2004) posited that many librarians lack the knowledge of marketing, may not think marketing is important, or may actually have negative attitudes about marketing. Where this is the case, it is imperative that librarians are prepared to have a rethink about marketing Igbeka (2008) studied the relationship between the user and the reference librarian's attitudes and concluded that to a large extent the attitude of the librarian determines the use of the library. This is not surprising because while a positive attitude exhibited by the librarian towards the user could serve as a source of

encouragement, a negative attitude does a lot of harm to librarian-user relationship which has serious implication for continuous patronage.

Various studies on the extent and types of marketing activities engaged in by libraries have been conducted by Opeyemi, Akinade and Onoade (2015), Zaki (1997), Olanlokun and Zaid (2006), Opara (2006), Inazu (2009), Nwosu (2010). However, not much has been investigated about the attitude of librarians in university libraries in North-Central Zone of Nigeria towards the marketing of library resources and services.

Previous studies have shown that attitude is a critical factor that influences the adoption and application of marketing techniques by librarians. In the words of Helton and Estoll (1998), the way librarians think and act with regards to promoting library services is as important as any aspect that affects the library's performance and future. Kaur and Raul (2008) examined the attitudes of library professionals in university libraries in India. Results of the study revealed that 84.6% of the librarians under study have not studied marketing in their schools of library and information science. From the same study the researchers found that 84.6% of the population of the study agrees that libraries carry out marketing activities at random rather than develop a consistent programme.

Alabi, Nduka and Olatise (2011) canvassed for a paradigm shift, the development of new practices and the shedding off of traditional thinking and roles by librarians to effectively utilize new knowledge so as to enhance library services, integrate the use of latest technology and tools in libraries. Popoola and Zaid (2015) also supported the idea of paradigm shift towards making librarians to change their perception and attitudes by embracing marketing as a significant managerial function that would contribute immensely to attract users to the library.

Understanding that the user and user's needs are the main purpose and aim of library services is the key to library marketing, and the development of positive attitude of

librarians towards marketing library services is germane. Shontz, Parker and Parker (2004) identified the attitude of librarians in public libraries towards the marketing of library services and relate this attitude to selected independent variables. The finding shows that librarians who have taken a course in marketing in the past one year hold a more positive attitude towards marketing. Librarians who had taken a course or attended a workshop in marketing and those who perceived marketing positively considered marketing practice to be a high priority in their libraries.

Kanaujia (2004) revealed in a study that librarians have a positive attitude towards the different aspects of marketing of library and information products and services. The problem, the writer stated is that librarians are not getting the chances to apply their lessons into marketing practices and application planning for the library. The respondents in the study agreed that ignorance of marketing is responsible for discouraging marketing applications. There is a connection between marketing attitudes and behavior. As Chaudhary (2011) put it "to effectively reach potential users, it has become imperative that positive attitudes toward marketing be part of the organizational culture of libraries. Gronroos (2000) posited that marketing should first of all, be an attitude of mind because this is the foundation for successful marketing orientation of university libraries. The level of success a library can attain in her marketing efforts to a large extent depends on the attitude, behaviour and disposition of librarians who are the driving force in this respect. In the opinion of Jestin and Parmeswari (2008), libraries and information centers have begun to realize the fact that marketing of information products and services is an integral part of administration, especially as a means of improving user satisfaction and promoting the use of services by current and potential users. However, not much has been investigated about the attitudes of librarians towards the marketing of information resources and services with specific focus on university librarians in North-Central Zone

of Nigeria. Although some previous studies had observed misunderstanding and hostility to marketing among librarians, most previous discussions of this topic were either speculative or based on extremely small samples. This is why this study attempt to investigate the attitudes of librarians as a critical factor in marketing library resources and services and its implications for improving the use of university libraries. Therefore, in order to provide more evidence in this area and fill the gap in knowledge that exists, a large scale survey of librarians in university libraries in North-Central Zone of Nigeria was conducted.

2.7 Marketing Strategies Adopted by University Libraries in Nigeria

Effective marketing of library and information resources and services is usually founded on a sound marketing strategy. Marketing is the process of planning, pricing, promoting, and distributing goods and services to create exchanges that satisfy the library and the customer. According to Chaudhary (2011), Clifford and Olurotimi, (2015), marketing is an ongoing and dynamic strategy because customer needs and library products change with time. Designing and implementing an appropriate marketing plan guarantees the survival and growth of the library and information services.

Strategies are sets of procedures adopted by individuals or organizations for the attainment of set objectives. A marketing strategy is a written plan which combines the efforts to plan information product and product development, and the ways to promote information products and services, how to price information products and services and their distribution. Strategic marketing emphasis is a major determinant of a library's long run success and differential advantage in any marketing environment. According to Amaral (1992), introducing or adopting marketing techniques to libraries involves modifying traditional activities, developing strategies for change and preparing these organizations for future trends. The importance of marketing strategy lies in the belief

that the goals may be different, the objectives miles apart, but the bottom line is that marketing principles are just as applicable and essential to the information realm as they are to the commercial sector.

In crafting marketing strategy for a library, an objective assessment of the strengths and weaknesses of the library or information is done. This includes a look at the library's resources, objectives, staff skills and attitudes and the services. In a nutshell, a library's marketing strategy determines the choice of target market segment, positioning, marketing mix, and allocation of resources. The five broad steps to the development of a marketing strategy include:

- Articulating marketing objectives,
- Developing an actual plan
- Choosing Action tools
- Evaluating and reviewing the marketing strategy,
- Creating a specific mission statement

A library's marketing objectives should be articulated clearly in order to guide the staffs who are involved in marketing. This would facilitate a coordinated and focused marketing in the library. The development of an action plan is predicated on the marketing objectives that the library intends to achieve. Short term, medium term and long term marketing plans are needed to ensure monitoring and evaluation of the marketing efforts. This is crucial to guide the effective implementation of the library's marketing programme.

Tanui and Kitoi (1993) are of the opinion that the marketing strategy that needs to be pursued is the redesign of library services to cater for the modern library user who is more informed, sophisticated, time conscious, discriminative and multidisciplinary minded. Since a strategy serves as a plan and roadmap to the achievement of desired goals, formulating a winning strategy is the cornerstone to effective marketing of library

information resources and services. Having adequate knowledge of marketing and adopting a positive attitude towards marketing could help librarians to craft winning strategies for marketing information resources and services in Nigerian University libraries. Table 2.1 presents Chaudhary's (2011) 7Ps of marketing strategies for libraries.

The 7Ps of Marketing (Marketing Mix)

	7Ps	Definition
1	Products:	Product 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.
2	Price:	Pricing of use of the library is usually that of the time and effort the user spends travelling to the library, as well as the time and effort spent.
3	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
4	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. This is addition to other traditional methods of promoting library resources and services
5	Participants:	All human actors who play a part in reference and information services delivery, namely, the library personnel.

6	Physical Evidence:	The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.
7	Process:	The procedures, mechanisms and flow of activities by which the reference and information services are acquired.

Source: Chuadhary, S. K. (2011). Library Marketing.

One of the important elements in the 7ps of marketing has to do with the human actors. The participant here refers to the library personnel that provide information resources and services to users (customers) who patronize the library. The attitudes, disposition and the approach of the librarian to the user before, during and even after the delivery of resources and services may encourage continuous patronage or not. Since it is the librarian that facilitates this process it is important to understand how a positive attitude or negative attitude affects information service delivery.

2.8 Relevance of Marketing Information Resources and Services in University Libraries

Libraries and other nonprofit organizations have had a long tradition of using business principles (including marketing principles) in the management of their activities. For instance, the Ranganathan's five laws of library science had the marketing concept as its core foundation. Librarians are usually apprehensive about the general lack of awareness of the resources and services available in the library for the benefit of users and this often leads to underutilization and in some cases non-utilization. According to Nwosu (2010) in the library context, marketing implies an exchange relationship based on a service philosophy that is user-oriented rather than product- oriented and primarily geared towards satisfying users. On the role of marketing, Ekoja (2000) noted that the role of

marketing can hardly be divorced from its relevance, but suffice it to say that marketing enables an organization to respond best to the demands and interests of its customers or consumers of its products.

The relevance and benefits of marketing information resources and services has become evident in the face of such developments like the availability of information technology driven platforms that now compete with libraries, and the growing user sophistication. Therefore, just as businesses must compete for survival, growth and market share, libraries and information professionals have to assume some proactive role to cope with increasing competition. According to Kottler et'al (1983), Marketing is relevant not only to business but to every organization that provides something of value to clients or the public, colleges, hospitals, museums, charities, politicians, and just about any organization that attempts to provide "something of value" to individuals or groups that represent a broadly defined market. Marketing is a recipe for success because through marketing libraries can increase the reach of their resources and services. Ifidon and Obaseki, (2018), Clifford and Obadare (2018), and Famaren (2016) identified the need for libraries to redefine their strategies so as to attract and retain potential and existing users. Smith (1995) observed that marketing is a stance and an attitude that focuses on meeting the needs of users. It is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice. It is good practice. One of the reasons that informs nonprofit organizations to embrace marketing is the growing sophistication and expectations of consumers of their services which render traditional approach to their management ineffective.

In the competitive environment in which libraries are operating today, their survival depends on their ability to keep, maintain and increase the number of users coming into

the libraries. Marketing is increasingly becoming a critical tool in the university libraries to ensure the continued support of users, stakeholders and society as a whole. As libraries continue to fight for their survival amidst growing expectations, competition from online sources and wavering public perception, adopting relevant and appropriate marketing techniques and tools has become inevitable.

In essence, marketing provides conceptual and analytical tool to plan and manage the information organization for achieving objectives of the organization. Looking at the current global trend, Kumar Das, and Karn (2008), reaffirmed the benefits of marketing in libraries by stating that marketing of library and information services includes customer (user) priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, and value-added services. In a nutshell the focus of library marketing is to understand the needs of the customers and then provide resources and services to satisfy such needs. In the process of marketing library resources and services, the librarian has to go out to look for the customer instead of a situation where the customer has to come into the library looking for the librarian to serve their information need. This may task library finances, but if it is done properly, the benefits could be enormous.

Since marketing is found to be relevant and beneficial to libraries, an organization whose staff lacked adequate knowledge of marketing principles, strategies and tools is not likely to package, present and deliver information resources and services satisfactorily to users. On the other hand, if the librarians have a negative attitude toward marketing information resources and services, service delivery would be poorly done and the users would be dissatisfied. Under this scenario, retaining existing users and attracting new ones become a daunting task.

2.9 Factors Inhibiting Marketing of Information Resources and Services

A major factor affecting the adoption and use of marketing in university libraries in Nigeria is librarians' attitudes toward marketing. Attitude may be used synonymously with belief, opinions, interests, values, sentiments, perceptions, etc. The difference is usually in the degree and intensity. Okojie (2012) stated that the concept of attitude arises from attempts to account for observed regularities in the behaviour of individual persons, it is judged from the observable; evaluative responses he intends to make.

Ledoux (1995) identified lack of information, lack of funding, poor marketing infrastructure, illiteracy and language barriers as challenges to information marketing in developing countries. Furthermore, librarians and information professionals in developing countries do not understand or have an outdated notion of marketing. Jain et al (1999) identified four barriers to the adoption of marketing approach by librarians to include;

- Attitudinal
- Structural
- Systematic
- Environmental

Attitude wise, information professionals, like many other professionals, have been inward looking- happy with satisfying a limited clientele, that too when asked, and happy with jealously guarding their importance.

Structure wise, the staff that come into contact with the public or clients are the library assistants and less frequently, the reference librarian and the librarian. As a result, there is no staff to reach out and capture the point of view of the client.

System wise, libraries and information centers, so far, have been more storage, security and audit conscious. This means that guarding or protecting the information is more important than utilizing it for the satisfaction of its clients.

Environment wise, the culture especially in the developing countries, still believes that information should be free and should be sought by clients themselves. There is no attempt at seeking out clients.

Various factors have been identified as militating against the marketing of library services in academic libraries. Such factors include perception and attitude. (Alemna, (2001); al-Bahrani and Gray, (2004); Estall and Stephens, (2011); and Pathak and Jain, (2013).Tanui and Kitoi (1993) listed the internal and external constraints that hinder the marketing of library services. The internal constraints include:

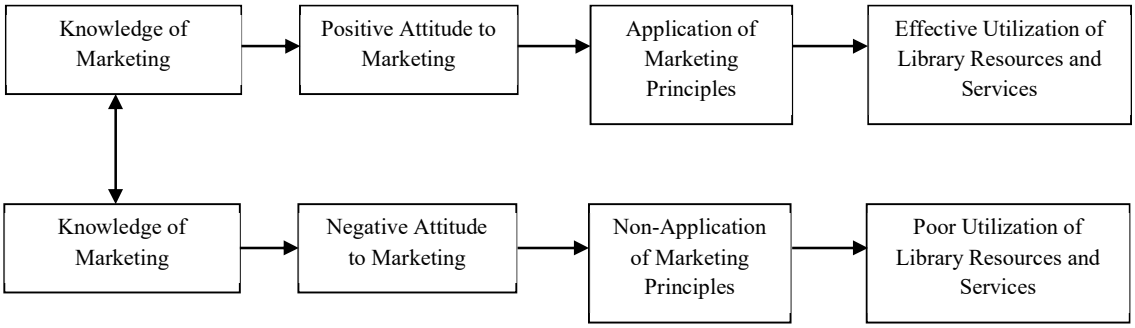
- Lack of marketing knowledge by library staff
- The traditional views of libraries as mere repository collections of books and journals.
- Lack of proper and adequate funding
- Lack of appreciation by library staff of the fact that present library clientele are more enlightened on the library demands.
- The external constraints include:
- Temporary market audience
- Lack of commitment by some university administration officials to support the library fully.
- Misdirected organizational objectives, etc.

These factors could positively or negatively affect the marketing of library and information resources and services especially in the university libraries. Since there exist

an inter play of these factors in the library setting, it is important to understand how the attitudinal factor can be explained through a study of this kind.

2.10 Conceptual Framework

The conceptual framework for the study is presented in a simple schematic diagram below.



A person's attitude to certain ideas, issues, things and even other individuals could be influenced by the knowledge and understanding possessed. It is therefore important to see whether the knowledge of marketing possessed by librarians could result to adopting a positive attitude to marketing or otherwise. Also, it is important to find out whether if the librarian possesses a positive attitude this would encourage the application of marketing principles. In this sense, it would help our understanding of how this could translate to improved utilization of library information resources and services or otherwise.

2.11 Theoretical Framework

This section specifically reviews the relevant theory that relate to attitude and behaviour. The major constructs of the theory and how its philosophical postulation contributes to help our understanding and explanation of the attitude of librarians towards the marketing of library resources and services is discussed. The relevant theory that is related to the focus of this study is the theory of Reasoned Action by Ajzen and Fishbein (1980), and

Ajzen (1988) and Ajzen (1991). This study relates to human information behavior of which attitudes constitute significant complex part. This theory was utilized for the study because the constructs fit into the major focus and direction of the research.

2.11.1 The Theory of Reasoned Action

The theory of reasoned action is the theory that has been adopted for this study. With a focus on the attitude of librarians towards the marketing of library resources and services, the construct of attitude in the theory fits into this study.

Ajzen and Fishbein (1980) formulated the theory of reasoned action (TRA) within the social psychology setting that was aimed at the study of attitude and behavior. The theory is a model for the prediction of behavioral intention, spanning predictions of attitude and behavior. The theory of reasoned action developed by Fishbein and Ajzen (1975, 1980) derived from previous research that started out as the theory of attitude, which led to the study of attitude and behavior. According to Hale, Householder and Greene (2002), the theory was "born largely out of frustration with traditional attitude-behavior research, much of which found weak correlations between measures and performance of volitional behaviors". The components of the theory of reasoned action are three general constructs; Behavioral intention (B1), Attitude (A) and Subjective Norm (SN).

Theory of reasoned action posits that a person's behavior is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour and his/her subjective norm. Behavioral intention measures a person's relative strength of intention to perform a behavior. On the other hand, attitude consists of beliefs about the consequences of performing the behavior by an individual multiplied by his or her evaluation of these consequences (Fishbein & Ajzen, (1975). Subjective norm is a combination of perceived expectations from relevant individuals or groups along with intentions to comply with this expectation. Miller (2005) posits that

indeed, depending on the individual and the situation, these factors might have different effects on behavioral intention, thus a weight is associated with each of these factors in predictive formula of the theory. For example, if you are the kind of person who cares little about what others think of you, the subjective norms would carry little weight in predicting your behavior.

The theory has some limitations which according to Eagly and Chaiken (1993) include a significant risk of confounding between attitudes and norms since attitudes can often be reframed as norms and vice versa. The second limitation is the assumption that when someone forms an intention to act, they will be free to act without limitation. Hence, constraints such as limited ability, time, environmental or organizational limits, and unconscious habits will limit the freedom to act.

Sheppard (1988) criticized the theory but made certain exceptions for certain situations when he submits that a behavioral intention measure will predict the performance of any voluntary act, unless intent changes prior to performance or unless the intention measure does not correspond to the behavioral criterion in terms of action, target, context, time-frame and of specificity.

In addition, Hale, Householder and Greene (2003) noted that the aim of theory of reasoned action is to explain volitional behaviours. It excludes a wide range of behaviours such as those that are spontaneous, impulsive, habitual, the result of cravings, or simply scripted or mindless. However, Sheppard (1988) concluded that the theory "has strong predictive utility, even when utilized to investigate situations and activities that do not fall within the boundary conditions originally specified for the theory. That is not to say, however, that further modifications and refinements are unnecessary, especially when the model is extended to goal and choice domains.

2.11.2 The Constructs of the Theory

The theory of reasoned action has three constructs that explain the fundamental underpinnings of the theory. These are:

Behavioural Intentions: These include the functions of an individual's attitude towards the behaviour and the subjective norm surrounding the performance of the behaviour. Accordingly, the actual use of an innovation (marketing) is determined by the individual's behavioural intention to use it. Behavioural intention measures a person's relative strength of intention to perform behaviour.

Attitude: The attitudes towards an act or behaviour are the individual's positive or negative feelings about performing a behaviour determined through an assessment of one's beliefs. Attitude consists of beliefs about the consequences of performing the behavior.

Subjective Norm: It is an individual's perception of whether the people important to the individual think the behaviour should be performed. Subjective norm is a combination of perceived expectations from relevant individuals or groups along with intentions to comply with this expectation. In a nutshell, a person's volitional (voluntary) behaviour is predicated by his/her attitude towards that behaviour and how he/she thinks other people would view them if they performed the behaviour. A person's attitude combined with subjective norms forms his/her behavioural intention. Therefore the librarian's perception as to whether the library should market its resources and services is a function of the attitudes toward this important activity. An investigation into the behavioural intentions, attitude and Subjective Norm and an understanding of the interplay of these constructs would give us proper insight into how these influence the disposition of librarians towards the marketing of library resources and services.

One of the limitations of this theory relates to the fact that they overlooked emotion variables such as fear, threat, mood and negative or positive feeling. Although all these theories have shortcomings because attitudes of people to things, ideas and other people are dynamic, however, attitudes of librarians toward marketing provide us with a clue of understanding their disposition. Since the theory of reasoned action posits that a person's behavioural intention is dependent on his attitude and subjective norm, it can therefore explain the attitude of librarians toward the marketing of information resources and services.

2.11.3 Previous Studies that Adopted the Theory of Reasoned Action

Various scholars from different disciplines have used the theory of reasoned action to carry out studies on attitudes of people towards a thing, an act or an activity. This section discusses some of the previous studies that used the theory of reasoned action to explain the attitudes of librarians and how it influences the adoption and application of marketing techniques to library services.

A study by Aharony (2009) investigated librarians' attitudes toward marketing library services. The study sought to find out whether personality characteristics such as empowerment, extroversion and resistance to change influence librarians' attitudes towards the marketing of libraries. A major finding of the study was the positive correlation between personal characteristics, empowerment, extroversion and resistance to change and attitudes towards marketing of libraries. Aharony recommended that librarians of all the branch libraries should be exposed to marketing concepts in order to maintain their central position as information providers- and within- the new technologies.

Eke and Njoku (2012) carried out a survey of librarians' attitudes towards the marketing of library and information services in academic libraries in Imo State, Nigeria. The result

from the study indicated that majority of the 135 librarians who completed and returned the questionnaire had a positive attitude towards marketing/pricing of 16 of the 20 library/information services items that were marked out. From the result of the study, it was concluded that certain information products and services can be marketed/priced and the age-long practice of giving all manner of library/information service free of charge should be reconsidered.

