

Full Length Research Paper

Marketing of information products and services in public libraries in South West, Nigeria

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The study examines the marketing of information products and services in public libraries in South West, Nigeria. A descriptive survey research design was adopted. The population comprises professionals and library officers. Questionnaire was used as means of data collection. The sections consist of A and B. Section A dwells on the socio-economic variables of the respondent, Section B consist on availability of information products and services as well as marketing and promotional strategies adopted by the libraries. One hundred and thirty copies of questionnaires were administered and data analysed. The study reveals that the public libraries in South West, market their information products and services and also shows that lending of materials, user education, school services, referral services are highly available. Quick and long queries, adult literacy programmes, reading list and bibliographies, indexing and abstracting among others were available whereas translation services, rental of premises and CD-ROM services are not available. Findings on promotional strategies for marketing information products and services reveals that majority agreed with display and exhibition as well as creation of conducive environment as the type of promotional strategies adopted in the public library boards studied. On the marketing management strategies adopted, the study reveals that respect to users along with paying attention to users rated highest as the commonest marketing practice among the studied public library boards. Based on the findings, it is concluded that marketing of information products and services by the libraries has a lot to do towards entrenching marketing principles and practices.

Key words: Marketing, Information, Library services, Information product.

INTRODUCTION

Library provides access to knowledge, information and works of imagination through a wide range of resources and services, making it available to all members of the community irrespective of race, nationality, age, gender, religion, language, disability, economic/employment status and educational attainment (Oyegade, 2008). Libraries of

different types have emerged in response to the information needs of different interest groups. The broadening of educational opportunities led to enormous increase in the number and size of libraries (Edoka, 2000). Among the agencies for education and information, library is the most essential because it serves as a

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means of last resort on information to other agencies - Mass Media, School, Religious Institution, and Peer group. It is worthy to note that knowledge stored in libraries might have been created by the other media; library stored them and these media resort to library to provide them with the stored information in the near or far future (Lawal and Amusa, 2005). According to Weiner (2009), libraries are critical community and social infrastructure. By their very presence, libraries help to create and sustain communities, and are hallmarks of a democratic and just society. Libraries help to maintain literacy, stimulate the imagination, expand personal horizons, inform and promote a sense of ownership of society. Thus, they are key contributors to building the social capital that binds our society together and the knowledge and intellectual life of our nation.

However, many library and information services struggle hard to satisfy users within the limits, imposed by a small budget. In some libraries, decrease in fund has lowered the quality of service. They however suggested a veritable means out of this poor state of libraries; proffered that libraries need to create a niche in the society to survive and recommended the need to concentrate towards marketing of knowledge products and services through a well-planned marketing strategy. The library is obviously not a profit making organization, hence it is worth it and survival cannot be determined by profit. Continued financial support for the operation of the library may depend on the demonstrated use of services it provides. A service that is not used does not need financial support (Marty, 2009). Libraries therefore, have the responsibility of encouraging the use of the services they provide. Effective marketing provides the means by which users are aware of the services of the library and their value. Heavy patronage determines the worth of the library. Effective marketing is one of the factors that determine library use (Gupta, 2003).

Library marketing is a planned approach to identifying, attracting, serving and gaining support of specific user groups in a manner that furthers the goals of the library and the organization that support it (Wiener, 2009). In order to remain viable in the environment of competition from other information sources such as internet and web based commercial services, libraries must market their services to make strong connection with community, anticipate trends and use new technologies in a way to make services as timely and convenient as possible for their patrons (Lankes et al., 2006). Therefore, in order to survive and surpass other competitors, libraries must have to follow modern marketing principles.

Statement of problem

The Public Library is a critical social and community infrastructure. Through its collections, processed and stored (prints and non-print materials), it helps to maintain

literacy, stimulate the imagination, expand personal horizon, information and empower citizens (Liv, 2004).

The problems of a public library are compounded by the emergence of new business enterprises to challenge and compete with the libraries. Also, information and communication technology has changed the way of library management (Dhiman and Rani, 2009). Thus, the survival of public libraries in Nigeria depends among other things on its image in the mind of the library users and the funding government. This image as narrated by Sharma (2005) should be "the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirements of actual and potential users and their fulfilment. Inadequate marketing of public library information products and services may account for this low patronage, hence, this study focus on the marketing of public library information products and services in selected public libraries in South West Nigeria.