Adekunle, Omoba and Tella (2007) conducted a study on the attitudes of librarians in selected Nigerian universities toward the use of ICT using the theory of reasoned action. The following research questions were raised to guide the study. (1) What is the attitude of Nigerian librarians toward the use and application of ICT in their libraries? (2) Does ICT training or librarian's knowledge of ICT influence attitudes towards use of ICT in their libraries? The study employed the descriptive survey method. The results revealed that librarians have a positive attitude towards the use and implementation of ICT in their libraries. An understanding of benefits of ICT in libraries was the reason for the positive attitude towards ICT. Also, it was discovered that ICT training and knowledge possessed by librarians can influence their attitude towards ICT.

Yaacob (1990) investigated the attitudes of librarians in government-supported special libraries in Malaysia. In the study, the researcher examined the relationship between the librarians' attitudes towards IT and other variables. From the results, a significant relationship was found among attitudes and awareness of the potential of IT, currency of attaining professional qualifications, and knowledge of IT. The findings from the study showed that librarians' level of knowledge of technology was a good predictor of attitudes towards IT.

Yi, Lodge and McCausland (2013) carried out another study on Australian academic librarians' perceptions of marketing services and resources. The study examined how

Australian academic librarians market their services and resources. The research questions included: 1) what do academic librarians perceive as effective approaches for marketing their services? 2) What approaches do academic librarians use to market their services and resources? 3) Which marketing approaches do they perceive as most effective? 4) What factors influence the choice of marketing approaches used? The collected quantitative and qualitative data were analyzed using descriptive (frequencies, percentages, mean and standard variation) and inferential statistics (correlation). Findings showed that the main approaches used to identify library user needs and expectations included client surveys, online enquiries' one-to-one interactions with the users, face-to-face meeting, orientation session and physical tours. The most effective social media tools used to market services and resources were the library website, library blogs, library forums and e-mail. The result also revealed that the factors influencing their attitudes included the technology, time, cost, librarian's skill levels and client groups. The study concluded that academic librarians were involved in a variety of marketing activities and had varied perceptions of the effective approaches used to market services and resources. In a nutshell, correlation analysis confirmed that demographics, human capital and library variables play significant roles in predicting librarians perceptions of the effective marketing techniques used.

A study conducted by Garoufallou *et'al* (2013) on marketing applications in Greek academic library services, described marketing methods, techniques and activities used in these libraries and the library staff perceptions regarding the importance of marketing. A three-section questionnaire was designed as the main research tool and distributed to 151 libraries. Findings from the study reported that whilst marketing principles are used in academic libraries worldwide, the spread of marketing in Greek academic libraries proved to be limited. According to the report, the majority of Greek academic librarians

realize the importance of marketing but they still have a long way to go in terms of understanding and adopting marketing concepts in their provision of services. The researchers concluded that the rapidly changing information environment and the increased interest in academic library marketing necessitate further research in this area.

Ramzam (2010) studied the factors affecting librarians' attitudes toward IT application in libraries. The study identified common underlying factors which could be used to predict the probable behavior of librarians towards IT innovation in their libraries. Primary data were collected through a questionnaire survey of 682 head librarians working in academic libraries across Pakistan. The study found that the intensity of librarians' fears in IT handling, ability to cope with the ever-changing IT innovations and the level of understanding of IT – based rules and regulations were good predictors of librarians' attitudes towards information technology.

Although few studies have investigated the attitudes of librarians using the Theory of Reasoned Action, very little studies have been conducted to examine the attitudes towards marketing by librarians working in university libraries in North-Central Zone of Nigeria. This study intends to fill this gap.

2.12 Summary of Literature Review

This chapter essentially focused on literature review and an overview of the theory that guided the conduct of this study, the constructs of the theory and a peep at some previous studies that adopted the theory. To provide a better understanding of the concept of attitude, this term was defined in the context in which it is used in this study. The types of information resources and services available and marketed in library were identified and discussed. Furthermore, the need for librarians to possess knowledge and skill for marketing information resources and services were highlighted. The literature review also covered such aspects like attitudes of librarians toward the marketing of information

resources and services, marketing strategies adopted in university libraries, relevance of marketing information resources and services and factors inhibiting the marketing of information resources and services in university libraries. The theory adopted for the study and previous studies that employed the theory were examined. Attitudes have been discovered to influence behaviour, but the studies in this area varied in their conclusion. The study of the attitudes of librarians towards the use of marketing in university libraries can make a significant difference to the survival and relevance of such libraries in the emerging competitive information sub-sector. Most of the studies focused on the need for university libraries to adopt marketing to improve services rendered to users. However, only very few of the studies investigated the attitudes of librarians towards the marketing of university library resources and services with focus on the Nigerian scene. Since librarians play a pivotal role in the design and implementation of the marketing effort in the university library system, an understanding of their knowledge, skills and attitudes in relation to the marketing of library resources and services is worthy of investigation. This study intends to investigate how the attitude of librarians towards marketing of information resources and services can influence the retention of departing users and attraction of new clients culminating in improved patronage and utilization of university libraries resources and services.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter is presented under the following subheadings:

3.2 Research Method Adopted

3.3 Research Design

3.4 Population of the Study

3.5 Sample Size and Sampling Technique

3.6 Instrument for Data Collection

3.6.1 Questionnaire

3.7 Validity

3.7.1 Pilot Study and Reliability of instrument

3.8 Procedure for Data Collection

3.9 Procedure for Data Analysis

3.2 Research Method Adopted

Research method refers to the technique employed in the process of conducting a study and arriving at dependable solution to the problem being investigated through a planned and systematic analysis and interpretation of data. The research method adopted for this study was the quantitative method.

3.3 Research Design

The survey design was adopted for this study. Research design refers to the overall strategy that the researcher chooses to integrate the different components of the study into a coherent and logical whole. The Survey research design is one of the most popular and commonly used methods of investigation in the social sciences. Social survey research, according to Uhegbu (2009) involves a systematic and comprehensive collection of

information about the opinions, attitudes, feelings, beliefs and behaviours of people. Aina (2002), Osuala (2005), and Ndiyo (2005) describes the survey research method as the most efficient method of collecting data and information from a large number of respondents. The survey method was used because of its appropriateness to the study which Ndagi (1984) observed is concerned with the collection of data for the purpose of describing and interpreting existing conditions, prevailing practices, beliefs, attitudes, on-going processes etc.

A researcher using survey method gathers data at a particular point in time, with the intention of either describing the nature of the existing conditions, identifying standards against which existing conditions can be compared or determined relationships that exist between specific events. Thus surveys enable us to develop profiles about the concerns, preferences, attitudes or behaviours of a large identifiable group (a target group) by analyzing responses from representatives of that group (a sample group). The survey research design was chosen for this study because the study sought to examine and analyze relationships between various constructs-attitudes, behaviours, personal factors, and marketing orientation of librarians towards the marketing of library resources and services in university libraries in North-Central Zone of Nigeria.

3.4 Population of the Study

Research problems in educational research, as in most researches in the social sciences, are often directed towards people. Such people therefore constitute the population of the study. Population according to Uhebgu (2009) consists of the defined or specified groups, elements, events, human beings or institutions, etc., to which the investigation relates.

The population for this study is comprised of 152 academic librarians drawn from the six (6) federal government owned universities, four (4) state government owned universities and three (3) privately owned universities in North-Central Zone of Nigeria.

The distribution of the librarians that constituted the population of this study were drawn from the following university Libraries located in North-Central Zone of Nigeria as presented on Table 3.1. However, there were other seven (7) university libraries located in the study area that were not sampled for reasons beyond the control of the researcher. The population is homogeneous because it was only librarians working in the university libraries studied that constituted the subject.

Table 3.1: List of Universities, Location, Year of Establishment and Ownership

S/N	Name of University	Location	Year Established	Ownership
1	Federal University of Agriculture, Makurdi	Makurdi	1982	Fed Government
2	University of Jos	Jos	1978	Fed Government
3	Federal University, Lokoja	Lokoja	2012	Fed Government
4	Federal University of Technology, Minna	Minna	1982	Fed Government
5	Federal University, Lafia	Lafia	2012	Fed Government
6	University of Abuja, Abuja	Abuja	1988	Fed Government
7	Benue state University, Makurdi	Makurdi	1996	State Government
8	Kogi State University, Ayingba	Ayingba	1995	State Government
9	Plateau State University, Bokkos	Bokkos	2007	State Government
10	Ibrahim Babangida University, Lappai	Lapai	2005	State Government
11	Baze University, Abuja	Abuja	2011	Private
12	Bingham University, Karu	Karu	2005	Private
13	Salem University	Lokoja	2007	Private
14	Landmark University	Umuaran	2011	Private
15	African University of Sceince and Technology Abuja	Abuja	2010	Private

16.	Nile University of Nigeria	Abuja	2012	Private
17.	University of Mkar, Mkar	Mkar	2009	Private
18	Al – Hakima University, Ilorin	Ilorin	2010	Private
19	Nasarawa State University, Keffi	Keffi	2001	State
20	Kwara State University, Molete	Molete	2011	State

3.5 Sample Size and Sampling Technique

Sample and sampling methods provide the basis for a researcher to choose what fraction of the population to study in terms of number and how to select them. Bang and Gall (2010) recommend that a minimum sample size of 20% of a population of up to 5,000 and a sample size of 5% to a population of 10,000 may be selected. The sampling technique adopted for this study was the purposive sampling. Purposive sampling refers to a judgmental form of sampling in which the researcher, based on his/her knowledge of the population, handpicks certain groups of individuals for their relevance to the issue being studied. In the words of Ifidon and Ifidon (2007), purposive sampling involves the targeting of a group of people believed to be typical or average, or a group of people specially picked for some unique purpose. The purposive sampling is appropriate for this study because only academic librarians in university libraries working in North-Central Zone of Nigeria were the respondents. Therefore, the purposive sampling was used because the population is homogeneous. A total of 120 librarians constituted the sample drawn for this study.

Table 3.2 show the number of librarians sampled in the three categories of university libraries studied.

Table 3.2: Distribution of the Respondents by Type of University

S/N	University	Type of University	No. of librarians
1	University of Abuja, Abuja	Federal	14
2	University of Agriculture Makurdi	Federal	8
3	University of Jos, Jos	Federal	21
4	Federal University, Lafia	Federal	11
5	Federal University, Lokoja	Federal	15
6	Federal University of Technology Minna	Federal	15
7	Benue State University, Makurdi	State	15
8	Ibrahim Babaginda University, Lapai	State	15
9	Kogi State University,Ayingba	State	15
10	Plateau State University Bokkos	State	6
11	Baze University, Abuja	Private	6
12	Bingham University, Karu	Private	7
13	Salem University, Lokoja	Private	6
	Grand Total		152

Field Data 2017

The distribution of universities by ownership and type shows that there were three categories of universities located in the North-Central Geo-Political Zone of Nigeria. These are Federal government, State government and privately owned universities.

3.6 Instrument for Data Collection

The research instrument used for the collection of data in this study was the questionnaire. As a survey research, the questionnaire was used because of its obvious advantages as documented by Uhegbu (2009), Sambo (2005), Aina (2002), and Osuala (2005). The questionnaire facilitates the collection of data from respondents without direct contact with the researcher. It is relatively easy to collect and analyze quantitative data with the questionnaire. Another advantage of the questionnaire is that it tends to eliminate researcher biases.

The questionnaire tagged "Attitude of Librarians towards the Marketing of Library and Information Services (ALTMLIS) was developed with little adaptation by the researcher. The questionnaire was used because of the economy it offers in both time and effort, and its ability to provide a uniform manner of data from all the respondents. The questionnaire was semi- structured with a combination of closed and open-ended questions.

3.6.1 Questionnaire

The questionnaire consisted of four major sections. Section A covered bio data or personal factors of librarians such as position/rank, highest educational qualification, area of specialization, involvement with marketing and training courses attended. Section B sought to identify the types of information resources and services available and marketed in the university libraries investigated. Section C covered the knowledge and skills of marketing possessed by respondents. Section D covered questions on the attitudes of librarians towards the marketing of information resources and services. Section E sought to identify the types of promotional tools employed by university libraries to market

information resources and services. Section F covered factors inhibiting the marketing of information resources and services. Using Likert scale the responses were to be weighed on the basis of 5-1 scale representing strongly agree (5), agree (4), undecided (3), disagree (2), and strongly disagree (1). The Likert scale is commonly used when respondents' feelings, perceptions or attitudes are being sought. The questions included the degree to which librarians were involved with marketing, their knowledge and marketing skills, the degree to which they had positive or negative attitudes toward marketing, and the degree to which their attitudes were influenced by selected independent variables.

3.7 Validity of the Instrument

This is the process by which any data collection instrument is assessed by experts for its dependability. Face and content validity of the questionnaire was established by experts in the fields of Librarianship and Education at Abubakar Tafawa Balewa University, Bauchi who have done extensive studies on attitude.The supervisory team of this thesis were also involved in establishing the validation of the instrument. The content validity was done to ensure that the wordings and the structure of the questionnaire were appropriate for obtaining the type of data required. To further ensure the dependability of the research instrument, a pilot study was conducted at the Abubakar Tafawa Balewa University Library, Bauchi which was not part of the university libraries under investigation in the main study.

3.7.1 Pilot Study and Reliability of the Instrument

The Pilot study was carried out at the Abubakar Tafawa Balewa University Library, Bauchi. The research instrument was administered to 15 librarians (respondents) selected from the library. The data collected were coded and subjected to statistical analysis to determine the reliability of the instrument and internal consistency of the items within it. Reliability refers to whether an assessment instrument gives the same results each time it

is used in the same setting with the same type of subjects. Reliability estimates and evaluate the stability of measures, internal consistency of measurement instruments (Kimberlin, 2008). Reliability essentially means *consistent or dependable* results. It is therefore a part of the assessment of validity of an instrument (Sullivan, 2011). To determine the reliability of the instrument, therefore, data collected from the pilot study was statistically analyzed using the Cronbach Alpha to determine the reliability co-efficient. The Cronbach Alpha is recommended by Tavakol (2011) for establishing the reliability of an instrument and its internal consistency for items of interval scaling.

The test was analysed with the Statistical Package for the Social Sciences (SPSS IBM version 20). The output of the reliability test result is attached as Appendix II. The observed reliability obtained for the instrument for the Cronbach Alpha was 0.802. The internal consistency index was established at 0.802 for the average measure intra-class correlation. The obtained reliability coefficients all indicated that the instrument could be considered reliable and internally consistent for the study. This observation is consistent with Field's (2006) recommendations that the reliability coefficient of between 0.5 and 1 is expected to be obtained for an instrument which would imply that it is reliable and internally consistent for a study. The data obtained from the pilot study is presented as Appendix 11.

3.8 Procedure for Data Collection

The questionnaire designed for the study was administered to 152 librarians from the six federal government owned universities libraries, four state government owned university libraries and three privately owned universities libraries in North-Central Zone of Nigeria. The researcher and research assistants administered the questionnaire in the university libraries for a period of two weeks across six states in the study area. The research

assistants that were engaged were trained on how to administer the questionnaire without flaws.

3.9 Procedure for Data Analysis

The data collected for this study was analyzed using descriptive statistics. The Pearson rho Correlation, Kruskal Wallis and One-Way Analysis of Variance (ANOVA) was used to test the two hypotheses. The Statistical Packages for Social Science (SPSS) was used to analyze the data obtained from the questionnaire. The frequency distribution tables, simple percentages and means etc. were used to present and analyze the data obtained from the questionnaire. Also, the data was analyzed using means. The decision rule for the mean was 3.00 and above. This indicates that any mean above 3.00 was accepted and any one below 3.00 was rejected.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter deals with data presentation, analysis and discussion of the findings. The analysis and discussion of data generated are done in accordance with the research objectives, research questions and the test of hypotheses of the study. The results are presented in sections. The data are presented in tables of frequencies and percentages along with charts for illustrations. The first part of the chapter deals with the analysis of demographic characteristics of the respondents, which is done descriptively showing the means. The second part consisted of analysis of the research questions and objectives of the study. The tests of the hypotheses are presented with discussions at the end of the chapter.

4.2 Response Rate

The response rate obtained from librarians from the three categories of universities involved in the study is presented in Table 4.1.

Table 4.1: Response Rate of Librarians

Types of University	**No. of copies of questionnaires administered**	**Valid number of questionnaire returned**	**Percentage(%)**
Federal Universities	84	70	83.3
State Universities	49	34	69.3
Private Universities	19	16	84.2
Total	152	120	78.9

A total number of 152 copies of the questionnaire were administered to librarians in federal, state and private university libraries located in North-Central Zone of Nigeria. The number of valid copies of questionnaires returned was 120, (78.9%) . The response rate was high because the researcher was personally involved in the administration of the questionnaire in most of the libraries. In some of the libraries, librarians were engaged as research assistants to administer the questionnaire. This was responsible for the high response rate obtained

Eighty-four (84) copies of the questionnaire were distributed to librarians in six (6) federal university libraries out of which 70 (.83.3%) were validly filled and returned and found useable for the study. In the case of state government owned universities, forty-eight (48) copies of the questionnaire were administered on the librarians, and thirty-four (34) were successfully filled and returned. This represents 69.3% of the total number administered. On the other hand, a total of twenty (20) copies of the questionnaire were administered on librarians in privately owned universities. Out of this number, sixteen (16) copies were returned. This represents 84.2% of the total number administered.

4.3 Personal Factors of Respondents

Section A part of the research questions solicited information on the personal factors of librarians in the different types of university libraries. The personal factors identified that are relevant to the study were respondents' designation, highest educational qualification, years of graduation from library school, years of experience on the job and department where they worked along with their designations in the library. The analyses of the personal factors were presented along the different university types. Percentage computations were carried out independently for the university types while the total percentage involved all the librarians in the study.

Table 4.2 presents the classification of librarians by their designation. This also reflects their distribution according to the three types of university libraries.

Table 4.2: Classification of Librarians by Designation

Rank of the respondents	Federal		State		Private		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Assistant Librarian	30	42.9	11	32.4	10	62.5	51	42.5
Librarian II	20	28.6	6	17.6	2	12.5	28	23.3
Librarian 1	8	11.4	7	20.6	2	12.5	17	14.2
Senior Librarian	4	5.7	2	5.9	0	0.0	6	5.0
Principal Librarian	6	8.6	6	17.6	1	6.3	13	10.8
Deputy University Librarian	2	2.9	0	0.0	1	6.3	3	2.5
University Librarian	0	0.0	2	5.9	0	0.0	2	1.7
Total	70	100.	34	100.	16	100.	120	100.

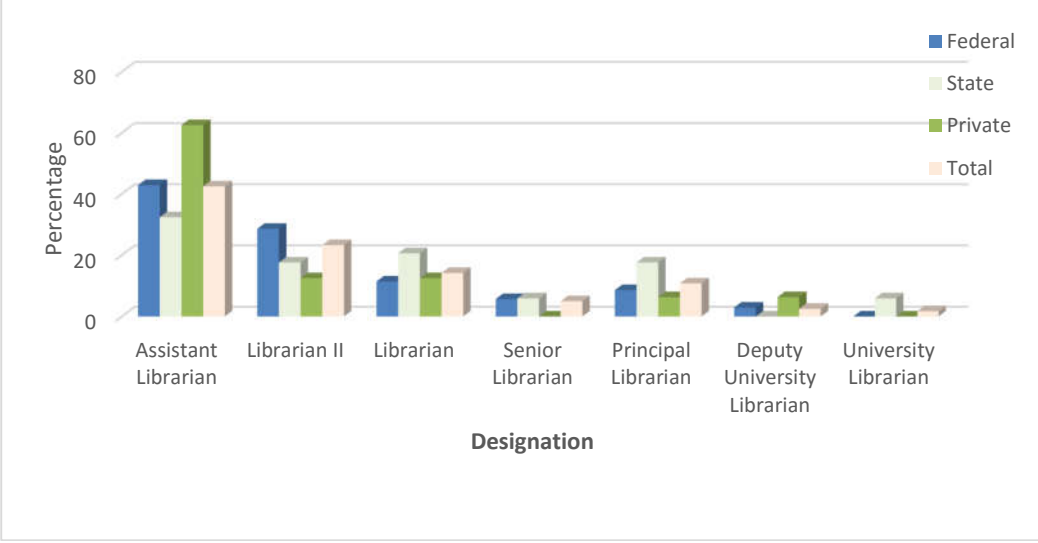


Fig. 4.1: Classification of Librarians by Designation

Table 4.2 shows the classifications of the librarians by the designations in the libraries with Figure 4.1 showing the percentage classifications. From the table and the chart, 30(42.9%), 11(32.4%) and 10(62.5%) of the librarians were from the federal, state and private universities with a total of 51(42.5%) that were of Assistant librarians. Those of Librarian II category were 20(28.6%) for Federal, 6(17.6%) for State and 2(12.5%) for Private with a total of 28(23.3%) among the total respondents. Those respondents in the librarian 1cadre were 8(11.4%), 7(20.6%) and 2(12.5%) for Federal, State and Private Universities libraries. These constituted a total of 17(14.2%) of the overall respondents. The Senior Librarian category were 4(5.7%) and 2(5.9%) for Federal universities and State Universities respectively. Those in the principal Librarian rank were 6(8.6%),6(17.6%) and 1(6.3%) for Federal, State and Private universities respectively making up a total of 13(10.8%) of the respondents, while those of Deputy university Librarian cadre were 2(2.9%) for Federal, 1(6.3%) for Private university with a total of 3(2.5%) of the overall respondents. Only 2(5.9%) university librarians from state University Libraries were involved in the study with an overall percentage of 1.7.

The classification implies that most respondents in the study were of senior cadre and would therefore be able to provide the required responses and information on the attitudes of librarians towards the marketing of information resources and services in university libraries in North-Central Zone. The significance of this is that in terms of staffing structure in these university libraries, the lower cadre was heavier than the upper echelon. From the data presented, one can deduct that although all categories of staff were involved directly or indirectly in marketing information resources and services in university libraries, those in the upper cadre were likely to be more familiar with information marketing.

4.4 Classification of Respondents by Highest Academic Qualification

The study sought to find out the highest academic qualifications of the respondents in the different types of university libraries in order to ascertain if there was any likelihood that they were exposed to basics of marketing. Table 4.3 shows a classification of the librarians by their highest academic qualification by the university types while Figure 4.2 shows the percentage representation in a bar chart.

Table 4.3: Classification of Librarians by Highest Qualifications

Highest Qualification	Federal		State		Private		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Bachelor's Degree	30	42.9	9	26.5	8	50.0	47	39.2
Postgraduate Diploma	7	10.0	3	8.8	0	0.0	10	8.3
Master's Degree	27	38.6	17	50.0	7	43.8	51	42.5
PhD	6	8.6	5	14.7	1	6.3	12	10.0
Total	70	100.	34	100.	16	100.	120	100.

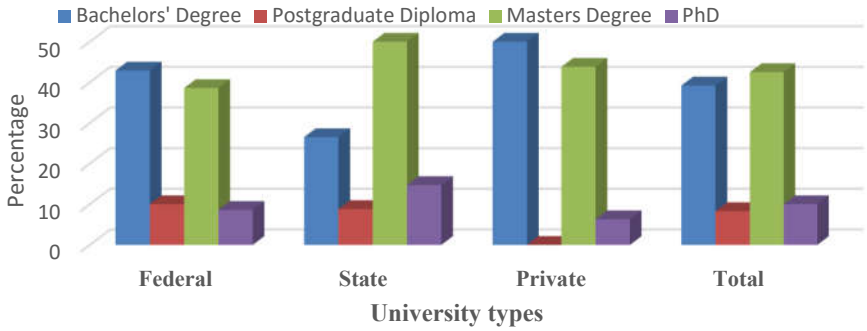


Fig. 4.2: Percentage distribution of the Librarians by Highest Qualification

Table 4.3 and Figure 4.2 reveal that 51(42.5.0%) of the respondents had Master's Degree as their highest academic qualification. This number was made up of 27(38.6%) of federal, 17(26.5%) of state and 7(43.8%) of private university libraries respectively. Those with bachelor's degree were 47(39.2%) of all respondents, and this consisted of

30(42.9%) federal, 9(26.5%) state and 8(50.0%) of private university libraries respectively. Respondents with Post-Graduate Diploma as highest qualification were 10(8.3%). This is made up of 7(10.0%) federal and 3(8.8%) state university libraries. Only 12(10.0%) consisting of 6(8.6%) federal, 5(14.7%) state and 1(6.3%) private university libraries had obtained Ph.D. This pattern of distribution of the academic qualifications of librarians is not surprising as it can be presumed that those with master's degrees were in majority because some university libraries had a policy of recruiting librarians with first degree as professionals (Okoye, 2012), while others put more emphasis on capacity building for their staff at all levels. The qualification obtained could however be considered adequate for the librarians to be able to provide the required information for the study. The higher degrees possessed by some of the librarians could be instrumental to their developing positive attitudes towards the marketing of library resources and services.

4.5 Classification of Librarians by Years of Graduation from Library School

The researcher sought to find out how long the respondents had graduated from library school. This was intended to ascertain the year they qualified as professional librarians

Table 4.4 shows the distribution of the respondents by years of graduation from library school. The percentages are graphically illustrated in Figure 4.3.

Table 4.4: Classification of Librarians by Years of Graduation from Library School

Year of Graduation	Federal		State		Private		Total	
from Library school	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Less than 5 years	23	32.9	7	20.6	5	31.3	35	29.2
6-10 years	22	31.4	10	29.4	4	25.0	36	30.0
11-20 years	17	24.3	8	23.5	6	37.5	31	25.8
21-30 years	7	10.0	5	14.7	0	0.0	12	10.0
Above 30 years	1	1.4	4	11.8	1	6.3	6	5.0

Total	70	100.0	34	100.0	16	100.0	120	100.0

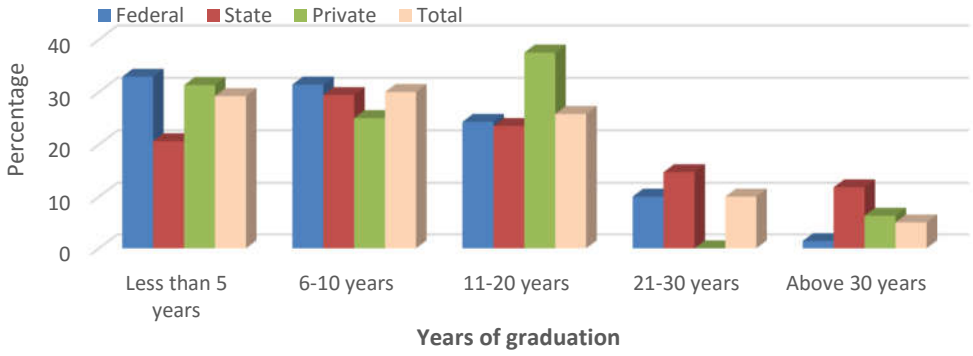


Fig. 4.3: Percentage distribution of the Librarians by Years of Graduation from Library School

Table 4.4 and Figure 4.3 show that 35(29.2%) of the librarians graduated from library school below 5 years. This number was made up of 23(32.9%), 7(20.6%) and 5(31.3%) for Federal, State and Private Universities libraries respectively. Those with 6 to 10years of graduation from library school were 36(30.0%) with 22(31.4%), 10(29.4%) and 4(25.0%) for Federal, State and Private University libraries. The total number of 31(25.8%) of the respondents who had between 11 and 20years of graduation from library school were 17(24.3%) from Federal, 8(23.5%) from State and 6(37.5%) from Private University libraries. Those 12(10.0%) who had between 21 and 30years of graduation from library school were 7(10.0) and 5(14.7%) from Federal and State University libraries respectively. Only 6(5.0%) of the total number they graduated more than 30years ago from library schools and were 1(1.4%) Federal, 4(11.8%) State, and 1(6.3%) for private university libraries.

This distribution shows that most of the librarians are relatively young on the job having graduated from library school for a period of between 6 years to 20 years. The implication of this is that as young librarians and new entrants into the profession, they are amenable

to further training that would expose them to acquire new knowledge and skills (including that of marketing) that would assist them to grow on the job, and also acquire the necessary experiences for improved job performance.

4.6 Classification of Librarians by years of Working Experience

The researcher sought to find out the year of working experience of respondents in order to indicate how long they had been working in the library as librarians.

Table 4.5 shows the distribution of the librarians by their years of experience on the job with a graphical illustration of the percentages in Figure 4.4.

Table 4.5: Classification of Librarians by Years of Working Experience

Years of working experience	Federal		State		Private		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Below 10 years	29	41.4	14	42.4	11	68.8	54	45.4
11-20 years	25	35.7	11	33.3	3	18.8	39	32.8
21-30 years	11	15.7	6	18.2	1	6.3	18	15.1
Above 30 years	5	7.1	2	6.1	1	6.3	8	6.7
Total	70	100.	33	100.	16	100.	119	100.

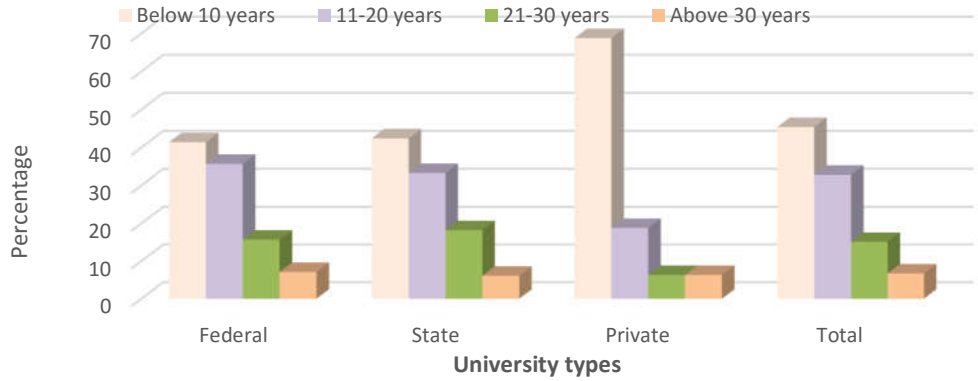


Fig. 4.4: Percentage distribution of the librarians by years of working experience

Table 4.5 show that 54(45.4%) of the librarians made up of 29(41.4%) from federal, 14(42.4%) state and 11(68.8%) private university libraries had worked for less than 10 years in their respective institutions. The 39(32.5%) who had between 11 and 20years of

working experience were 25(35.7%) of federal, 11(33.3%) state and 3(18.8%) private university libraries. Of the 18(15.0%) who had between 21 and 30years of working experience, 11(15.7%) were of federal, 6(18.2%) state,1(6.3%) of private university libraries respectively. Only 8(6.7%) of the librarians had more than 30 years of working experience and were from federal 5(7.1%), state 2(6.1%) and private university libraries 1(6.3%). The distribution implies that most of the librarians had less than ten years of working experience and this could enable them develop positive attitude towards the marketing of information resources and services in university libraries.

4.7 Distribution of Respondents by Departments in the Library

Respondents were requested to indicate the departments in which they performed professional work as librarians. Table 4.6 shows the classifications of the respondents by their departments of services in the respective libraries by the university types.

Table 4.6: Classification of Librarians by Departments in the Libraries

Present Department in the Library	Federal		State		Private		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Library Administration	8	11.8	4	11.8	2	12.5	14	11.9
Serials	8	11.8	5	14.7	2	12.5	15	12.7
Circulation	10	14.7	6	17.6	5	31.3	21	17.8
Cataloguing and Classification	19	27.9	3	8.8	1	6.3	23	19.5
Technical Services	7	10.3	3	8.8	1	6.3	11	9.3
Documents	2	2.9	1	2.9	0	0.0	3	2.5
Reference	5	7.4	0	0.0	0	0.0	5	4.2
Acquisition	3	4.4	4	11.8	0	0.0	7	5.9
Others	6	8.8	8	23.5	5	31.3	19	16.1
Total	68	100.	34	100.	16	100.	118	100.

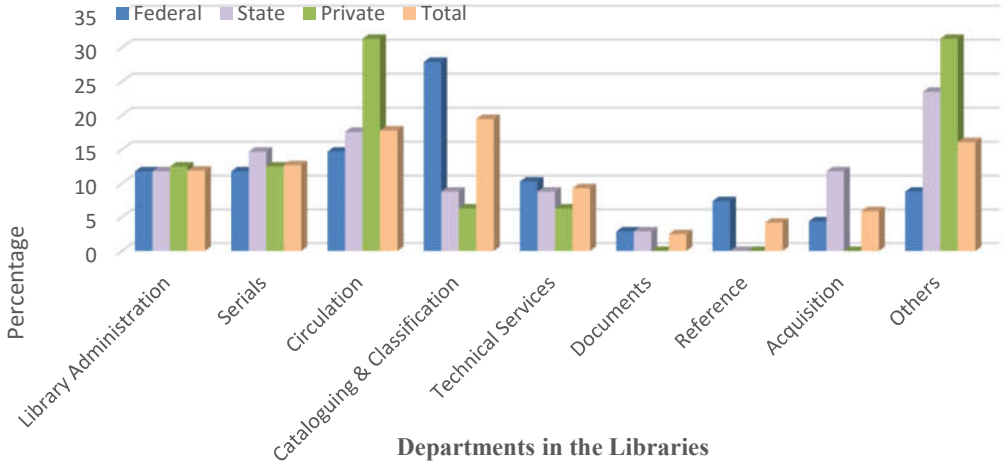


Fig. 4.5: Percentage representation of the librarians by departments

From the distribution on Table 4.6 and Fig.4.5, 16(13.4%) of the respondents were from Library Administration, 15(12.5%) from Serials, 21(17.5%) from Circulation, Cataloguing & Classification had 23(19.2%), Technical Services (11 or 9.2%), Documents (3 or 2.5%), Reference 5(4.2%) and Acquisition (7 or 5.8%). However, 19(15.8%) of the librarians were from other unspecified sections of the libraries.

One major observation in the classification from the table and the chart is that more of the respondents from private university libraries were in the Circulation and other units compared with those from federal who were more in the Cataloguing & Classification units and those from State university libraries who were more in other unclassified departments. This distribution shows that the respondents cut across all sections of the university libraries and should therefore be able to provide adequate data for the study.

4.9 Types of Information Resources and Services Available and Marketed by University Libraries in North-Central Zone, Nigeria

To assess the level of knowledge and skills for the marketing of information resources and services, the available services and resources and the tools available for their marketing in the libraries were first examined. This was followed by the responses of the respondents on their attitudes toward the marketing of information resources and services. Mean scores were used for decision with 3.0 as the midpoint average on the five-point scale. Mean scores above 3.0 were accepted and mean scores below 3.0 is rejected. The study sought to find out the types of information resources that are available and marketed by the different university libraries.

4.9.1 Types of Information Resources Available and Marketed by the University Libraries

Table 4.7 show the analysis of the responses of the librarians on the information resources available for marketing in the university libraries. Decisions on the availability of the resources are based on midpoint average of 3.0 based on the five-point measurement of the respondents' responses. The mean scores for the individual information resources available for marketing in the university libraries as rated by the librarians are plotted in the bar chart in Figure 4. 6. Computation of percentage were carried out independently for the university types while the total percentage involved all the librarians involved in the study. Decision on availability or otherwise is based on 3.00 which stands for the

midpoint average of five point interval scale. Mean of 3.00 and above will imply available while lower mean score indicates otherwise.

Table 4.7: Types of Information Resources Available and Marketed in the University Libraries

Sn	Information Resources	University Types	Highly available		Available		Undecided		Rarely available		Not available		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Text Books	Federal	45	64.3	16	22.9	2	2.9	4	5.7	3	4.3	4.37
		State	20	58.8	6	17.6	3	8.8	4	11.8	1	2.9	4.18
		Private	10	62.5	3	18.8	1	6.3	1	6.3	1	6.3	4.25
2	Databases	Federal	31	44.3	18	25.7	13	18.6	6	8.6	2	2.9	4.00
		State	13	38.2	11	32.4	3	8.8	5	14.7	2	5.9	3.82
		Private	9	56.3	5	31.3	1	6.3	1	6.3	0	0	4.38
3	CDs/DVDs	Federal	14	20	23	32.9	21	30	9	12.9	3	4.3	3.51
		State	5	14.7	14	41.2	5	14.7	8	23.5	2	5.9	3.35
		Private	2	12.5	7	43.8	5	31.3	2	12.5	0	0	3.56
4	E-Journals	Federal	31	44.3	26	37.1	6	8.6	4	5.7	3	4.3	4.11
		State	15	44.1	13	38.2	0	0	4	11.8	2	5.9	4.03
		Private	5	31.3	7	43.8	4	25	0	0	0	0	4.06
5	Computers	Federal	28	40	27	38.6	8	11.4	4	5.7	3	4.3	4.04
		State	14	41.2	10	29.4	4	11.8	4	11.8	2	5.9	3.88
		Private	7	43.8	6	37.5	3	18.8	0	0	0	0	4.25
6	Audio Visual Materials	Federal	7	10	13	18.6	31	44.3	14	20	5	7.1	3.04
		State	8	23.5	13	38.2	4	11.8	6	17.6	3	8.8	3.50
		Private	3	18.8	3	18.8	6	37.5	4	25	0	0	3.31
7	Reference Materials	Federal	30	42.9	21	30	9	12.9	7	10	3	4.3	3.97
		State	9	26.5	15	44.1	3	8.8	5	14.7	2	5.9	3.71
		Private	7	43.8	5	31.3	4	25	0	0	0	0	4.19
8	Serial Publications	Federal	27	38.6	20	28.6	11	15.7	9	12.9	3	4.3	3.84
		State	14	41.2	13	38.2	2	5.9	4	11.8	1	2.9	4.03
		Private	6	37.5	6	37.5	4	25	0	0	0	0	4.13
9	Posters	Federal	7	10	12	17.1	26	37.1	22	31.4	3	4.3	2.97
		State	2	5.9	11	32.4	9	26.5	9	26.5	3	8.8	3.00
		Private	2	12.5	6	37.5	5	31.3	3	18.8	0	0	3.44
10	In-House Publications	Federal	15	21.4	18	25.7	16	22.9	17	24.3	4	5.7	3.33
		State	5	14.7	12	35.3	7	20.6	8	23.5	2	5.9	3.29
		Private	2	12.5	4	25	10	62.5	0	0	0	0	3.50

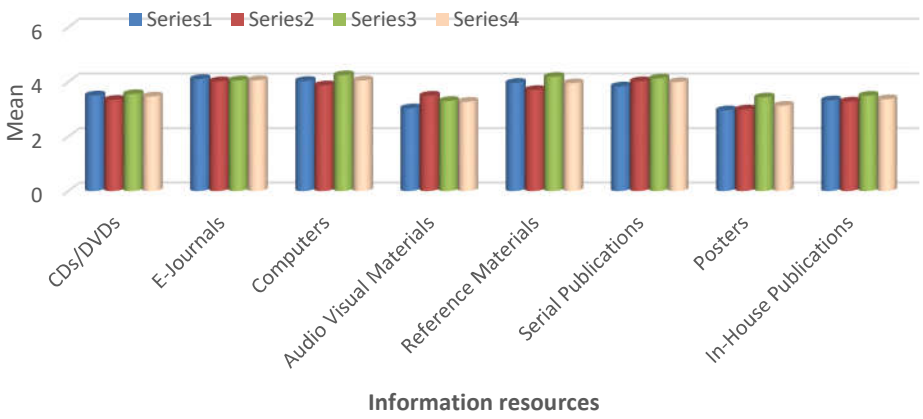


Fig. 4.6 Mean scores on available information resources by type university

Table 4.7 and Figure 4.6 show that the resources listed were available for marketing in the university libraries. Among the resources available for marketing with their mean ratings were text books in federal university libraries with mean score of 4.37 having a relative edge over those of the state universities (4.18) and the private university libraries with mean of 4.25. The percentage distribution shows that 45(64.3%) and 16(22.9%) of respondents were from federal, 20(58.8%) and 6(17.6%) from state along with 10(62.5%) and 3(18.8%) from private university libraries. The frequencies and percentages for disagreement were relatively low as indicated in the table and this was the pattern for all the items of information resources expressed by the respondents. For databases the private university libraries had a higher mean score of 4.38 while the federal and state universities had 4.00 and 3.82 respectively. Available CDs/DVDs were more in private (3.56) and federal (3.51) than was obtained in state university libraries (3.35).