Objectives of study

The primary objective of the study is to examine the extent to which public libraries in South West Nigeria market their information products and services. Specifically, the study will attempt to:

- i) find out the type of information products and services available in these public libraries.
- ii) find out various means of making public libraries popular (marketing strategies) and
- iii) offer some practical guideline for improved marketing and promotion of public library information products and services.

LITERATURE REVIEW

Library marketing according to Sharma and Bhardwaj (2009) 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. Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and goal is client satisfaction (Madhusudhan, 2008).

Rowley (2001) calls marketing the management process which identifies, anticipates, and supplies customer requirement sufficiently and profitably. Marketing is an integral part of library service because it has to do with basic principles of librarianship, that is, to develop good collection and user oriented services (Madhusudhan, 2008). The importance of marketing to libraries cannot be overemphasized. The challenges to library services from changes in educational approaches,

the impact of technology, new methods for information provision and declining budgets have meant that marketing is essential (Sharma and Bhardwaj, 2009).

Information technology has created new gateway for information services. Information product and services in a multiplicity of formats have made libraries and information centres competitive and alert. Libraries are being subjected to significant pressures from the information revolution. The challenges of budget cuts, increased user base, rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirement are forcing professionals to adopt marketing to improve the management of library and information centres.

The survival of a library depends among other things on its image. This image should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirement of actual and potential user and their fulfilment. Marketing is the instrument through which these library objectives can be fulfilled (Dhiman and Rani, 2009). Librarians need to comprehend marketing orientation as well as know marketing as a process. Possession of marketing skills will contribute to better performance, more aggressive marketing and professional library and information services (Snoj and Petermanec, 2001).

The American Marketing Association defined marketing as those activities which direct the flow of goods and activities, from production to consumption. Kawatra (2008) defined marketing as the performance by an enterprise of all activities required in order to create, promote and distribute products and services in accordance with the present or potential customers demand and the firm's ability to perform. He further states that marketing is a set of activities by which the demand for goods, ideas and services is managed to facilitate exchange. It is a planned strategic approach of bringing together consumer and products. Marketing is a process which carries goods from producer to ultimate consumers. Marketing in its broader sense, according to them, is the social instrument through which the material goods and culture of a society are transmitted to its members (Sharma and Bhardwaj, 2009).

Marketing according to Dragon, as cited by Kendadamath (2009) is a systematic approach to planning and achieving desired exchange relations with other groups. Marketing is concerned with developing, maintaining, and or regulating exchange relations involving products, services, organization, persons, places or causes. Library marketing is planned approach to identifying, attracting, serving and gaining support of specific user groups in a manner that furthers the goals of the library and the organization that supports it (Weiner, 2008). Marketing is an integral part of the library service, because it has to do with basic principles of librarianship, that is, to develop good collection and user-oriented service (Madhusudhan, 2008). He further states that

libraries and other non-profit organizations have only recently become aware of the need to market their products and services. Library and information products and services are now being recognized as commodities that can be sold, exchanged, lent and transmitted.

RESEARCH METHODOLOGY

The research design adopted for this study is the sample survey research design. The survey design adopted for this study is a suitable and efficient way of studying large populations because only a sample of the population is used. The survey research design enables empirical data on sample population to be obtained and after systematic analysis and description, the researcher is able to make generalization about the entire population being studied. It was also selected as a design because it allows inference to be made from the results, which were obtained from the field survey.

Population of study

The study area covered public libraries within South West, Nigeria. The target population for the study was the Professionals and Library Officers in Public Libraries. The Public Libraries were located in Lagos, Oyo, Ekiti, Osun, Ondo, Ogun States respectively. One hundred and twenty Professional Librarians and Library Officers were used as the research population. The breakdown of the population is as follows: Oyo State Library Board (27), Lagos State Library Board (22), Ogun State Library Board (21), Osun State Library Board (18), Ekiti State Library Board (17) and Ondo State Library Board (15). This shows a total population of one hundred and twenty.

Sampling techniques

The State Library Boards in the six States that make up South West, Nigeria were used. The reason for selection of the sample size is connected to the fact that there are few professional librarians and Library Officers in the Public Libraries and the few available are found in the State Library headquarters.