E-Journals were more available in federal university libraries (4.11), higher than that obtained for states (4.03), and private (4.06). For computers, private university libraries had a mean score of 4.25, a relatively higher edge over their federal (4.04) and state (3.88) counterparts. But audio visual materials were relatively more available in state university

libraries (3.50) than was obtained for those in federal (3.04) and those of private which accounted for (3.31). private university libraries tended to have more reference materials (4.19) than was obtained for federal (3.97) and states (3.71). For serial publications, privately owned university libraries (4.13) had an edge over federal (3.84) and State owned university libraries (4.03). Posters were not generally available in federal universities (2.97) and were only slightly higher in State University libraries (3.00) but more in private university libraries (3.44). In-house publications were almost basically at the same levels in the three university types with federal having mean score of 3.33, states (3.29) and private university libraries 3.50.

These mean scores clearly imply that the librarians were of the view that these resources were available for marketing in the libraries. By implication all the information resources listed were available and were being marketed by the university libraries studied. This is important because you cannot market what is not available. This indicates a positive prospect for marketing of information resources and services in university libraries with all the attendant benefits. The only exception was Posters which did not seem to be a favorite of the federal and state university libraries involved in the study. The finding here supports the position of Kawatra (2008) who observed that the library's success depends upon the quality and excellence of its products (resources).

4.9.2 Types of Information Services Available and Marketed by the University Libraries

Table 4.8 presents the types of information services available for marketing information resources and services in the university libraries in the zone. The table shows the frequencies and percentages of the expressed opinions along with mean scores computed to determine the direction of the opinions of the respondents on the services. Decision was based on the midpoint average of 3.0. Mean score of magnitude 3.0 and above would

therefore imply agreement while mean score of lower magnitude would indicate disagreement. The mean scores are plotted in Figure 4.8.

Table 4.8: Types of Information Services Available and Marketed in the University Libraries

Sn	Information services	University types	Highly available		Available		Undecided		Rarely available		Not available		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Reference Services	Federal	30	42.9	26	37.1	5	7.1	4	5.7	5	7.1	4.03
		State	12	33.3	13	38.2	4	11.8	2	5.9	3	8.8	3.74
		Private	11	68.8	3	18.8	2	12.5	0	0.0	0	0.0	4.56
2	Abstracting Services	Federal	10	14.3	18	25.7	21	30.0	14	20.0	7	10.0	3.14
		State	7	20.6	10	29.4	7	20.6	7	20.6	3	8.8	3.32
		Private	1	6.3	5	31.3	6	37.5	3	18.8	1	6.3	3.13
3	Translation Services	Federal	5	7.1	10	14.3	30	42.9	17	24.3	8	11.4	2.81
		State	3	8.8	6	17.6	11	32.4	7	20.6	7	20.6	2.74
		Private	0	0.0	4	25.0	6	37.5	5	31.3	1	6.3	2.81
4	Inter Library Loan Services	Federal	11	15.7	28	40.0	16	22.9	9	12.9	6	8.6	3.41
		State	5	14.7	11	32.4	8	23.5	8	23.5	2	5.9	3.26
		Private	3	18.8	1	6.3	6	37.5	6	37.5	0	0.0	3.06
5	Current Awareness Services	Federal	18	25.7	32	45.7	10	14.3	6	8.6	4	5.7	3.77
		State	11	32.4	13	38.2	4	11.8	4	11.8	2	5.9	3.79
		Private	8	50.0	4	25.0	3	18.8	1	6.3	0	0.0	4.19
6	Literature Searching	Federal	13	18.6	31	44.3	14	20.0	7	10.0	5	7.1	3.57
		State	8	23.5	15	44.1	6	17.6	3	8.8	2	5.9	3.71
		Private	5	31.3	5	31.3	4	25.0	2	12.5	0	0.0	3.81
7	Indexing Services	Federal	7	10.0	15	21.4	27	38.6	14	20.0	7	10.0	3.01
		State	6	17.6	14	41.2	7	20.6	6	17.6	1	2.9	3.53
		Private	2	12.5	3	18.8	8	50.0	3	18.8	0	0.0	3.25
8	Circulation Services	Federal	32	45.7	21	30.0	12	17.1	0	0.0	5	7.1	4.07
		State	17	50.0	11	32.4	4	11.8	2	5.9	0	0.0	4.26
		Private	10	62.5	2	12.5	4	25.0	0	0.0	0	0.0	4.38
9	Internet/Online Services	Federal	33	47.1	26	37.1	6	8.6	0	0.0	5	7.1	4.11
		State	13	38.2	14	41.2	4	11.8	2	5.9	1	2.9	4.06
		Private	12	75.0	4	25.0	0	0.0	0	0.0	0	0.0	4.75
10	Reprographic Services	Federal	33	47.1	16	22.9	11	15.7	6	8.6	4	5.7	3.97
		State	12	35.3	13	38.2	4	11.8	3	8.8	2	5.9	3.88
		Private	8	50.0	2	12.5	6	37.5	0	0.0	0	0.0	4.13

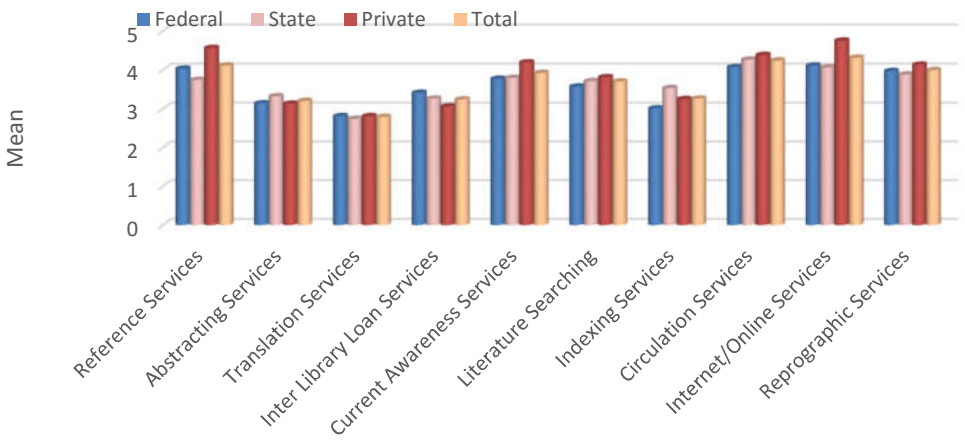


Fig. 4.7: Mean score on information services available in the libraries

Table 4.8 and figure 4.7 show that reference services were available for marketing in all the libraries with mean scores of 4.03, 3.74 and 4.56 for federal, state and private university libraries respectively. The percentage distribution were 30(42.9%) and 26(37.1%) for federal, 12(33.3%) and 13(38.2%) for state along with 11(68.8%) and 3(18.8%) for private university librarians who strongly agreed and agreed respectively with the opinion. The percentages for disagreement as indicated in the table were relatively low. This pattern of opinion is replicated for the available services marketed by all the libraries in the table. This included abstracting services with 3.14, 3.32 and 3.13 for federal, state and private university libraries respectively.

The information services said to be available in some of the libraries were most as adequate as was obtained for the resources with the exception of translation services which were not considered to be adequately available in the three library types as shown in the table and the chart. The mean scores were 2.81 for the federal, 2.74 for the state and 2.81 for the private university libraries respectively. The frequencies and percentage distributions were mostly concentrated in the negative side of the bench mark for decision on agreement with 30(42.9), 11(32.4%) and 6(37.5%) of respondents from federal, state

and private university libraries not taking side (undecided). Those who responded were 17(24.3%) and 8(11.4%) from Federal, 7(20.6%) and 7(20.6%) from state along with 5(31.3%) and 1(6.3%) from private university libraries and they disagreed and strongly disagreed respectively with availability of the translation services in their libraries.

Inter library loan services were said to be available and marketed with mean scores of 3.41, 3.26 and 3.06 for the federal, state and private university libraries. The privately owned university libraries had an edge on availability and marketing of current awareness services with mean score of 4.19 compared with 3.77 and 3.79 for the federal and state university libraries respectively. For literature searching services the variability was towing the same order with 3.57, 3.71 and 3.81 for the federal, state and private university libraries. For Indexing services, the mean scores were 3.01, 3.53 and 3.25 with state university libraries having an edge over those of the federal and private. The state university libraries had higher mean responses on the availability and marketing of indexing services with mean score of 3.53 compared to 3.25 and 3.01 for private and federal university libraries.

Circulation services were available and marketed by all the libraries as indicated with mean scores of 4.07, 4.26 and 4.38 for the federal, state and private university libraries respectively. Internet/online services were very much available in all the libraries with scores of 4.11, 4.06 and 4.75 for the federal, state and private university libraries where the perception was particularly high. Reprographic services were available and marketed. The mean scores were 3.97, 3.88 and 4.13 for the federal, state and private university libraries respectively. This implies that most of the services indicated were available and were being marketed in the university libraries studied. The provision of information services is the fundamental justification for the existence of university libraries and indeed other types of libraries.

4.10 Types of Tools Employed to Promote Information Resources and Services in University Libraries

The researcher sought to identify the types of tools employed by the librarians to promote information resources and services in the various university libraries. Table 4.9 shows the librarians' responses in frequencies and percentages with mean scores computed for the different university types on the available tools for promoting available information resources and services in the libraries. The mean scores for the table are presented in Figure 4. 8. Decision on the mean scores were based on a midpoint average of 3.00. Mean score of 3.00 implies agreement while lower mean score means disagreement.

Table 4.9: Types of Promotional Tools Employed for Promoting Information Resources and Services

Sn	Promotional Tools	University Types	S A		A		Undecided		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Information literacy classes	Federal	26	37.1	35	50	9	12.9	0	0			4.24
		State	12	35.3	15	44.1	6	17.6	1	2.9			4.12
		Private	9	56.3	5	31.3	1	6.3	1	6.3			4.38
2	Use of social media	Federal	33	47.1	27	38.6	9	12.9	1	1.4	0	0	4.31
		State	18	52.9	12	35.3	3	8.8	0	0	1	2.9	4.35
		Private	12	75	4	25	0	0	0	0	0	0	4.75
3	Publication of New Arrival list	Federal	32	45.7	30	42.9	6	8.6	2	2.9			4.31
		State	21	61.8	11	32.4	2	5.9	0	0			4.56
		Private	11	68.8	4	25	1	6.3	0	0			4.63
4	Use of library websites	Federal	43	61.4	23	32.9	3	4.3	1	1.4			4.54
		State	23	67.6	9	26.5	2	5.9	0	0			4.62
		Private	10	62.5	5	31.3	1	6.3	0	0			4.56
5	Library Bulletins	Federal	27	38.6	31	44.3	8	11.4	4	5.7			4.16
		State	16	47.1	10	29.4	4	11.8	4	11.8			4.12
		Private	9	56.3	5	31.3	2	12.5	0	0			4.44
6	Circulation of accession lists	Federal	20	28.6	21	30	20	28.6	9	12.9	0	0	3.74
		State	14	41.2	12	35.3	6	17.6	2	5.9	0	0	4.12
		Private	7	43.8	4	25	2	12.5	2	12.5	1	6.3	3.88
7	Advertisements	Federal	22	31.4	27	38.6	16	22.9	5	7.1			3.94
		State	15	44.1	10	29.4	5	14.7	4	11.8			4.06
		Private	7	43.8	7	43.8	2	12.5	0	0			4.31
8	Public relations and publicity	Federal	23	32.9	31	44.3	11	15.7	5	7.1			4.03
		State	14	41.2	16	47.1	2	5.9	2	5.9			4.24
		Private	9	56.3	7	43.8	0	0	0	0			4.56
9	In-house publications	Federal	25	35.7	37	52.9	7	10	1	1.4			4.23
		State	16	47.1	13	38.2	3	8.8	2	5.9			4.26
		Private	8	50	8	50	0	0	0	0			4.50
10	Customer care Desks	Federal	21	30	29	41.4	14	20	5	7.1	1	1.4	3.91
		State	17	50	12	35.3	3	8.8	2	5.9	0	0	4.29
		Private	7	43.8	8	50	0	0	1	6.3	0	0	4.31

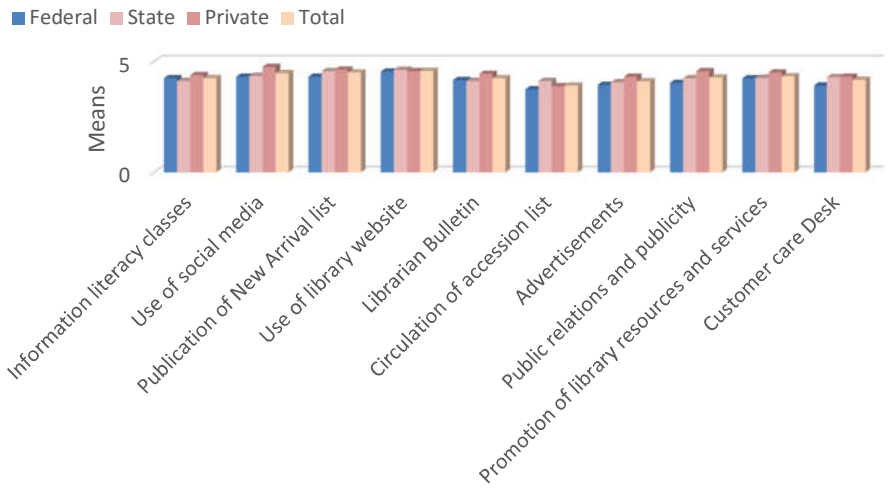


Fig. 4.8: Mean scores on available tools for promoting information resources and services

The respondents were generally of the opinion that the listed promotional tools were available in the three library types. In the table, all the mean scores were higher than the benchmark for agreement. These included information literacy classes, use of social media, publication of new arrival list, use of library websites, and library bulletins. Other such promotional tools included circulation of accession list, advertisements, public relations and publicity, promotion of library resources and services and customer care desks. These are traditionally widely used in promoting information resources and services in libraries.

The table and chart show that the mean score by university types were relatively the same in terms of agreement on the available promotional tools. For Information literacy classes for example, the mean scores were 4.24, 4.13 and 4.38 with 26(37.1%) and 35(50.0%) for federal, 12(35.3%) and 15(44.1%) for state along with 9(56.3%) and 5(31.3%) for privately owned university libraries respectively. In all the university libraries the percentages for disagreement were relatively negligible. The mean scores for use of social media as promotional tool were 4.31, 4.35 and 4.75 while those for use of publication of

new arrival lists as promotional tool were 4.31, 4.56 and 4.63 for the federal, state and the privately owned university libraries respectively.

Other tools with high mean scores were use of library website with mean scores of 4.54, 4.62 and 4.56; library bulletin with 4.16, 4.12 and 4.44 for the three university types (federal, state and private) respectively. The use of Circulation of accession list was more pronounced in state university libraries than was obtained in the federal and private university libraries. Their mean scores were 4.12 for state, 3.88 for private and 3.74 for the federal university libraries. The use of advertisements was more emphasized in privately owned university libraries with a mean of 4.31 than was obtained in the state (4.06) and federal university libraries (3.94). This pattern of response was obtained for the three university types on the use of in-house publications with mean score of 4.50 for private, 4.26 for state and 4.23 for federal university libraries respectively along with use of customer care desks where the mean scores were 4.31 for the private, 4.29 for state and 3.91 for the federal university libraries respectively.

The mean scores shown in the table and as illustrated in Figure 4.8 clearly shows that the librarians were of the view that the listed tools were employed for promoting information resources and services in the libraries. The findings here revealed that all the marketing tools listed were being used in almost all the libraries even though their level of use differed to a great extent from one library to another. Furthermore, though librarians have always employed these promotional tools, there is the likelihood that they did not recognize them as veritable tools to attract new users to the library and to retain existing ones. The implication is that where librarians are not familiar or do not recognize any of these tools as promotional platforms capable of changing the fortunes of the library, they are not likely to employ them to market library resources and services effectively.

4.11 Knowledge of Marketing of Information Resources and Services Possessed by Librarians

The study sought to find out whether respondents have acquired and possess knowledge to enable them market information resources and services. Table 4.10 and figure 4.9 show the opinions of the librarians from the three university types in frequencies and percentages on the knowledge of marketing possessed by the librarians. The mean computed for the items are based on the five-point interval scale. Decision on each of the item cum variable is based on a midpoint average of 3.0. Mean score of 3.0 or higher therefore stands for agreement while lower mean score indicates disagreement.

Table 4.10: Knowledge of Marketing Information Resources and Services Possessed by Librarians

Sn	Knowledge of Marketing	University types	Very Adequate		Adequate		Undecided		Not Adequate		Very Inadequate		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Ability to identify the users of library and information services	Federal	19	29.2	42	64.6	2	3.1	2	3.1			4.2
		State	14	41.2	19	55.9	0	0	1	2.9			4.35
		Private	10	62.5	4	25	1	6.3	1	6.3			4.44
2	Knowledge of users of library and information services	Federal	23	34.8	38	57.6	4	6.1	1	1.5			4.26
		State	12	35.3	22	64.7	0	0	0	0			4.35
		Private	6	42.9	8	57.1	0	0	0	0			4.43
3	Knowledge of how to identify their needs and wants and how to seek ways to satisfy them	Federal	26	37.7	42	60.9	0	0	1	1.4			4.35
		State	18	52.9	13	38.2	1	2.9	2	5.9			4.38
		Private	9	60	5	33.3	1	6.7	0	0			4.53
4	Price Mix	Federal	7	12.1	25	43.1	18	31	7	12.1	1	1.7	3.52
		State	8	24.2	15	45.5	4	12.1	4	12.1	2	6.1	3.7
		Private	5	38.5	5	38.5	3	23.1	0	0	0	0	4.15
5	Product Mix	Federal	7	11.7	27	45	14	23.3	10	16.7	2	3.3	3.45
		State	7	21.2	13	39.4	7	21.2	4	12.1	2	6.1	3.58
		Private	1	7.7	9	69.2	3	23.1	0	0	0	0	3.85
6	PromotionoMix	Federal	11	18	26	42.6	14	23	10	16.4	0	0	3.62
		State	6	18.8	15	46.9	5	15.6	5	15.6	1	3.1	3.63
		Private	1	7.1	9	64.3	4	28.6	0	0	0	0	3.79
7	Place (Distribution)	Federal	9	13.8	32	49.2	16	24.6	8	12.3			3.65
		State	7	21.9	16	50	6	18.8	3	9.4			3.84
		Private	2	14.3	7	50	4	28.6	1	7.1			3.71
8	Ability to identify and categorise users into definite groups to be able to satisfy their needs and wants	Federal	13	21	28	45.2	11	17.7	9	14.5	1	1.6	3.69
		State	8	24.2	17	51.5	5	15.2	2	6.1	1	3	3.88
		Private	3	20	7	46.7	4	26.7	1	6.7	0	0	3.8
9	Evaluation of services from time to time	Federal	16	24.2	33	50	11	16.7	3	4.5	3	4.5	3.85
		State	13	38.2	14	41.2	5	14.7	2	5.9	0	0	4.12
		Private	4	25	10	62.5	2	12.5	0	0	0	0	4.13

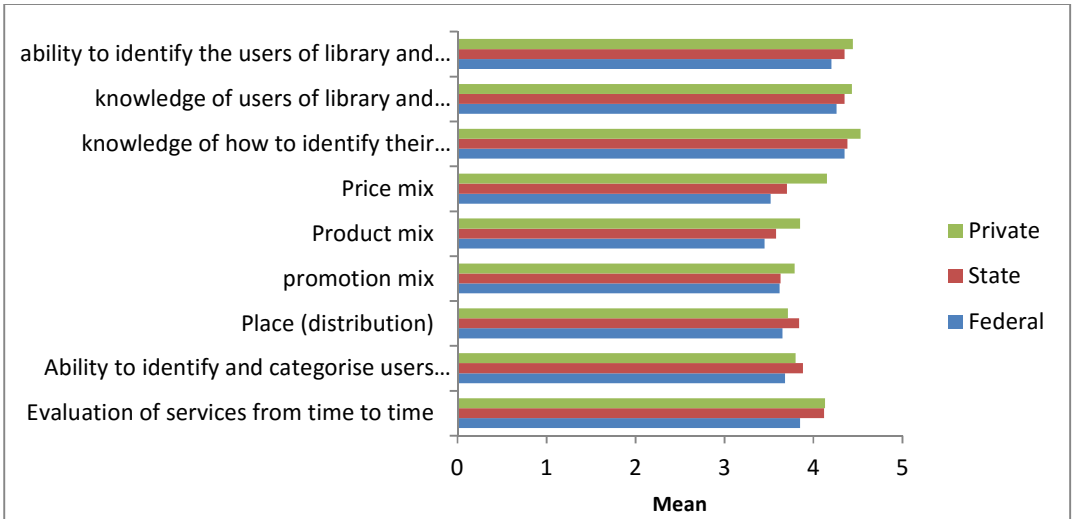


Figure 4.9: Mean Score of Knowledge of Marketing Possessed by Respondents

The mean scores of the respondents on the items in Table 4.10 and in Figure 4.9 show that the librarians of the three university types were of the view that their knowledge of marketing of information resources and services were adequate. This position cut across most of the respondents who were of the opinion that they possess the ability to identify the users of library and information services with 19(29.2%) and 42(64.6%) of the federal university librarians, 14(41.2%) and 19(55.9%) of state along with 10(62.5%) and 4(25.0%) of private university librarians indicating very adequate and adequate respectively with mean scores of 4.20, 4.35 and 4.44 respectively. For knowledge of how to identify customers' needs/wants and how to seek ways to satisfy them, librarians from federal, state and private university libraries were of the view that it was adequate with mean scores of 4.36, 4.38 and 4.53 respectively.

There was a consensus on the adequacy of knowledge on product, promotional, place and distribution as shown in the table and the chart. The mean scores were all higher than the bench mark of 3.00. All the respondents were of the agreement that knowledge of ability to identify and categorize users into definite groups to be able to satisfy their needs and wants was generally adequate among their personnel in the libraries as indicated with

mean scores of 3.69, 3.88 and 3.80 for federal, state and the private university libraries. They were of the view that their knowledge of evaluation of services from time to time in their respective libraries was adequate as indicated with mean scores of 3.85 for the federal university libraries, 4.12 for state and 4.13 for the private university libraries. As indicated in Table 4.10 and Figure 4.9, there was no item for which the respondents were of the view that they lacked adequate knowledge of marketing. Since most of the respondents possessed adequate knowledge of marketing, they were likely to develop a positive attitude towards the marketing of library resources and services. The possession of adequate knowledge of marketing is likely to positively influence the attitudes and behaviours of librarians towards the marketing of library resources and services in university libraries. The finding here is consistent with the opinion of Feldman (2006) who stressed the need for today's libraries to begin to examine the change in needs and demands of library users and respond appropriately. The development of positive attitudes toward marketing by librarians has become inevitable in this regard and the possession of adequate knowledge is critical.

4.12 Responses of Librarians on the Marketing Skills Possessed

Librarians' responses on the level of adequacy of the marketing skills they possessed in the three different types of university libraries are expressed in frequencies and percentages in Table 4.11 along with means for the respective items. Decision on adequacy or not is based on a midpoint average of 3.00. Their responses are presented in Table 4.11 and Figure 4.10.

Table 4.11: Marketing Skills possessed by the Librarians

Sn	Skills	University Types	VA		A		Un		INA		V I		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	I relate very well with users	Federal	12	17.1	6	8.6	50	71.4	1	1.4	1	1.4	3.39
		State	13	38.2	2	5.9	19	55.9	0	0	0	0	3.82
		Private	3	18.8	1	6.3	12	75	0	0	0	0	3.44
2	I have the ability to design and implement marketing strategies	Federal	25	35.7	34	48.6	8	11.4	1	1.4	2	2.9	4.13
		State	16	47.1	15	44.1	3	8.8	0	0	0	0	4.38
		Private	4	25	7	43.8	3	18.8	1	6.3	1	6.3	3.75
3	I can communicate effectively with the customers	Federal	36	51.4	30	42.9	4	5.7					4.46
		State	26	76.5	8	23.5	0	0					4.76
		Private	7	43.8	8	50	1	6.3					4.38
4	I feel confident and competent to present library resources to patrons	Federal	32	45.7	31	44.3	6	8.6	1	1.4			4.34
		State	21	61.8	12	35.3	1	2.9	0	0			4.59
		Private	6	37.5	7	43.8	3	18.8	0	0			4.19
5	I can confidently use ICT to provide library and information services	Federal	29	41.4	31	44.3	7	10	3	4.3			4.23
		State	16	47.1	17	50	1	2.9	0	0			4.44
		Private	7	43.8	8	50	1	6.3	0	0			4.38
6	I feel confident and competent to introduce innovation into the library work	Federal	31	44.3	31	44.3	6	8.6	1	1.4	1	1.4	4.29
		State	17	50	16	47.1	1	2.9	0	0	0	0	4.47
		Private	3	18.8	9	56.3	4	25	0	0	0	0	3.94
7	I feel confident and competent to locate and access information resources	Federal	32	45.7	33	47.1	4	5.7			1	1.4	4.36
		State	23	67.6	10	29.4	1	2.9			0	0	4.65
		Private	9	56.3	7	43.8	0	0			0	0	4.56
8	I feel confident and competent to identify sources of information for users	Federal	31	44.3	33	47.1	6	8.6					4.36
		State	20	58.8	12	35.3	2	5.9					4.53
		Private	8	50	7	43.8	1	6.3					4.44
9	I feel confident and competent to determine what information is needed	Federal	31	44.3	33	47.1	6	8.6					4.36
		State	15	44.1	18	52.9	1	2.9					4.41
		Private	5	31.3	10	62.5	1	6.3					4.25
10	I feel confident and competent to differentiate between fact and opinion	Federal	22	31.4	38	54.3	10	14.3					4.17
		State	20	58.8	12	35.3	2	5.9					4.53
		Private	4	25	9	56.3	3	18.8					4.06
11	I can anticipate the information needs of my clients	Federal	27	38.6	31	44.3	6	8.6	4	5.7	2	2.9	4.1
		State	19	55.9	15	44.1	0	0	0	0	0	0	4.56
		Private	4	25	9	56.3	3	18.8	0	0	0	0	4.06

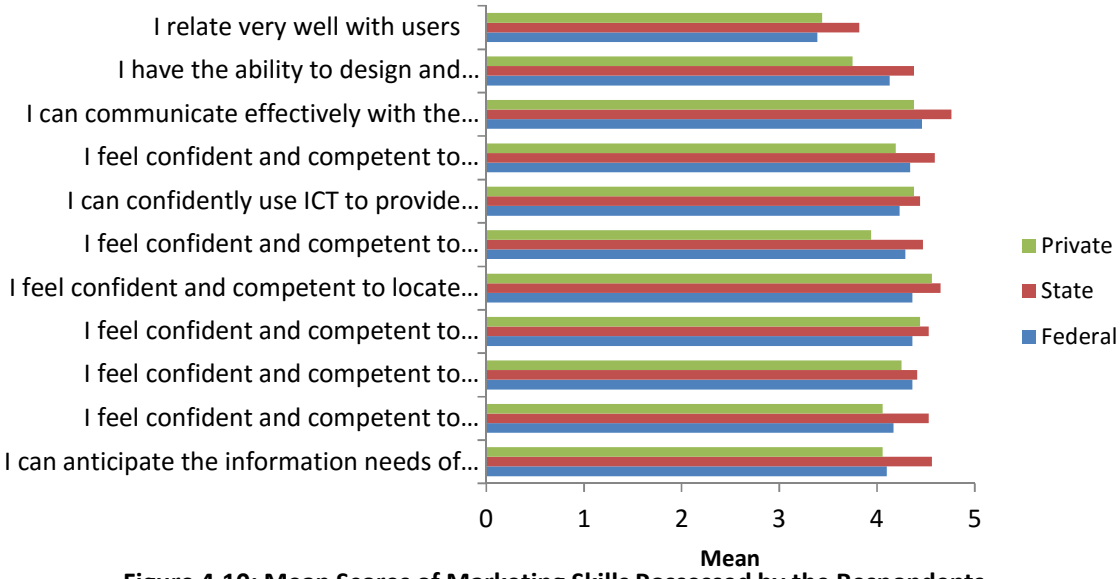


Figure 4.10: Mean Scores of Marketing Skills Possessed by the Respondents

In the first item of Table 4.11 and Figure 4.10, where the librarians expressed their opinion on the level of marketing skills possessed, the mean scores for the three university types were 3.39, 3.82 and 3.44 for the Federal, State and Private University Libraries respectively which clearly support the notion that they relate adequately with the patrons. In item 2 of the table, 25(35.7%) and 34(48.6%) of the federal, 16(47.1%) and 15(44.1%) of librarians from the state along with 4(25.0%) and 7(43.8%) of those from private university libraries were of the view that they had the ability to design and implement marketing strategies in the libraries. This is indicated with mean scores of 4.13, 4.38 and 3.75 for federal, state and private university libraries respectively. All the librarians irrespective of the university types were of the view with mean scores of 4.46, 4.76 and 4.38 for federal, state and private university libraries respectively that they could communicate effectively with their customers. They also felt confident and competent to present library resources to patrons in their respective libraries. This is indicated with mean scores of 4.34, 4.59 and 4.19 for the three university types respectively in the table.

The respondents were of the view that they could confidently use ICT to provide library and information services to patrons. This opinion cut across the library types as indicated with mean scores of 4.23, 4.44 and 4.38 for the federal, state and private university libraries in the table. The adequacy of this competency is extended to their opinion on the next item in the table where 31(44.3%) and 31(44.3%) of the federal, 17(50.0%) and 16(47.1%) of the state along with 3(18.8%) and 9(56.3%) of librarians from the private university libraries agreed with mean scores of 4.29, 4.47 and 3.94 respectively that they felt confident and competent to introduce innovations into the library work in their libraries. In the last item of the table, the librarians were of the opinion that they felt confident and competent to locate and access information resources within their respective libraries.

These observations in Table 4.11 and Figure 4.10 show that the librarians could be said to have acquired adequate skills for the marketing of the information resources and services available in the university libraries. This finding agrees with that of Chaudhary (2011) who discovered that many successful librarians concede that as one climbs the organizational ladder, the relative importance of technical skill declines while that of marketing skills increases. The significance of this is that most of the librarians were of the opinion that they possessed adequate marketing skills to enable them market library resources and services in university libraries. This could positively influence how they package and present library resources and services which may translate to a positive attitude towards the marketing of library resources and services. With the requisite marketing skills, they can confidently market their information resources and services to existing and potential clients.

4.13 Attitudes of Librarians toward the Marketing of Information Resources and Services in University Libraries in North-Central Zone, Nigeria

The study sought to identify the attitudes of librarians in university libraries towards the marketing of information resources and services. The expressed responses are presented in frequencies and percentages along with mean scores computed on the five point scale. Decision on the item is based on midpoint average of 3.0. Table 4.12 presents the opinions of respondents on their attitudes toward the marketing of information resources and services in the respective library types. The mean scores are illustrated in a chart in Figure 4.11.

Table 4.12: Attitudes of Librarians toward Marketing of Information Resources and Services.

Sn	**Attitudes Toward Marketing**	University Types	S A		A		Un		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	I am reluctant to embrace marketing	Federal	6	8.6	5	7.1	15	21.4	22	31.4	22	31.4	2.3
		State	0	0	5	14.7	0	0	13	38.2	16	47.1	1.82
		Private	0	0	1	6.3	1	6.3	10	62.5	4	25	1.94
2	As a Librarian, I am enthusiastic about the marketing of library resources and services	Federal	23	32.9	31	44.3	11	15.7	2	2.9	3	4.3	3.99
		State	19	55.9	11	32.4	1	2.9	1	2.9	2	5.9	4.29
		Private	6	37.5	8	50	1	6.3	1	6.3	0	0	4.19
3	I am highly interested in the marketing functions	Federal	22	31.4	29	41.4	16	22.9	2	2.9	1	1.4	3.99
		State	22	64.7	11	32.4	0	0	1	2.9	0	0	4.59
		Private	4	25	12	75	0	0	0	0	0	0	4.25
4	My attitude toward marketing can better be described as hostile	Federal	9	12.9	12	17.1	12	17.1	22	31.4	15	21.4	2.69
		State	0	0	3	8.8	1	2.9	12	35.3	18	52.9	1.68
		Private	0	0	0	0	4	25	6	37.5	6	37.5	1.88
5	I am ignorant of what marketing is all about	Federal	7	10	11	15.7	10	14.3	27	38.6	15	21.4	2.54
		State	0	0	0	0	3	8.8	8	23.5	23	67.6	1.41
		Private	1	6.3	0	0	0	0	7	43.8	8	50	1.69
6	I have misconception about the marketing of library resources and services	Federal	4	5.7	13	18.6	14	20	23	32.9	16	22.9	2.51
		State	0	0	0	0	3	8.8	14	41.2	17	50	1.59
		Private	0	0	0	0	1	6.3	8	50	7	43.8	1.63
7	I am skeptical about the use of marketing techniques in the library	Federal	2	2.9	14	20	16	22.9	27	38.6	11	15.7	2.56
		State	1	2.9	1	2.9	2	5.9	17	50	13	38.2	1.82
		Private	0	0	2	12.5	3	18.8	7	43.8	4	25	2.19
8	I consider myself as anti-marketing	Federal	2	2.9	7	10	18	25.7	18	25.7	25	35.7	2.19
		State	0	0	0	0	1	2.9	9	26.5	24	70.6	1.32
		Private	0	0	0	0	2	12.5	7	43.8	7	43.8	1.69
9	I see myself as pro-marketing	Federal	7	10	30	42.9	18	25.7	7	10	8	11.4	3.3
		State	12	35.3	15	44.1	2	5.9	2	5.9	3	8.8	3.91
		Private	5	31.3	7	43.8	3	18.8	1	6.3	0	0	4
10	Marketing of library resources and services is not necessary	Federal	3	4.3	8	11.4	7	10	21	30	31	44.3	2.01
		State	2	5.9	0	0	3	8.8	9	26.5	20	58.8	1.68
		Private	0	0	0	0	1	6.3	4	25	11	68.8	1.38

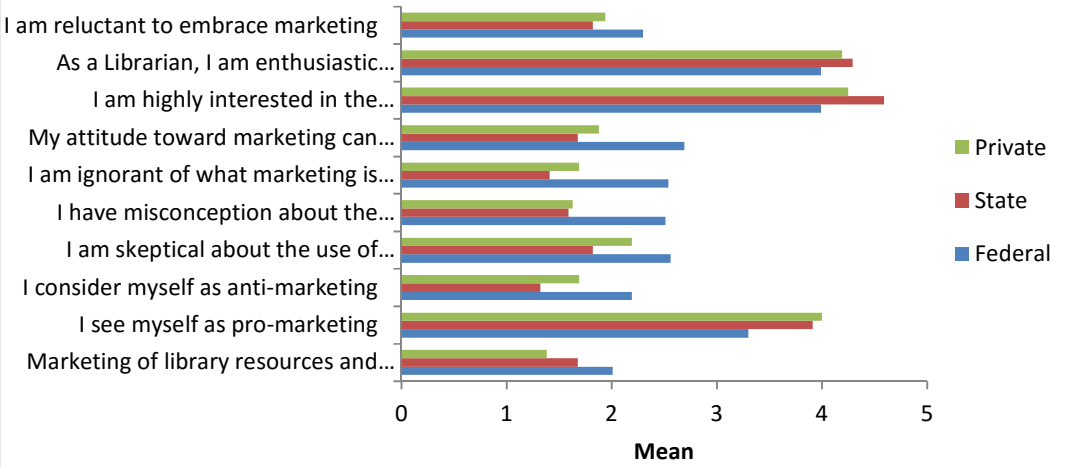


Figure 4.11: Mean Scores on Attitudes towards Marketing of Information Resources and Services

The attitudes of the respondents as indicated in Table 4.12 and Figure 4.11 did not show that they resented the marketing of information resources and services in the university libraries. On the contrary, they were of the view that as librarians, they were enthusiastic about the marketing of information resources and services. This is indicated with mean scores of 3.99, 4.29 and 4.19 for librarians from federal, state and private university libraries respectively for item 2 in the table. To further buttress this positive attitude towards marketing of the information resources and services in the libraries, the respondents were of the view that they were highly interested in the marketing functions of the libraries and in item 9 of the table, they expressed this positive attitude with mean scores of 3.30, 3.91 and 4.00 where they agreed with the suggestion that they saw themselves as pro-marketing.

In proving their positive attitude 22(31.4%) and 22(31.4%) of federal, 13(38.2%) and 16(47.1%) of librarians from state along with 10(62.5%) and 4(25.0%) of the respondents

from private university libraries disagreed and strongly disagreed with the suggestion that they were reluctant to embrace marketing of information resources and services in the libraries. Their mean scores for the suggestion are 2.30, 1.82 and 1.94 respectively. This attitude is further reflected in response to item 4 of the table where 22(31.4%) and 15(21.4%) of the respondents from federal, 12(35.3%) and 18(52.9%) of state along with 6(37.5%) and 6(37.5%) of librarians from private university libraries disagreed and strongly disagreed respectively with the suggestion that their attitudes toward marketing could better be described as hostile. Their mean scores for the item are 2.69, 1.68 and 1.88 respectively.

The Librarians did not agree that they were ignorant of what marketing was all about and neither did they have misconception about the marketing of information resources and services in the libraries. These are indicated with mean scores of 2.54, 1.41 and 1.69 for the federal, state and private university librarians. On the statement that the librarians were skeptical about the use of marketing techniques in the libraries, 27(38.6%) and 11(15.7%) of federal, 17(50.0%) and 13(38.2%) of state along with 7(43.8%) and 4(25.0%) of the librarians from private university libraries disagreed and strongly disagreed with the notion. Their mean scores are 2.56, 1.82 and 2.19 respectively. This perception could explain why 18(25.7%) and 25(35.7%) of federal, 9(26.5%) and 24(70.6%) of state along with 7(43.8%) each from private university libraries disagreed and strongly disagreed with the statement that they considered themselves anti-marketing. Their mean scores for the statement are 2.19, 1.32 and 1.69 respectively. With this perception it could be understood why the respondents disagreed with the suggestion in item 10 of the table that marketing of library resources and services is not necessary. From these observations, it could be concluded that the respondents had a positive attitude towards the marketing of library resources and services. This is because there is a

symbiotic relationship between attitudes and behavior of individuals or groups. The finding here agree with the position of Spacy, Guilding and Murray (2004) who observed that attitude affects behavior and must be considered in managing staff, especially during change and innovation. The finding of this study supports the views of Bhardwaj and Jain (2016) who reported that library professionals' positive attitude towards marketing is a prerequisite for a successful plan and execution to market library products and services. However,the positive attitude found here contradict the position of Mohammed (2017) who identified unfriendly posture of some library staff at the circulation and reference desks as one of the circumstances that tends to ignite frustrations among library users at the Ahmadu Bello University Library. It is important for librarians to possess positive attitudes towards the marketing of information resources and services as anything contrary could be disastrous to patronage by users who are already disenchanted.

4.14. Librarians' Attitudes and their impact on the Marketing of Information Resources and Services

The researcher sought to find out whether the librarians' attitudes impacted on the marketing of information resources and services in the different university libraries. Table 4.13 shows the opinion in frequencies and percentages of the librarians on the items selected for assessing the attitudinal impact on marketing in the libraries. Means computed for the items are based on the five point scale and 3.00 was used as the bench mark for decisions on the items. The means are presented in Figure 4.12.