Data collection instruments

The main instrument used was questionnaire. Data was collected from librarians, directors and some para professional librarians through the use of a structured questionnaire. The questionnaire was self-administered with the assistance of some of the author's professional colleagues.

The use of questionnaires facilitates the collection of large amount of data in a relatively short period of time. The questionnaire titled "Marketing of Information Products and Services" considered sections A and B. Section A consists of four questions. Part A dwells on the socio-economic variables of the respondents, while Part B consists of questions on availability of information products and services as well as the marketing and promotional strategies adopted.

Data was collected from librarians through the use of a structured questionnaire. The questionnaire was self-administered with the assistance of some of the author's professional colleagues.

Validity and reliability of the instrument

The questionnaire was validated for construct and face validity

Table 1. Distribution of respondents by names of the library boards.

S/N	Names of library	Frequency	Percent	Cumulative percentage
1	Oyo State Library Board	27	22.5	22.5
2	Lagos State Library Board	22	18.3	40.8
3	Ogun State Library Board	21	17.5	58.3
4	Osun State Library Board	18	15.0	73.3
5	Ekiti State Library Board	17	14.2	87.5
6	Ondo State Library Board	15	12.5	100.0
	Total	120	100	

Table 2. Distribution of respondents according to designations.

S/N	Position	Frequency	Percent	Cumulative percentage
1	Director	3	2.5	2.5
2	Librarian I	65	54.2	56.7
3	Librarian II	12	10.0	66.7
4	Higher Library Officer	18	15.0	81.7
5	Library Officer	22	18.3	100.0
	Total	120	100	

using peer/expert review. By this, researchers, professionals in the field of librarianship were consulted for their comments and criticisms. Reliability was enhanced through the process of pre-testing pilot administration of the instrument with equivalent groups (N = 50) in Academic and Special Libraries. The reliability coefficient was calculated using Cronbach alpha method, Guhman method, Spearman-Brown and Rolan's method to ascertain its internal consistency. Results of a test-retest performed gave an alpha value of 0.9535 for types of information products and services available. Alpha (α) value of 0.8932 was obtained for promotional strategies while alpha value of 0.9920 was obtained for marketing of information products and services. The result showed high internal consistency.

Data collection procedure

Copies of the questionnaire were personally administered with the assistance of some of my colleagues that work in public Libraries in South West, Nigeria. Copies of the questionnaire were administered through heads of departments and sections in the Public Libraries.

In all, one hundred and thirty (130) copies of the questionnaires were administered, but one hundred and twenty were returned and found valid for analysis.

Method of data analysis

Data gathered were analyzed using descriptive statistics such as mean, standard deviation and variance. The hypotheses were analyzed using descriptive statistics such as mean, standard deviations and variance.

FINDINGS AND DISCUSSION

The distribution of respondents by names of Library

Board in Table 1 shows that: Oyo State Library Board has the highest number of respondents with 27 respondents representing 22.5%, Lagos State 22 respondents representing 18.3%, Ogun State 21 respondents representing 17.5%, Osun State 18 respondents representing 15%, Ekiti State 17 respondents representing 14.2% and Ondo State 15 respondents representing 12.5% Table 1.

Table 3 depicts the distribution of respondents by designation: Librarian I has the highest number of respondents with 65 responses or 54.3%, followed by Library Officer with 22 respondents or 18.5%, Higher Library Officers has 18 respondents or 15% and Librarian II has 12 respondents or 10% while Directors has the lowest number of respondents of 3 responses or 2.5% (Table 2).

From Table 3, cost based pricing had 2(1.7%), market based pricing has 104(86.7%), value based pricing has 9(7.5%) while cost benefit pricing has 5(4.1%) (Table 3).

The following are the responses to the types of promotion strategies for marketing information products and services by the respondents:

1- Word of mouth, No 83(69.2%), Yes 37(30.8%), majorly agreed (mean score=0.31)

2- Display and Exhibition, No 49(40.8%), Yes 71(59.2%), majorly agreed (mean score=0.59);

3- Public Lectures, No 103(85.8%), Yes 17(14.2%), majorly agreed (mean score= 0.14)

4- Library publication, No 72(60.0%), Yes 48(40.0%), majorly disagreed (mean score=0.40)

5- Extension and Outreach programs, No 85(70.8%), Yes 35(29.2%), majorly disagreed (mean score=0.29)

Table 3. Distribution of pricing model used in the libraries.