Table 4.13: Impact of Attitudes on the Marketing of Information Resources and Services

Sn	Impact of Attitudes	University Types	S A		A		UN		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	My attitude has no influence on marketing of information resources and services	Federal	8	11.4	27	38.6	11	15.7	18	25.7	6	8.6	3.19
		State	3	8.8	7	20.6	1	2.9	16	47.1	7	20.6	2.5
		Private	0	0	3	18.8	1	6.3	6	37.5	6	37.5	2.06
2	There is no relationship between my attitude and my involvement in marketing of information resources and services	Federal	7	10	19	27.1	13	18.6	21	30	10	14.3	2.89
		State	3	8.8	3	8.8	0	0	15	44.1	13	38.2	2.06
		Private	0	0	3	18.8	3	18.8	6	37.5	4	25	2.31
3	My attitude toward the marketing of information resources and services is influenced by my knowledge of marketing	Federal	16	22.9	36	51.4	10	14.3	8	11.4	0	0	3.86
		State	13	38.2	17	50	3	8.8	1	2.9	0	0	4.24
		Private	7	43.8	8	50	0	0	0	0	1	6.3	4.25
4	I have a positive attitude towards the marketing of information resources and services	Federal	17	24.3	36	51.4	15	21.4	2	2.9			3.97
		State	21	61.8	12	35.3	0	0	1	2.9			4.56
		Private	10	62.5	6	37.5	0	0	0	0			4.63
5	My perception of marketing is a function of what people close to me think about my attitude towards marketing	Federal	9	12.9	21	30	19	27.1	17	24.3	4	5.7	3.2
		State	8	23.5	10	29.4	3	8.8	11	32.4	2	5.9	3.32
		Private	0	0	7	43.8	2	12.5	5	31.3	2	12.5	2.88
6	I have positive attitude toward the marketing of information resources and services because people expect me to have such disposition	Federal	7	10	27	38.6	20	28.6	13	18.6	3	4.3	3.31
		State	15	44.1	11	32.4	2	5.9	5	14.7	1	2.9	4.00
		Private	1	6.3	5	31.3	3	18.8	5	31.3	2	12.5	2.88

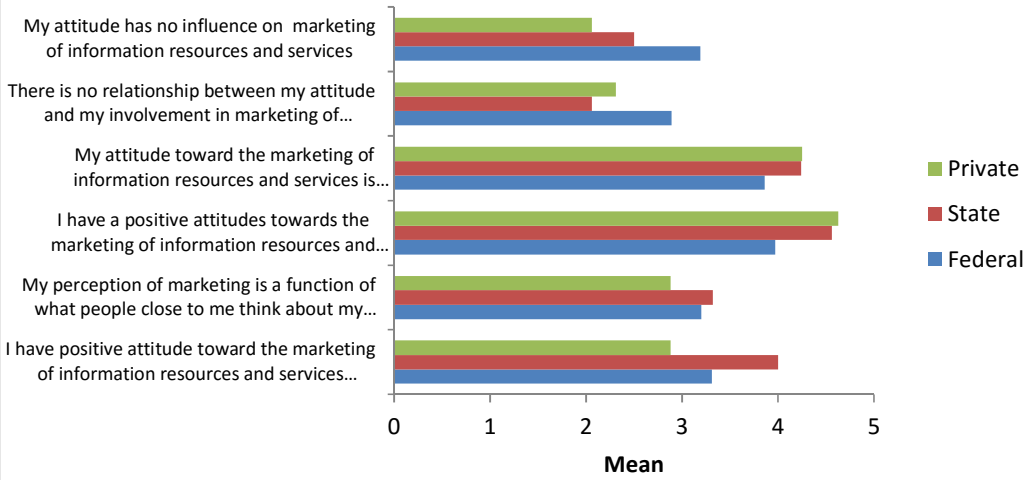


Figure 4.12: Mean Scores on Impact of Attitudes on the Marketing of Information Resources and Services

There was no consensus among the librarians from the different university types on the influence of their attitude on the marketing of library resources and services in the libraries. For librarians from federal universities, the opinion was that their attitudinal disposition did not impact the marketing of information resources and services. The mean score was 3.19 compared to librarians from State and private universities libraries who disagreed with the statement that their attitude had no influence on the marketing of library resources and services with mean scores of 2.5 and 2.06 respectively. All the librarians however disagreed with the statement that there is no relationship between their attitude towards marketing and its impact on the marketing of information resources and services in the libraries. This is a departure from the opinion of librarians from federal university libraries who expressed a divergent view in the first place. The confirmation of this contradiction is shown in their response to item 3 of the table where they both agreed with mean scores of 3.86, 4.24 and 4.25 respectively with the statement that their

attitudes toward the marketing of information resources and services is influenced by their knowledge of marketing.

The librarians were of the opinion that they had positive attitudes towards the marketing of library resources and services; this is indicated in item 4 of the table with mean scores of 3.97, 4.56 and 4.63 for federal, state and private university libraries respectively. There was a disagreement among the librarians from the different university types on the statement that perceptions of marketing were a function of what people close to them thought about their attitudes towards marketing of the information resources and services in the libraries. Librarians from private university (2.88) did not agree with this suggestion compared to those from state and federal universities with mean scores of 3.32 and 3.20 respectively. This disagreement extended to the last item of the table where librarians from the Private universities disagreed with the statement that they have positive attitude towards the marketing of library resources and services because people expect them to have such disposition. Their mean score was 2.88 compared to their counterparts in federal and state universities libraries who agreed with mean scores of 3.31 and 4.00 respectively with the suggestion.

The responses here clearly show that the attitude of the staff could influence their involvement in the marketing of information resources and services. This agrees with the findings of Ledoux and Melesse (1995) who suggested that librarians should recognize the value of information management and the significance of marketing and a change in the definition of the librarians' work of lending books rather than providing information. Also, the finding here agrees with the views of Shontz, Parker and Parker (2004) who reported that most librarians in public libraries tended to generally express positive attitude towards marketing. The finding here supports the position of Martey

((2006) who observed that academic librarians have no option but to get seriously involved in planning and implementing marketing strategies in their libraries.

4.15 Determinants of Librarians' Attitudes toward the Marketing of Information Resources and Services

To identify the determinants of the attitudes of librarians in the different university libraries toward the marketing of information resources and services, a number of statements were presented on which they responded. These included their perception of marketing in terms of relevance to patronage and its impacts on the librarian-user interaction. The expressed opinions on the suggested items are tabulated in frequencies and percentages along with mean scores for the respective item. Decision on the item is based on the mean scores with 3.0 as the midpoint average. Mean of magnitude 3.0 and above would support the item as a determinant of the attitude while mean score of less than 3.0 would negate such item as a determinant of the respondents' attitude. The mean scores are presented on Table 4.14 and Figure 4.13.

Table 4.14: Determinant of Librarians' Attitudes toward the Marketing of Information Resources and Services

Sn	**Determinants of attitudes toward marketing**	University types	S A		A		Un		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Marketing helps to attract users to the library	Federal	35	50	19	27.1	9	12.9	4	5.7	3	4.3	4.13
		State	20	58.8	10	29.4	0	0	0	0	4	11.8	4.24
		Private	10	62.5	5	31.3	0	0	1	6.3	0	0	4.50
2	It is relevant to increase users patronage	Federal	28	40	25	35.7	10	14.3	5	7.1	2	2.9	4.03
		State	16	47.1	13	38.2	1	2.9	1	2.9	3	8.8	4.12
		Private	11	68.8	2	12.5	2	12.5	1	6.3	0	0	4.44
3	It helps librarians to get closer to the users	Federal	24	34.3	30	42.9	11	15.7	3	4.3	2	2.9	4.01
		State	13	38.2	16	47.1	2	5.9	1	2.9	2	5.9	4.09
		Private	6	37.5	7	43.8	1	6.3	2	12.5	0	0	4.06
4	Provides the platform to feed users with information	Federal	24	34.3	29	41.4	11	15.7	5	7.1	1	1.4	4.00
		State	17	50	13	38.2	1	2.9	1	2.9	2	5.8	4.24
		Private	8	50	6	37.5	1	6.3	1	6.3	0	0	4.31
5	It improves the level of user awareness about the library	Federal	32	45.7	21	30	10	14.3	3	4.3	4	5.7	4.06
		State	16	47.1	15	44.1	0	0	0	0	3	8.8	4.21
		Private	6	37.5	8	50	1	6.3	1	6.3	0	0	4.19
6	It helps to identify the needs of users	Federal	27	38.6	28	40	13	18.6	1	1.4	1	1.4	4.13
		State	18	52.9	13	38.2	0	0	1	2.9	2	5.9	4.29
		Private	4	25	11	68.8	0	0	1	6.3	0	0	4.13
7	It creates avenues to boost the library's image	Federal	29	41.4	27	38.6	8	11.4	3	4.3	3	4.3	4.09
		State	16	47.1	15	44.1	0	0	1	2.9	2	5.9	4.24
		Private	6	37.5	7	43.8	2	12.5	1	6.3	0	0	4.13
8	It helps librarians to be innovative in packaging library services	Federal	29	41.4	23	32.9	12	17.1	6	8.6	0	0	4.07
		State	20	58.8	11	32.4	0	0	1	2.9	2	5.9	4.35
		Private	9	56.3	3	18.8	3	18.8	1	6.3	0	0	4.25
9	It enhances the visibility of the library and the librarian within the university	Federal	29	41.4	25	35.7	12	17.1	2	2.9	2	2.9	4.10
		State	16	47.1	15	44.1	0	0	0	0	3	8.8	4.21
		Private	8	50	5	31.3	1	6.3	2	12.5	0	0	4.19
10	It helps librarians to determine the level of use or non-use of library resources	Federal	31	44.3	25	35.7	8	11.4	5	7.1	1	1.4	4.14
		State	12	35.3	16	47.1	2	5.9	1	2.9	3	8.8	3.97

	Private	7	43.8	6	37.5	1	6.3	2	12.5	0	0	4.13

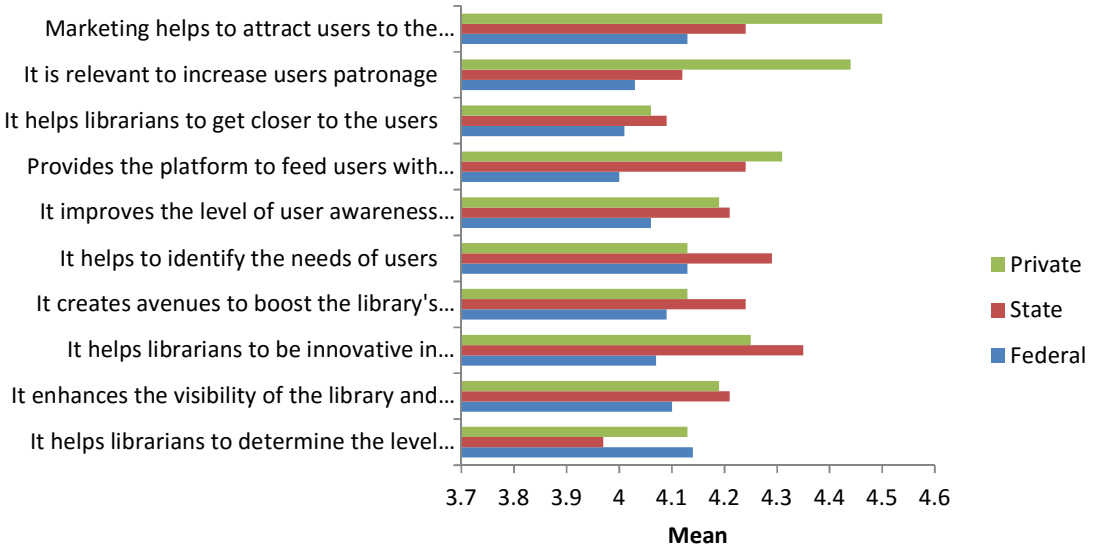


Figure 4.13: Mean Scores on Determinants of Attitude towards Marketing of Information Resources and Services

As shown in the table and the chart, the librarians were generally of the view that effective marketing would help to attract users to the library. This was indicated by 35(50.0%) and 19(27.1%) of federal, 20(58.8%) and 10(29.4%) of state along with 10(62.5%) and 5(31.3%) of private university librarians who strongly agreed and agreed respectively with mean scores of 4.13, 4.24 and 4.50. For the relevance of marketing, all the librarians irrespective of their university types agreed with mean scores of 4.03, 4.12 and 4.44 respectively that it is relevant for increasing users' patronage and that it helps librarians to get closer to the users of the libraries. This is indicated with mean scores of 4.01, 4.09 and 4.06 by librarians from federal, state and private universities respectively for item 3 in the table.

Apart from increasing the number of users, the librarians were unanimous in their agreement with mean scores of 4.00, 4.24 and 4.31 that marketing provides the platform for feeding users with information about available information resources and services.

This they agreed improves the level of users' awareness about the library. The librarians were in agreement that marketing helps to identify the needs of users and therefore creates avenues for boosting the library's image. The mean scores for those items as indicated in the table were all higher than the midpoint average of 3.00. Apart from impacting on the users' level of patronage, the librarians agreed that marketing helps librarians to be innovative in packaging their library services. This is indicated with mean scores of 4.07, 4.35 and 4.25 for item 8 in the table.

Marketing was perceived to enhance the visibility of the library and the librarian within the university by the respondents as indicated by their mean scores to item 9 on the table. Apart from these, the respondents were of the view that marketing helps librarians to determine the level of use or non-use of information resources. This is indicated with high mean scores of 4.14 by the federal, 3.97 by state and 4.13 by private university librarians in the last item of the table.

From the observation of the expressed opinions in the table, perception of marketing of resources and services in the library was a major determinant of the librarians' attitude towards the marketing of resources and services available in the university libraries. This finding is supported by the findings of Shontz, Parker and Parker (2004) that librarians can clearly not assume that if their library offers good services, they do not need to worry about marketing them effectively. This implies that it is not enough to market library resources and services but the disposition of librarians towards this activity is critically important. This position is supported by Spalding and Wang (2006) who stated that Librarians are discovering that by using marketing principles and techniques, they can understand better their users' needs, justify findings, communicate more effectively with a variety of external audiences, and achieve greater efficiency and optimal results in delivering products and services that meets the identified needs of their clients.

4.16 Relevance of Marketing Information Resources and Services in University Libraries

The respondents were requested to indicate whether they considered the marketing of information resources and services as relevant. The responses on the different items used for this assessment are presented in Table 4.15. The mean scores for the items are graphically presented in Figure 4.14. The midpoint average 3.00 mean was used as the bench mark for decision on the items.

Table 4.15: Relevance of Marketing Information Resources and Services in University Libraries

Sn	Relevance of marketing Information resources and services	University Types	S A		A		Un		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Marketing stimulates demand for library resources and services	Federal	45	64.3	21	30	4	5.7	0	0			4.59
		State	17	50	15	44.1	1	2.9	1	2.9			4.41
		Private	9	56.3	6	37.5	1	6.3	0	0			4.5
2	Libraries need marketing to create awareness about their activities	Federal	37	52.9	27	38.6	5	7.1	0	0	1	1.4	4.41
		State	26	76.5	7	20.6	0	0	1	2.9	0	0	4.71
		Private	10	62.5	5	31.3	0	0	1	6.3	0	0	4.5
3	Marketing helps to satisfy people's need and also assist Libraries achieve their goals	Federal	33	47.1	29	41.4	6	8.6	1	1.4	1	1.4	4.31
		State	22	64.7	11	32.4	0	0	1	2.9	0	0	4.59
		Private	7	43.8	8	50	1	6.3	0	0	0	0	4.38
4	Marketing is too costly for University Libraries	Federal	8	11.4	17	24.3	16	22.9	23	32.9	6	8.6	2.97
		State	1	2.9	2	5.9	4	11.8	18	52.9	9	26.5	2.06
		Private	0	0	1	6.3	3	18.8	10	62.5	2	12.5	2.19
5	Libraries should market their resources and services to remain competitive	Federal	29	41.4	30	42.9	9	12.9	2	2.9	0	0	4.23
		State	19	55.9	12	35.3	1	2.9	0	0	2	5.9	4.35
		Private	7	43.8	6	37.5	2	12.5	1	6.3	0	0	4.19
6	Marketing is unnecessary because people know what libraries have to offer	Federal	8	11.4	15	21.4	12	17.1	19	27.1	16	22.9	2.71
		State	2	5.9	1	2.9	1	2.9	12	35.3	18	52.9	1.74
		Private	1	6.3	4	25	0	0	5	31.3	6	37.5	2.31
7	Library schools should include more courses on marketing in their curriculum	Federal	35	50	27	38.6	6	8.6	1	1.4	1	1.4	4.34
		State	19	55.9	13	38.2	2	5.9	0	0	0	0	4.5
		Private	10	62.5	4	25	2	12.5	0	0	0	0	4.5
8	Librarians have no knowledge of marketing principles	Federal	12	17.1	10	14.3	19	27.1	21	30	8	11.4	2.96
		State	1	2.9	9	26.5	4	11.8	11	32.4	9	26.5	2.47
		Private	3	18.8	2	12.5	1	6.3	10	62.5	0	0	2.88
9	Librarians should acquire marketing skills to effectively market library resources and services	Federal	31	44.3	28	40	11	15.7	0	0	0	0	4.29
		State	20	58.8	13	38.2	0	0	1	2.9	0	0	4.53
		Private	7	43.8	7	43.8	1	6.3	0	0	1	6.3	4.19
10	Marketing is about improving the services of libraries	Federal	30	42.9	26	37.1	12	17.1	1	1.4	1	1.4	4.19
		State	20	58.8	12	35.3	1	2.9	0	0	1	2.9	4.47
		Private	5	31.3	7	43.8	2	12.5	0	0	2	12.5	3.81
11	It is not feasible to apply marketing principles and strategies in library work	Federal	12	17.1	6	8.6	11	15.7	28	40	13	18.6	2.66
		State	3	8.8	0	0	5	14.7	9	26.5	17	50	1.91
		Private	0	0	2	12.5	3	18.8	9	56.3	2	12.5	2.31
12	Libraries should market themselves like businesses do	Federal	22	31.4	23	32.9	15	21.4	7	10	3	4.3	3.77
		State	15	44.1	17	50	1	2.9	0	0	1	2.9	4.32
		Private	8	50	5	31.3	1	6.3	2	12.5	0	0	4.19

The opinions of the respondents in Table 4.18 in responses to statements indicating the relevance or otherwise of marketing information resources services paints an interesting picture. This is clearly indicated in item 1 of the table with 45(64.3%) and 21(30.0%) for federal, 17(50.0%) and 15(44.1%) for state along with 9(56.3%) and 6(37.5%) of the librarians from private university libraries with mean scores of 4.59, 4.41 and 4.50 respectively, showing that marketing stimulates demand for library resources and services. In item 2 the respondents generally agreed with mean scores of 4.41, 4.71 and 4.50 that libraries need marketing to create awareness about their activities. The librarians' agreement on the relevance of marketing is further reflected in item 3 where they agreed with mean scores of 4.31, 4.59 and 4.38 for the federal, state and private universities that marketing helps to satisfy users' needs and also assist libraries achieve their goals. All the librarians were therefore of the view that libraries should market their resources and services to remain competitive. This is indicated with mean scores of 4.23, 4.35 and 4.19 by librarians from federal, state and private universities respectively for item 5 in the table.

The positive view on the relevance of marketing could explain the librarians' disagreement with the suggestion that marketing is too costly for university libraries in item 4 of the table where their mean scores are 2.97, 2.06 and 2.19. The respondents therefore did not agree with the statement that marketing is unnecessary because prospective users would already know what the libraries have to offer. This is expressed with relatively lower than the 3.00 bench mark for item 6 of the table.

In affirming the relevance of marketing, 35(50.0%) and 27(38.6%) of librarians from federal, 19(55.9%) and 13(38.2%) from state along with 10(62.5%) and 4(25.0%) of those from private universities strongly agreed and agreed respectively with the idea that library schools should include a course on marketing in their curriculum. Furthermore, in item 8

of the table, respondents disagreed with the notion that librarians had no knowledge of marketing principle; they however agreed in item 9 of the table with mean scores of 4.29, 4.53 and 4.19 that librarians should acquire marketing skills to effectively market library resources and services in the university libraries.

To further confirm the relevance of marketing, the respondents in item 10 of the table agreed with mean scores of 4.19, 4.47 and 3.81 that marketing is about improving the services of libraries. This could explain their disagreement with the suggestion in item 11 of the table where it was suggested that it is not feasible to apply marketing principles and strategies in library work. Thus in item 12 of the table the respondents all agreed with mean scores of 3.77, 4.32 and 4.19 that the libraries should market themselves like any other businesses. From the findings here librarians in the universities studied considered marketing of information resources and services to be relevant, which points to their positive disposition to marketing. From the result here, it could be concluded that since librarians considered marketing to be relevant, they should have a positive attitude towards the marketing of library resources and services. The finding is in line with Igbeka (2008) who reported a relationship between the user and the reference librarian's attitudes and concluded that to a large extent the attitude of the librarian determines the use of the library. The finding supports the view of Porter (2012) that as academic libraries continues to fight for their survival amid growing expectations, competition from online sources and wavering public perceptions, effective marketing is increasingly becoming a critical tool to ensure the continued support of users, stakeholders and society as a whole. The findings here confirm Smith's (1995) view that marketing is a stance and an attitude that focuses on meeting the needs of users,

4.17 Factors Inhibiting the Marketing of Information Resources and Services in University Libraries in North-Central Zone, Nigeria

To identify the factors inhibiting the marketing of information resources and services in university libraries, a number of factors were listed in Table 4.16 on which the respondents indicated their responses. The scores are presented in frequencies and percentages along with means computed on a five-point scale. Decisions on the factors are based on the midpoint average of 3.0. The responses are presented graphically in Figure 4.14.

Table 4.16: Factors Inhibiting the Marketing of Information Resources and Services

Sn	Factors Inhibiting Marketing	University Types	S A		A		Un		D		S D		Mean
			F.	%	F.	%	F.	%	F.	%	F.	%	
1	Lack of knowledge of marketing by librarians	Federal	24	34.3	28	40	9	12.9	6	8.6	3	4.3	3.91
		State	8	23.5	19	55.9	1	2.9	4	11.8	2	5.9	3.79
		Private	6	37.5	4	25	2	12.5	3	18.8	1	6.3	3.69
2	Poor marketing skill of librarians	Federal	21	30	28	40	13	18.6	8	11.4	0	0	3.89
		State	7	20.6	22	64.7	1	2.9	3	8.8	1	2.9	3.91
		Private	6	37.5	6	37.5	0	0	3	18.8	1	6.3	3.81
3	Failure to adopt or recognize the use of marketing in library	Federal	21	30	30	42.9	10	14.3	6	8.6	3	4.3	3.86
		State	13	38.2	19	55.9	1	2.9	1	2.9	0	0	4.29
		Private	4	25	11	68.8	1	6.3	0	0	0	0	4.19
4	Lack of understanding of what marketing is and what it involves	Federal	22	31.4	28	40	13	18.6	6	8.6	1	1.4	3.91
		State	8	23.5	20	58.8	3	8.8	3	8.8	0	0	3.97
		Private	5	31.3	7	43.8	3	18.8	1	6.3	0	0	4.00
5	Disagreement about the role of the clients in determining the library's products	Federal	13	18.6	25	35.7	21	30	7	10	4	5.7	3.51
		State	6	17.6	15	44.1	10	29.4	3	8.8	0	0	3.71
		Private	0	0	7	43.8	5	31.3	3	18.8	1	6.3	3.13
6	Negative attitude toward marketing by librarians	Federal	13	18.6	34	48.6	11	15.7	9	12.9	3	4.3	3.64
		State	8	23.5	19	55.9	3	8.8	3	8.8	1	2.9	3.88
		Private	1	6.3	12	75	1	6.3	1	6.3	1	6.3	3.69
7	Non acceptance of marketing as a primary managerial function in libraries	Federal	12	17.1	35	50	11	15.7	9	12.9	3	4.3	3.63
		State	9	26.5	22	64.7	1	2.9	2	5.9	0	0	4.12
		Private	2	12.5	11	68.8	2	12.5	1	6.3	0	0	3.88
8	Reluctance to embrace the marketing concept by librarians	Federal	8	11.4	42	60	11	15.7	5	7.1	4	5.7	3.64
		State	8	23.5	22	64.7	1	2.9	3	8.8	0	0	4.03
		Private	1	6.3	15	93.8	0	0	0	0	0	0	4.06
9	Inability of librarians to design and implement winning marketing strategies	Federal	14	20	34	48.6	8	11.4	10	14.3	4	5.7	3.63
		State	7	20.6	18	52.9	6	17.6	2	5.9	1	2.9	3.82
		Private	4	25	7	43.8	2	12.5	3	18.8	0	0	3.75
10	The wrong notion that equals marketing with selling only	Federal	17	24.3	27	38.6	14	20	11	15.7	1	1.4	3.69
		State	13	38.2	14	41.2	2	5.9	4	11.8	1	2.9	4.00
		Private	4	25	8	50	2	12.5	2	12.5	0	0	3.88

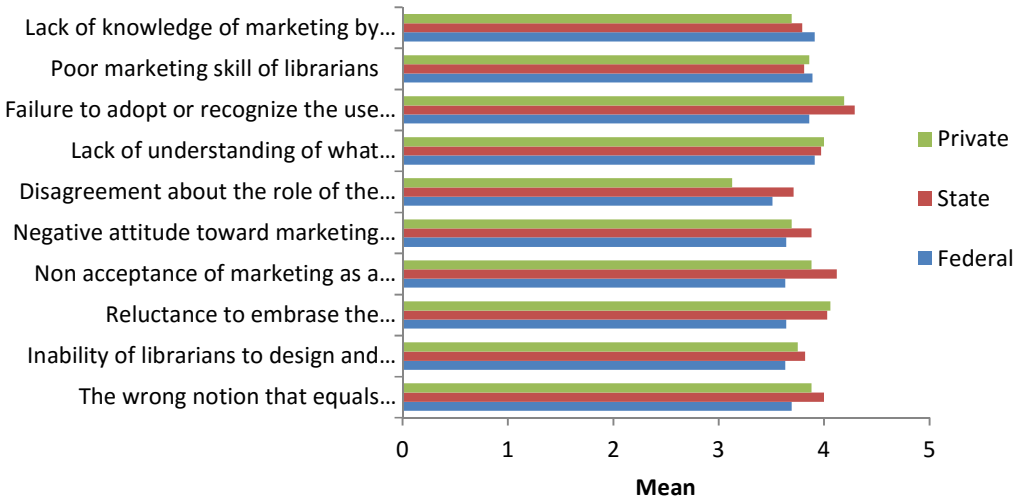


Figure 4.14: Mean Scores of Factors Inhibiting the Marketing of Information Resources and Services

Among the identified factors inhibiting the marketing of information resources and services in university libraries in North-Central Zone of Nigeria was the failure to adopt or recognize the use of marketing by the management. This was a general opinion among 21(30.0%) and 30(42.9%) of librarians from Federal, 13(38.2%) and 19(55.9%) of state along with 4(25.0%) and 11(68.8%) of librarians from private universities involved in the study. This factor was scored the highest with means of 3.86, 4.29 and 4.19 by the librarians respectively. Other factors of such magnitude included the inadequate knowledge of marketing by librarians with mean scores of 3.91, 3.79 and 3.69 by federal, state and private university respondents along poor marketing skills of librarians with mean scores of 3.89, 3.91 and 3.81respectively. Lack of understanding of what marketing is and what it involves by librarians in the university libraries was another factor which the librarians were of the view was affecting the marketing of information resources and

services. This opinion cut across all the university types with mean scores of 3.91, 3.97 and 4.0 by the federal, state and private university librarians.

Another factor militating against marketing of the available resources and services in the university libraries was managerial disagreement within the libraries about the role of the client in determining the library's products. The effect of this factor cut across all the university types as indicated with mean scores of 3.51, 3.71 and 3.13 for the three university types as indicated in the table for item 5. Coupled with this factor was the adverse effect of the perceived negative attitude toward marketing by some of the librarians which was indicated by the respondents with mean scores of 3.64, 3.88 and 3.69 for the federal, state and private universities respectively.

In item 7, 12(17.1%) and 35(50.0%) of the respondents from federal university libraries, 9(26.5%) and 22(64.7%) of state along with 2(12.5%) and 11(68.8%) of private university libraries strongly agreed and agreed respectively with the statement that non acceptance of marketing as a primary managerial function in libraries by the management was an inhibiting factor to marketing of the available information resources and services. Coupled with the above was the reluctance to embrace the marketing concept by librarians which all the respondents agreed to with mean scores of 3.64, 4.03 and 4.06 for item 8 in the table. Along with this factor was the perception of inability among librarians to design and implement winning marketing strategies coupled with the wrong notion of managerial staff that equated marketing with selling only. These were all scored above the midpoint average of 3.0 for items 9 and 10 in the table as major factors inhibiting the marketing of information resources and services by librarians in the university libraries.

The observation of expressed opinions in the table shows that all these challenges were perceived to be major factors inhibiting the marketing of the information resources and services. The finding here however agrees with the view of Garoufallou (2013) who stated

that marketing principles are used in academic libraries worldwide and that the spread of marketing in Greek academic libraries proved to be limited because, though the majority of Greek academic librarians realize the importance of marketing but they still have a long way to go in terms of understanding and adopting marketing concepts in their provision of services.

4.18 Test of Hypotheses

The null hypotheses formulated to test for significant relationship of between the investigated variables are tested here with the Spearman rho correlation procedure because of the nature of attitudinal measurement. The tests were carried out at the probability level of 0.05. The null hypotheses were tested as follows:

Null hypothesis I: There is no significant difference in the types of information resources and services available and marketed by universities libraries in North-Central Zone, Nigeria.

Types of information resources available and marketed by the university libraries were presented in Table 4.9 .1 while the services were presented in Table 4.9.2. The mean scores in the tables were correlated with the aid of the Spearman rho procedure here to establish the level of differences between the resources and services available and marketed in the university libraries. The result of the test is summarized in Table 4.17.

Table 4.17: of Information Resources and Services in the University Libraries

Variable	N	Mean	Std. Deviation	Std. Error	r-cal.	DF	P-value
Information Resources	120	3.88	.581	.060	0.062	118	0.552
Information Services	120	3.38	.536	.049			

The result in the table shows that all the types of resources and services mentioned were available and are being marketed by university libraries in North-Central Zone of Nigeria This is revealed with an observed correlation coefficient of 0.062 compared with the

critical value of 0.180 at the same 118 degree of freedom. The observed significant level for the test is 0.552 (P > 0.05). This did not provide sufficient evidence for rejecting the null hypothesis. The null hypothesis that states that there is no significant differences between the types of information resources available and information services marketed by university libraries in North-Central Zone of Nigeria is therefore retained. This means that there are no significant differences in the types of information resources and information services available and marketed by university libraries in North-Central Zone of Nigeria.

The implication here is that knowledge of marketing may not necessarily translate to positive attitudes toward the marketing of information resources and services by librarians in the university libraries. The probability value of 0.552 is greater than the significance level of 0.05; therefore, there is no significant differences in the types of information resources and information services available in university libraries in North-Central Zone of Nigeria. However, the currency and adequacy of information resources available and marketed was outside the purview of this study.

Null Hypothesis II: **There is no significant difference in the knowledge of marketing possessed by librarians toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria**.

Knowledge of marketing of the librarians was examined in Table 4.10 in relation to marketing of the available resources and services in the university libraries. The mean scores are compared here using the one-way analysis of variance to determine the level of differences in the knowledge of marketing possessed by librarians from the three university types involved in the study. The use of the one-way analysis of variance is informed by the interval measurement of the variable and the multiple levels of the independent variable (university types). The result of the test is summarized in Table 4.19.

Table 4.19: One Way Analysis of Variance on Librarians' Knowledge of Marketing by Types of Universities

Source	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	.718	2	.359	1.073	.345
Within Groups	38.821	116	.335		
Total	39.540	118			

(F-critical = 3.07 at df = 2, 116 and p = 0.05)

The result of the test did not reveal significant differences in knowledge of marketing among the librarians by their university types. The observed F-value (1.073) obtained in the test at 2, 116 degree of freedom (DF) is lower than the critical value of 3.07 and the probability level of significance obtained in the table is 0.345 (P > 0.05). These are clear indications that the librarians from the different university types did not differ significantly in their knowledge of marketing of the available information resources and services in the university libraries. These observations did not provide enough evidence for rejecting the null hypothesis. The null hypothesis that there is no significant difference in knowledge of marketing by librarians in the various university types toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria is therefore retained. The mean scores for the librarians of the different university types on the knowledge of marketing in the different university types are presented in Table 4.20.

Table 4.20: Mean Scores of Librarians Knowledge of Marketing by Types of Universities

University Types	N	Mean	Std. Deviation	Std. Error
Federal	69	3.90	.583	.070
State	34	3.99	.622	.107
Private	16	4.13	.441	.110
Total	119	3.96	.579	.053

The table shows that the mean scores were approximately the same implying that the librarians from the different university types within the zone could be said to have the same level of knowledge in marketing as it relates to the information resources and services in their libraries. By the applied benchmark of 3.00, all the librarians could be said to have adequate knowledge of marketing.

Null hypothesis III: There is no significant difference in the attitudes of librarians in the various university types toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria.

The attitudinal scores towards marketing of information resources and services in the libraries by the librarians assessed in Table 4.15 were compared here with the aid of the Kruskal Wallis one-way analysis because of the non-parametric nature of attitudinal scale. The result is summarized in Table 4.18.

Table 4.18: Kruskal Wallis H Test on Attitudes of Librarians in the Various University Types toward the Marketing of Information Resources and Services

Type of University	N	Mean Rank	Chi-Square	DF	P-value
Federal	69	63.83	3.671	2	0.160
State	34	58.97			
Private	16	45.69			

Total	119

(X^2critical = 5.99 at df = 2, 116 and p = 0.05)

The results in the table show that the librarians did not differ significantly in their attitude towards the marketing of information resources and services in the university libraries by their university types. The observed chi-square value (3.671) for the test is lower than the critical value (5.99) at the 2 degree of freedom. The observed significant level obtained for the test is 0.160 (P > 0.05). With these observations, there is no sufficient evidence for rejecting the null hypothesis. The null hypothesis that there is no significant difference in the attitudes of librarians in the various university types toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria is therefore retained. The implication here is that there is no major variability in the attitudes of the librarians toward the marketing of information resources and services in libraries of the different university types.

Null Hypothesis IV: There is no significant difference in librarian's perception of factors inhibiting the marketing of information resources and services in the three types of university libraries in North-Central Zone of Nigeria.

The mean scores on factors inhibiting the marketing of information resources and services in the university libraries assessed in Table 4.16 are compared here by the types of universities of the respondents to determine level of difference. The one-way analysis of variance was used for the test because of the multiple levels of the independent variable. Table 4.21 shows the summary of the analysis of variance model.

Table 4.21: One Way Analysis of Variance on Factors Inhibiting the Marketing of Information Resources and Services by types of Universities

Source	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.778	2	.389	.862	.425
Within Groups	52.335	116	.451		
Total	53.113	118			

(F-critical = 3.07 at df = 2, 116 and p = 0.05)

The librarians from the different university types did not differ significantly in their rating of the factors inhibiting the marketing of information resources and services available in their university libraries. This is indicated in the table with an observed F-value of 0.862 obtained at the 2, 116 degree of freedom (DF) compared with the critical value of 3.07. The observed level of significance (p-value) for the test is 0.425 (P > 0.05). With these observations, there is no sufficient evidence for rejecting the null hypothesis. The null hypothesis which states that there is no significant difference in librarian's perception of factors inhibiting the marketing of information resources and services in libraries of the three types of university libraries in North-Central Zone of Nigeria is therefore retained. The mean scores of the librarians from the different university types is presented in Table 4.22 along with their standard deviations and standard errors.

Table 4.22: Mean Scores of Factors Inhibiting the Marketing Of Information Resources And Services By Types of University

University types	N	Mean	Std. Deviation	Std. Error
Federal	69	3.78	.724	.087
State	34	3.97	.596	.102
Private	16	3.82	.573	.143
Total	119	3.84	.671	.062

The mean scores are basically the same showing that the librarians were faced with the same constraints in their effort at marketing of the available information resources and services in the university libraries. This accounted for the non-significant observation in the test. The findings here are in contrast with Nwosu (2010) who identified factors for failure by Nigerian libraries to adopt the use of marketing techniques to include among others, simple misunderstanding that equates marketing with publicity and public relations functions, lack of understanding of what marketing is and what it involves so that libraries fail to recognize many existing management and collection development

operations as marketing components, and disagreement about the role of the client in determining the library's products and marketing mix.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents an overview of the study with the summary, conclusion, recommendations and suggestions for further study.

5.2 Summary of the Study

The study was partitioned into five chapters. Chapter one consisted of the background to the study, statement of the problem, objectives, research questions and hypotheses. Other parts of the chapter were scope of the study and significance of the study. Chapter two was made up of the review of the related literature while chapter three consisted of the methodology, population, sample size and sampling technique, research instrument and method of data analysis among others. Chapter four presents the descriptive and statistical analysis of the data with solutions to the research questions along with a test of the hypotheses formulated for the study. A summary of the major findings from the analysis of the data and test of the hypotheses are presented below:

The study was set against the background that the knowledge of marketing, skills and attitudes of librarians is poor hence many librarians still tend to think of marketing as focusing only on selling or promoting the library, not realizing that library marketing refers to a total organizational effort to attract and improve services to users. To accomplish the objectives of exploring the attitudes of librarians toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria, a structured questionnaire was designed and validated. The validated questionnaire was then subjected to a pilot test to establish its reliability and consistency index. The tested questionnaire was administered through a purposive sampling

procedure to the librarians in 13 university libraries in North-Central Zone. A total of 120 respondents successfully completed the questionnaire and returned same out of the total administered and used for the study. The data collected were analyzed with the Statistical Package for the Social Sciences (SPSS) IBM version 20. Data obtained were analyzed with the use of frequencies and percentages, means and standard deviations. The hypotheses were tested with Spearman rho correlation Procedures, Kruskall Walis and one-way ANOVA.

5.2.1 Summary of Major Findings

Based on the analysis of the data collected and the hypotheses tested, the summary of the major findings from the study are:

1. Information resources like in-house publications, text books, reference materials, serial publications and CDs/DVDs were available and marketed in all the university libraries
2. Most of the Librarians in university libraries in North-Central Zone of Nigeria possessed adequate knowledge of marketing to enable them market information resources and service.
3. The attitudes of librarians toward marketing information resources and services were found to be positive. Most of them were interested, enthusiastic, and many considered themselves to be pro-marketing.
4. The librarians' attitudes towards marketing information resources and services influenced their involvement in marketing not withstanding its relevance. Those with positive attitudes were more enthusiastic about getting involved in marketing.
5. A large number of the librarians indicated factors inhibiting the marketing of information resources and services in libraries to include, failure to adopt and

recognize the importance of marketing, poor marketing skills possessed by librarians and reluctance to embrace marketing.

6. There was no significant difference in the types of information resources and services available and marketed by universities libraries in North-Central Zone, Nigeria.
7. There was no significant difference in the knowledge of marketing possessed by librarians in the three types of universities libraries
8. There was no significant difference in the attitudes of librarians in the three types of university libraries towards the marketing of information resources and services
9. There was no significant difference in the perception of librarians of factors inhibiting the marketing of information resources and services in university libraries in North-Central Zone, Nigeria.

5.3 Conclusion

From the findings of this study, it has been revealed that various types of information resources are available in the university libraries in North-Central Zone of Nigeria. Also, different kinds if information services are being rendered to the clients in the university libraries. Furthermore, it was found that most librarians in university libraries in North-Central Zone of Nigeria possessed adequate knowledge about marketing and have positive attitudes toward the marketing of information resources and services. A wholesome embrace of information marketing by librarians has become a sine qua non effective marketing of information resources and services in university libraries in North-Central Zone, Nigeria. In the contemporary competitive information market environment in which university libraries are operating, it has become inevitable to employ marketing strategies and tactics to attract new users to the library and retain existing ones in order to remain relevant in the information value chain. The traditional techniques librarians

had employed to package and deliver information resources and services to the clients can no longer suffice because of the new platforms for information presentation now available in the digital space.

It is instructive that librarians need to rethink on ways of improving their relationship with information seekers and users through being more engaging proactively. Developing a positive attitude toward the marketing of information resources by librarians in university libraries cannot be traded off on the platter of convenience or ignorance any longer. The future of effective information service delivery is hinged on how librarians intentionally play their gate keeping role by becoming proactive and dynamic in relating with the clients in order to retain existing ones and attract new ones to the library.

5.4 Contribution to Knowledge

The findings of this study revealed that though most librarians seemed to have some knowledge of marketing, there is the need for them to be involved in continuous training and retraining for effective marketing of information resources and services.

1. The findings have provided a deeper understanding of librarian's attitudes towards the marketing of information resources and services.
2. The outcome of the study has opened up a fertile ground for further research on the need for a paradigm shift in information service delivery in university libraries,
3. The findings from this study has brought out the need for the re-orientation of librarians on the imperative of employing marketing principles, strategies and tools in order to retain existing patrons and attract potential ones.

5.5 Recommendations

Based on the findings and conclusion reached in this study, the following recommendations are made:

1. University libraries should acquire adequate and current information resources and provide information services that would retain existing users and attract potential ones by aggressively marketing the resources and services for maximum utilization.
2. The training and retraining of librarians in university libraries through conferences, workshops, seminars organized by professional bodies like the Nigerian Library Association (NLA), and the Librarians' Registration Council of Nigeria (LRCN) should be given greater impetus. These bodies should collaborate and enter into partnership with library schools in order to develop a mandatory continuing professional education, skills acquisition and capacity building programmes for librarians in the area of marketing in general and marketing of information resources and services in particular.
3. Librarians should embrace the service philosophy that is user-oriented and geared towards satisfying users' needs, and also adopt the outward looking approach rather than the traditional inward looking (the armchair disposition).
4. University library managers should ensure that librarians project positive attitudes towards the clients, by more friendly and helpful since their attitude could positively or negatively influence how they market information resources and services.
5. Identified factors inhibiting effective marketing of information resources and services should be addressed by creating a public relations/advocacy unit in university libraries, especially those located in North-Central Zone

.