Pricing Model	Frequency	Percentage
Cost – based pricing	2	1.7
Market based pricing	104	86.7
Value based pricing	9	7.5
Cost benefit pricing	5	4.1
Total	120	

Table 4. Type of promotion strategies available for marketing information products and services.

S/N	Statements	Response {No. (%)}		Mean	Standard deviation
		No	Yes		
1	Word of Mouth	83 (69.2)	37 (30.8)	0.31	0.46
2	Display and Exhibition	49 (40.8)	71 (59.2)	0.59	0.49
3	Public Lectures	103 (85.8)	17 (14.2)	0.14	0.35
4	Library publication	72 (60.0)	48 (40.0)	0.40	0.49
5	Extension and Outreach programs	85 (70.8)	35 (29.2)	0.29	0.46
6	Internet/Web pages	89 (74.2)	31 (25.8)	0.26	0.44
7	Advertising	104 (86.7)	16 (13.3)	0.26	0.34
8	Personal Skills	92 (76.7)	28 (23.3)	0.13	0.42
9	Creating of conducive environment	43 (35.8)	77 (64.2)	0.64	0.48
10	Preparation of annual reports	100 (83.3)	20 (16.7)	0.17	0.37

6- Internet/Web pages, No 89(74.2%), Yes 31(25.8%), majorly disagreed (mean score=0.26)

7- Advertising No 104(86.7%), Yes 16 (13.3%), majorly disagreed (mean score=0.13)

8- Personal Skills, No 92(76.7%), Yes 28(23.3%), majorly disagreed (mean score=0.23)

9- Creating of conducive environment, No 43(35.8%), yes 77 (64.2%), majority agreed (mean score = 0.64)

10- Preparation of annual reports. No 100(83.3%), Yes (16.7%), majority disagree (mean score = 0.17) respectively.

On the type of promotional strategies for marking information products and services, Table 4 reveals that majority agreed with display and exhibition (mean score = 0.59) as well as creation of conducive environment (mean score=0.64) as the type of promotional strategies adopted in the public library boards studied.

The rating of the marketing of information products and services by the respondents are as follows:

1- We apply market segmentation, lowly 65(54.2%), moderately 45(37.5%), highly 10; the rating was low (mean= 2.80).

2- We often use market survey, lowly 59(49.2%), moderately 46(38.3%), highly 15(12.5%); the rating was low (mean = 3.05)

3- We prepare and implement market plan, lowly

42(35.0%), moderately 55(45.8%), highly (19.2%); the rating was moderately high (mean = 3.46)

4- We regularly collect information on the wishes and needs of our customers, lowly 34 (28.3%), moderately 55(45.8%), highly 31(12.5%); the rating was moderately high (mean= 4.04),

5- The knowledge of our customers' need and wishes is the base for all the marketing activities of the library, lowly 17(14.2%), moderately 56(46.7%), highly 47 (39.2%); the rating was moderately high (mean= 4.64),

6- We try to adapt as much as possible our services to the specific needs of each customer, lowly 12(10.0%), moderately 41(34.2%), highly 67(55.8%); the rating was high (mean= 5.13)

7- We introduce changes in the specifications or in the characteristics of our services when we identify new user needs, lowly 12(10.0%), moderately 54(45.0%), highly 54(45.0%); the rating was high (mean= 4.92)

8- We promote our products and services accordingly to the type of users we want to attract, lowly 26(21.7%), moderately 54(45.0%), highly 40(33.3%); the rating was moderating high (mean = 4.28)

9- We check regularly the level of users satisfaction with our services, lowly 18 (15.0%), moderately 55(45.8%), highly 47(39.2%); the rating was moderating high (mean = 4.61)

10- The activities of different library department are coordinated in a way that improves the users' level of

satisfaction, lowly 11(9.2%), moderately 27(22.5%), highly 82(68.3%); the rating was high (mean = 5.45)

11- We work as a team; we share responsibilities, information and decision-making, lowly 10(8.3%), moderately 28(23.3%), highly 82(68.3%); the rating was high (mean = 5.60)

12- At some point, we have carried out an in depth analysis of our main competitors and of the strength and weakness of each one of them, lowly 39(32.5%), moderately 68(56.7%), highly 13(10.8%); the rating was moderately high (mean= 3.43),

13- When preparing strategies, the library takes into account the impact of changes in the environment, lowly 21(17.5%), moderately 62(51.7%), highly 37(30.8%); the rating was moderately high (mean = 4.40),

14- In the library there is an awareness of the importance of being an organization prepared to meet the users' wishes and needs, lowly 14(11.7%), moderately 37.5(%, highly 61(50.8%); the rating was high (mean = 5.11)

15- The library has a communication channel to guarantee that the options of the employees who interact with the users are taken into account, lowly 42(35.0%), moderately 40 (33.3%), highly 38(31.7%); the rating was moderately high (mean = 3.88),

16- We thoroughly train staff members who must interface with customers, lowly 19(15.8%), moderately 49(40.8%), highly 52(43.3%); the rating was high (mean = 4.66)

17- We fulfil our promises with respect to the characteristics and level of our services, lowly 17 (14.2%), moderately 46 (38.3%), highly 57(47.5%); the rating was high (mean = 4.92)

18- We reach the quality standard we set for ourselves, lowly 32(26.7%), moderately 45 (37.5%), highly 43(35.8%); the rating was moderately high (mean = 4.21),

19- We show respect for our users; we listen to them, pay due attention to their problems and treat them as individuals, lowly 6(5.0%), moderately 23(19.2%), highly 91(75.8%); the rating was high (mean = 5.82),

20- Users interest are always given priority in the library, even more than the management, lowly 17(14.2%), moderately 35(29.2%), highly 68(56.7%); the rating was high (mean = 5.07).

On the marketing management strategies adopted, Table 5 shows that showing respect to users, listening to them, paying attention to them and treating them as individuals rated highest as the commonest marketing practice among the studied public library boards with mean score ($x=5.82$, $SD=1.45$).

Also, we work as a team, share responsibilities, information and decision-making; rating was high with mean score (mean=5.60, $SD =1.70$). The least marketing management strategies adopted by the public library board studied is the application of marketing segmentation with mean score (Mean=2.80, $SD = 1.73$).

DISCUSSION OF FINDINGS

With reference to the findings presented and discussed above, it can be deduced that Public Libraries in South West Nigeria do not carry out aggressive marketing of their information products and services. Librarians are without doubt aware of the richness of knowledge/information products and services available in their domain, which are for public consumptions. Thus, it is imperative on them to sell the knowledge and services to the public. Libraries and their information products and services should be aggressively marketed and brought to the door steps of the people.

Lawal and Amusa (2005) also states that Librarians must see themselves as salesmen who must dispose of their goods and services to those who need to be told and convinced of the need of such goods and services. They further stressed that what is needed to accomplish this is a dynamic outreach to enable clients exploit full resources of the library. Gupta (2003) also agreed with the view that Librarians need to market their information products and services. According to them, proactive information dissemination needs to be carried out by Librarians. Proactive information dissemination involves making available information, specific ones or those contained in books, to members of the public that need or may need them. They also stressed that there are certain potent approaches to effective information dissemination and marketing of library information products and services that Librarians can employ in their dealing with the public. These approaches are clear cut understanding of information needs of each group that constitute the library public.

Ahukannah (1999), as cited by Lawal and Amusa (2005) states that Librarians can employ advertising to draw attention of the public to their information products and services. The adverts should be informative, aimed at attracting the public to the libraries in order to inform them about the potentialities of libraries. They said this can be achieved through placement of adverts in Newspapers, Radio, Television and Poster, Readership promotional campaign, Radio-Television talk shows, Mobile Libraries and Extension services.

The success and survival of libraries is dependent on getting the users to use the library resources and services. A library without users is useless. And to succeed in that there is a need to let the users be aware of the existence of the library and its services. Making the library necessary for the potential user is the secret of a good and successful library making campaign. Marketing the library service is not about selling services only; it is about spreading the knowledge about the existence of the library and its resources using different tools. It is about keeping the clients in touch and informed about resources and services that match their interests. The success of library marketing lays mainly on convincing the clients that the tools or databases are worthwhile,

Table 5. Marketing management strategies adopted by the libraries.