5.6 Limitations of the Study

This study was limited to the investigation of the attitudes of librarians toward the marketing of information resources and services in university libraries in North-Central Zone of Nigeria. Invariably, the findings cannot be generalized to other types of libraries in Nigeria or elsewhere. Time and financial constraints were the major limitations to this study.

5.7 Suggestions for Further Research

Based on the limitations of the study, further studies in the following aspects are hereby suggested:

1. The perception and attitudes of librarians toward the promotion of information resources and services in special libraries in Northern Nigeria
2. Factors influencing librarian's attitudes toward the marketing of information resources and services in special libraries in North-Central Zone, Nigeria
3. The relationship between the marketing of information resources and services and the patronage and utilization of university libraries in Nigeria.
4. Strategies for attracting and retaining existing and potential users in university Libraries in North-Central Nigeria
5. Role of stakeholders in the Development and implementation of Library and Information Science curriculum in Nigeria

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APPENDIX I

Reliability RESULT

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	13	86.7
	Excluded[a]	2	13.3
	Total	15	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.813	98

Item Statistics

	Mean	Std. Deviation	N
Reference Services	4.00	1.472	13
Abstracting Services	3.54	1.506	13
Translation Services	3.15	1.405	13
Inter Library Loan Services	3.54	1.266	13
Current Awareness Services	3.31	1.316	13
Literature Searching	2.85	1.144	13
Indexing Services	2.92	1.188	13
Circulation Services	3.54	1.391	13
Internet/Online Services	3.54	1.330	13
Reprographic Services	3.38	1.387	13
Text Books	4.31	1.182	13
Databases	3.46	1.127	13
CDs/DVDs	3.62	1.193	13

E-Journals	3.92	1.115	13
Computers	3.77	1.092	13
Audio Visual Materials	3.23	1.092	13
Reference Materials	3.38	1.261	13
Serial Publications	3.15	1.068	13
Posters	3.15	1.144	13
In-House Publications	3.00	1.354	13
Ability to identify the users of library and information services	4.31	.480	13
Knowledge of users of library and information services	3.92	.862	13
Knowledge of how to identify their needs and wants and how to seek ways to satisfy them	4.23	.832	13
Service	3.85	.689	13
Product Services	2.92	1.115	13

Item Statistics

	Mean	Std. Deviation	N
Promotion	4.00	.913	13
Place (Distribution)	3.38	.870	13
Ability to identify and categorize users into definite groups to be able to satisfy their needs and wants	3.62	1.044	13
Evaluation of services from time to time	3.08	1.382	13
I relate very well with people	3.69	.947	13
I have the ability to design and implement marketing strategies	4.31	1.109	13
I can communicate effectively with the customers	4.31	.630	13
I feel confident and competent to present library resources to patrons	4.00	.707	13
I can confidently use ICT to provide library and information services	4.31	.751	13
I feel confidently and competent to introduce innovation into the library work	4.23	.725	13
I feel confident and competent to locate and access information resources	4.23	.725	13
I feel confident and competent to identify sources of information for users	4.31	.630	13

Item Statistics

	Mean	Std. Deviation	N
I feel confident and competent to determine what information is needed	4.23	.725	13
I feel confident and competent to differentiate between fact and opinion	3.77	.725	13
I can anticipate the information needs of my clients	3.69	1.437	13
I am reluctant to embrace marketing	3.31	1.494	13
As a Librarian, I am enthusiastic about the marketing of library resources and services	4.46	.519	13
I am highly interested in the marketing functions	4.31	.630	13
My behaviour toward marketing can better be described as hostile	3.54	1.266	13
I am ignorant of what marketing is all about	3.23	1.166	13
I have misconception about the marketing of library resources and services	3.31	1.316	13
I am skeptical about the use of marketing techniques in the library	3.08	1.115	13
I consider myself as anti-marketing	2.54	.967	13
I see myself as pro-marketing	2.92	1.320	13

Item Statistics

	Mean	Std. Deviation	N
Marketing of library resources and services is not necessary	2.77	1.481	13
My behaviour has no influence on my attitude towards marketing of library resources and services	3.92	1.038	13
There is no relationship between my behaviour and my attitude towards marketing of library resources and services	3.62	1.193	13
My attitude toward the marketing of library resources and services is influenced by my knowledge of marketing	4.15	.689	13
I have a positive attitudes towards the marketing of library resources and services	3.69	.751	13
My perception of marketing is a function of what people close to me think about my behaviour towards marketing	3.85	.801	13
I have positive attitude toward the marketing of library resources and services because people expect me to have such disposition	3.31	.751	13
Marketing stimulates demand for library resources and services	4.77	.439	13

Item Statistics

	Mean	Std. Deviation	N
Libraries need marketing to create awareness about their activities	4.23	1.166	13
Marketing helps to satisfy people's need and also assist Libraries achieve their goals	4.08	1.115	13
Marketing is too costly for University Libraries	3.46	.967	13
Libraries should market their resources and services to remain competitive	4.31	.751	13
Marketing is unnecessary because people know what libraries have to offer	3.62	.961	13
Library schools should include a course on marketing in their curriculum	4.23	.927	13
Librarians have no knowledge of marketing principles	3.15	1.144	13
Librarians should acquire marketing skills to effectively market library resources and services	4.08	.760	13
Marketing is about improving the services of libraries	3.69	.947	13
It is not feasible to apply marketing principles and strategies in library work	3.08	1.256	13
Libraries should market themselves like businesses do	3.23	1.363	13
Information literacy classes	4.23	.832	13

Item Statistics

	Mean	Std. Deviation	N
Use of social media	4.31	.751	13
Publication of New Arrival list	4.23	.725	13
Use of library website	4.46	.660	13
Librarian Bulletin	4.23	.725	13
Circulation of accession list	4.08	1.038	13
Advertisements	3.92	.862	13
Public relations and publicity	4.23	.927	13
Promotion of library resources and services	4.15	.899	13
Customer care Desk	3.92	1.038	13
Marketing helps to attract users to the library	3.62	1.121	13
It is relevant to increase users patronage	3.38	1.193	13
It helps librarians to get closer to the users	3.77	1.092	13
Provides the platform to feed users with information	3.54	.967	13
It improves the level of user awareness about the library	3.15	1.144	13
It helps to identify the needs of users	3.46	.967	13
It create avenues to be boost the library's image	3.62	1.121	13
It helps librarians to be innovative in packaging library services	3.46	.877	13

Item Statistics

	Mean	Std. Deviation	N
It enhances the visibility of the library and the librarian within the university	3.62	1.044	13
It helps librarians to determine the level of use or non-use of library resources	3.69	1.032	13
Lack of knowledge of marketing by librarians	4.23	.927	13
Poor marketing skill of librarian	4.15	1.068	13
Failure to adopt or recognize the use of marketing in library	3.85	1.068	13
Lack of understanding of what marketing is and what it involves	4.15	.801	13
Disagreement about the role of the client in determining the library's products	4.15	.801	13
Negative attitude toward marketing by librarians	3.77	.599	13
Non acceptance of marketing as a primary managerial function in libraries	3.77	.927	13
Reluctance to embark the marketing concept by librarians	3.46	.776	13
Inability of librarians to design and implement winning marketing strategies	3.62	.961	13
The wrong notion that equals marketing with selling only	3.62	.961	13

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.724	2.538	4.769	2.231	1.879	.215	98

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0		
		Lower Bound	Upper Bound	Value	df1	df2
Single Measures	.040[a]	.016	.115	5.047	12	1164
Average Measures	.802[c]	.612	.927	5.047	12	1164

Intraclass Correlation Coefficient

	F Test with True Value 0[b]
	Sig
Single Measures	.000[a]
Average Measures	.000[c]

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intra class correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

APPENDIX II

5.7.1 Draft Workshop Proposal on Marketing of Information Resources and Services for Librarians in Nigerian University Libraries

Based on the findings of this study, it was discovered that there is need for Librarians in university libraries to build their capacity by attending training workshops to upscale their knowledge and skills in marketing. The proposed workshop would focus on such aspects as the concept of marketing, relevance and benefits of marketing to library work, marketing strategies in information work, information marketing, marketing communication, user/consumer behavior, marketing mix, library products and services, marketing skills, etc.

The workshop shall be broken down into various modules and it is expected to last for three days.

Objectives of the Workshop

The objectives of the library and information marketing workshop are to:

1. Develop the capacity of librarians to package and deliver information resources and services more effectively and efficiently.
2. Equip librarians with the requisite marketing skills and competencies for improved library and information services delivery.
3. Broaden the knowledge base of librarians to enable them employ marketing strategies in information management,
4. Train librarians on how to employ marketing principles, strategies and tools to market library resources and services for improved information delivery and university library performance, and
5. Fill the gaps in knowledge and skills of marketing possessed by librarians in order to make them embrace marketing as a critically important library function.

Workshop Modules

The workshop is proposed to contain Six modules as follow:

Module 1: Introduction to Marketing
Origin of Marketing
Definition of Marketing
The Marketing Concept
The importance of Marketing
The concepts of User, Customer, Client, Patrons
Types of Library Products and Services

Module 2: Marketing Strategies

The Concept of Marketing Strategy
How to Formulate Winning Strategy
Types of Marketing Strategies
Evaluation of Marketing Strategy

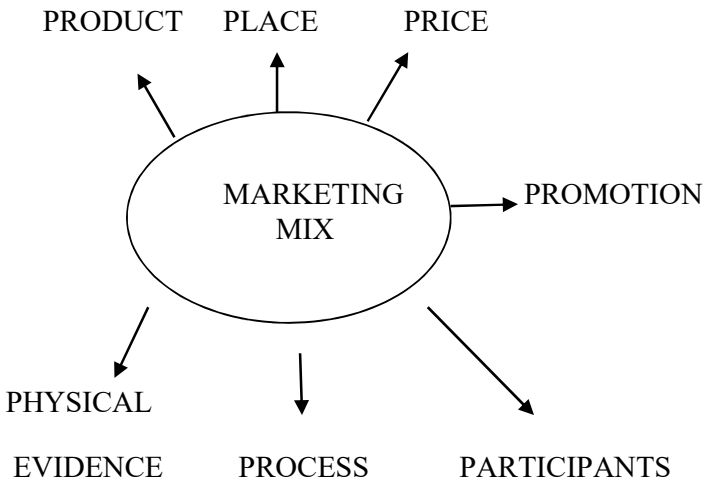
Module 3: Marketing Communication
Promotion
Promotion Mix
Communication Channels in Marketing

Module 4: Marketing Mix
Product
Price and Pricing
Promotion
Place (Distribution)

Module 5: Marketing Skills
People Skill
Technical Skill
Communication Skill
Sales Skill
Consumer /User Behaviour

Module 6: Market Segmentation
Techniques of Segmenting the Library Market
Marketing Information Resources and Services using the Internet Platform
Managing the image of the Library and the Librarian

APPENDIX III: Model of Marketing Mix



Source: Chaudhary, 2011

APPENDIX IV

QUESTIONNAIRE

Department of Library and
Information Science,
Faculty of Education,
Ahmadu Bello University, Zaria
5th April, 2016

Dear Respondent,

I am a doctoral degree student of the above named department conducting a survey on the "ATTITUDES OF LIBRARIANS TOWARD THE MARKETING OF INFORMATION RESOURCES AND SERVICES IN UNIVERSITY LIBRARIES IN NORTH-CENTRAL ZONE, NIGERIA".

Kindly complete this questionnaire designed only for academic purposes. Your responses will be treated with utmost confidentiality.

Thank you for your cooperation.

Johnson E. Akpena
Phone: 0706-6590-702
E-mail: akpe1962@yaho.com

QUESTIONNAIRE FOR LIBRARIANS

SECTION A: DEMOGRAPHIC INFORMATION

Please tick ( ) the appropriate box below for you response

1. Name of university_____
2. Position/Rank: Asst. Librarian [ ] Librarian II [ ] Liberian I [ ] Senior Librarian [ ] Principal Librarian [ ] Deputy. University Librarian [] University Librarian [ ]

4. Highest educational qualification: Bachelors' Degree [ ] Postgraduate Diploma [ ] Master's Degree [ ] PhD [ ] Others (Please specify)
5. How long have you graduated from Library school ?: Less than 5 years [ ] 6years – 10years [ ] 11 – 20years [ ] 21 – 30years [ ] Above 30years [ ]
6. Years of working experience in the Library: Below 10years [ ] 11 – 20years [21 – 30years [ ] Above 30years [ ]
7. Which department of the Library are you presently working? (Tick one)

   Library Administration [] Serials [ ]

   Circulation [ ] Cataloguing & Classification [ ]

   Technical services [ ] Documents [ ]

   Reference [ ] Acquisition [ ]

   Others (please specify)
8. Have you ever taken a course on marketing? (1) Yes (2) No
9. If yes, at what level and what certificate was awarded?

   HND [ ] B. A (LS)/B. LS [ ] M. LS [ ] PH. D [ ]

   Others please, specify)

SECTION B: Types of Library Resources and Services Available and Marketed by university Libraries

Indicate your agreement to the following by ticking the appropriate box.

KEY: Highly Available (HA), Available (A), Undecided (UD) Rarely Available (RA) Not Available (NA).

Q 10: What types of information resources are available and marketed in your library?

S/N	Types of Library resources	Highly Available	Available	Undecided	Rarely Available	Not Available
1.	Text Books					
2.	Databases					
3.	CDs/DVDs					
4.	E-Journals					
5.	Computers					
6.	Audio Visual Materials					
7.	Reference Materials					
8.	Serial Publications					
9.	Posters					
10.	In-House Publications					

Q 11: What types of information services are available and marketed in your library?

S/N	Types of Library services	Highly Available	Available	Undecided	Rarely Available	Not Available
1.	Reference services					
2.	Abstracting services					

3. Translation services
4. Inter library Loan services
5. Current Awareness services
6. Literature searching
7. Indexing services
8. Circulation services
9. Internet/ Online services
10. Reprographic services

SECTION C: Librarian's Knowledge of Marketing
Q 12: Do you possess adequate Knowledge of Marketing?

KEY: Very Adequate (VA), Adequate (A), Undecided (UD), Not Adequate (NA), Very Inadequate (VI).

1.Knowledge of analysis of the marketing environment	**Very Adequate**	**Adequate**	**UD**	**Not Adequate**	**Very Inadequate**
-ability to identify the users of library and information services -knowledge of users level of education and interest -knowledge of how to identify their needs and wants and how to seek ways to satisfy them					
2.Knowledge of the marketing mix, i. e. the four P's of marketing					
Product (service)					
-Price (in terms of time, effort or even actual payment in return for services) -Promotion					
-Place (distribution)					
3. Knowledge of market segmentation					
-ability to identify and categorize users into definite groups to be able to satisfy their needs and wants					
4. Knowledge of marketing audit (feedback mechanism)					
-Evaluation of services from time to time					

Marketing Skills Possessed and employed by Librarians

Q 13: Which of the following marketing skills do you possess and also employ in marketing information resources and services in your university library?

KEY: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Marketing skills	SA	A	UD	D	SD
1	People skill: I relate very well with people					
2	Technical skill: I have the ability to design and implement marketing strategies.					
3	Communication skill: I can communicate effectively with the customers.					
4	Sales skill: I feel confident and competent to present library resources to patrons					
5	TT skill: I can confidently use ICT to provide library and information services					
6	Creativity: I feel confident and competent to introduce innovation into the library work					
7	Locating and accessing Library Resources: I feel confident and competent to locate and access information resources					
8	Initiating research strategy: I feel confident and competent to identity sources of information for users					
9	Defining the need for information: I feel confident and competent to determine what information is needed					
10	Interpreting, synthesizing skills: I feel confident and competent to differentiate between fact and opinion					
11	Need anticipation: I can anticipate the information needs of my clients					

SECTION D: Attitudes of Librarians toward the marketing of information and resources and services

Q 14: How do these statements below describe your attitudes toward the marketing of information Resources and Services?

KEY: Strongly Agree(SA), Agree (A), Undecided (UD), Strongly Disagree (SD)

S/N	Attitude statement	SA	A	UD	D	SD
1.	I am reluctant to embrace marketing					
2.	I am enthusiastic about the marketing of information resources and services					
3.	I am highly interested in the marketing functions					
4.	My attitude toward marketing can better be described as hostile					
5.	I am ignorant of what marketing is all about					
6.	I have misconception about the marketing of information resources and services					
7.	I am skeptical about the use of marketing Techniques in the library					
8.	I consider myself as anti-marketing					
9.	I see myself as pro- marketing					
10.	Marketing of information resources and services is not necessary					

Attitudes of Librarians toward the Marketing of Information Resources and Services

Q 15: How does your attitude impact on the marketing of information resources and services in the university library?

KEY: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Attitude toward marketing	SA	A	UD	D	SD
1	My attitude has no influence on the marketing of information resources and services in my library					
2	My attitude towards marketing of information resources and services affects my involvement in the activity					
3	My attitude toward the marketing of information resources and services is influenced by my knowledge of marketing					
4	I have a positive attitudes towards the marketing of information resources and services					
5	My perception of marketing is a function of what people close to me think about my behaviour towards marketing					
6	I have positive attitude toward the marketing of information resources and services because people expect me to have such disposition					

Q 16: What are the factors that determine your attitudes toward the marketing of information resources and services?

KEY: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Attitude Statement	SA	A	UD	D	SD
1	Marketing stimulates demand for Library resources and services					
2	Libraries need marketing to create awareness about their activities					
3	Marketing helps to satisfy people's need and also assist Libraries achieve their goals					
4	Marketing is too costly for university Libraries					
5	Libraries should market their resources and services to remain competitive					
6	Marketing is unnecessary because people know what libraries have to offer					
7	Library schools should include a course on marketing in their curriculum					
8	Librarians have no knowledge of marketing principles					
9	Librarians should acquire marketing skills to effectively market library resources and services					
10	Marketing is about improving the services of libraries					
11	It is not feasible to apply marketing principles and strategies in library work					
12	Libraries should market themselves like businesses do.					

SECTION E: Types of Tools Employed by University Libraries to promote information Resources and Services

Q 17: Which of these tools does the library employ to promote its resources and services?

KEY: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Marketing Tools	SA	A	UD	D	SD
1	Information literacy classes					
2	Use of social media					
3	Publication of New Arrival list					
4	Use of library website					
5	Library Bulletin					
6	Circulation of accession list					
7	Advertisements					
8	Public relations and publicity					
9	Promotion of library resources and services					
10	Customer care Desk					

Please read the following statements carefully and tick the option that best expresses your perception of marketing of library resources and services.

Q 18: What is the relevance of marketing information resources and services in the University Library?

Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Opinion	SA	A	UD	D	SD
1	Marketing helps to attract users to the library.					
2	It is relevant to increase users patronage					
3	It helps librarians to get closer to the users					
4	Provides the platform to feed users with information					
5	It improves the level of user awareness about the library					
6	It helps to identify the needs of users					
7	It create avenues to boost the library's image					
8	It helps librarians to be innovative in packaging library services					
9	It enhances the visibility of the library and the librarian within the university					

10	It helps librarians to determine the level of use or non-use of library resources

SECTION F: Factors Inhibiting the Marketing of Library Resources and Services

Q 19: What are the factors inhibiting the marketing of information resources and services in university libraries?

KEY: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), Strongly Disagree (SD).

S/N	Factors Inhibiting Marketing	SA	A	UD	D	SD
1	Lack of knowledge of marketing by librarians					
2	Poor marketing skill of librarian					
3	Failure to adopt or recognize the use of marketing in library					
4	Lack of understanding of what marketing is and what it involves					
5	Disagreement about the role of the client in determining the library's products					
6	Negative attitude toward marketing by librarians					
7	Non acceptance of marketing as a primary managerial function in libraries					
8	Reluctance to embark the marketing concept by librarians					
9	Inability of librarians to design and implement winning marketing strategies					
10	The wrong notion that equals marketing with selling only					

Q20: General Comments_____

_____

_____