S/N	Statement	Ratings {No. (%)}							Mean	Standard deviation
		1	2	3	4	5	6	7		
1	We apply market segmentation	35(29.2)	30(25.0)	11(9.2)	30(25.0)	4(3.3)	2(1.7)	8	2.80	1.73
2	We often use market survey	34(28.3)	25(20.8)	16(13.3)	14(11.7)	16(13.3)	7(5.8)	8(6.7)	3.05	1.90
3	We prepare and implement market plan	26(24.2)	13(10.8)	14(11.7)	36(30.0)	5(4.2)	12(10.0)	11(9.2)	3.46	1.93
4	We regularly collect information on the wishes and needs of our customers	14(11.7)	20(16.7)	13(10.8)	19(15.8)	23(19.2)	16(13.3)	15(12.5)	4.04	1.92
5	The knowledge of our customers' needs and wishes is the base for all the marketing activities of the library	10(8.3)	7(5.8)	11(9.2)	21(17.5)	24(20.0)	33(27.5)	14	4.64	1.74
6	We try to adapt as much as possible our services to the specific needs of each customer.	4(3.3)	8(6.7)	8(6.7)	14(11.7)	19(15.8)	48(40.0)	19(15.8)	5.13	1.60
7	We introduce changes in the specification or in the characteristics of our services when we identify new user needs.	4(3.3)	8(6.7)	7(5.8)	24(20.0)	23(19.2)	40(33.3)	14(11.7)	4.92	1.54
8	We promote our products and services according to the type of users we want to attract	16(13.3)	10(8.3)	14(11.7)	17(14.2)	23(19.2)	28(23.3)	12(10.0)	4.28	1.91
9	We check regularly the level of users' satisfaction with our services.	14(11.7)	4(3.3)	11(9.2)	21(17.5)	23(19.2)	30(25.0)	17(14.2)	4.61	1.84
10	The activities of different library department are coordinated in a way that improves the users level of satisfaction.	8(6.7)	3(2.5)	8(6.7)	9(7.5)	10(8.3)	44(36.7)	38(31.7)	5.45	1.76
11	We work as a team: we share responsibility, information and decision making.	8(6.7)	2(1.7)	3(2.5)	11(9.2)	14(11.7)	37(30.8)	45(37.5)	5.60	1.70
12	At some point, we have carried out an in depth analysis of our main competitors and the strength and weakness of each one of them	22(18.3)	17(14.2)	21(17.5)	26(21.7)	21(17.5)	7(5.8)	6(5.0)	3.43	1.72
13	When preparing strategies, the library takes into account the impact of changes in the environment	9(7.5)	12(10.0)	8(6.7)	36(30.0)	18(15.0)	22(18.3)	15(12.5)	4.40	1.74
14	In the library there is an awareness of the importance of being an organization prepared to meet the user wishes and needs.	6(5.0)	8(6.7)	6(5.0)	15(12.5)	24(20.0)	34(28.3)	27(22.5)	5.11	17.7
15	The library has a communication channel to guarantee that the options of the employee who interact with the users are taken into account.	19(15.8)	23(19.2)	10(8.3)	16(13.3)	14(11.7)	29(24.2)	9(7.5)	3.88	2.01
16	We are very careful in the selection of staff who must interface with the customers.	16(13.3)	11(9.2)	11(9.2)	17(14.2)	14(11.7)	32(26.7)	19(15.8)	4.45	2.02
17	We thoroughly train staff members who must interact with customers.	14(11.7)	5(4.2)	8(6.7)	17(14.2)	24(20.0)	39(32.5)	13(10.8)	4.67	1.82
18	It is easy for others to contact and do transaction with our library.	8(6.7)	10(8.3)	12(10.0)	23(19.2)	23(19.2)	20(16.7)	24(20.0)	4.66	1.81
19	We fulfil our promises with respect to the characteristics and level of our services.	11(9.2)	6(5.0)	6(5.0)	19(15.8)	21(17.5)	30(25.0)	27(22.5)	4.92	1.86
20	We reach the quality standard we set for ourselves	22(18.3)	10(8.3)	14(11.7)	13(10.8)	18(15.0)	22(18.3)	21(17.5)	4.21	2.13
21	We show respect for our users; we listen to them, pay due attention to their problems and treat them as individuals.	4(3.3)	2(1.7)	2(1.7)	12(10.0)	9(7.5)	45(37.5)	46(38.3)	5.82	1.45
22	Users' interests are always priority in the library, even more than the management.	8(6.7)	9(7.5)	9(7.5)	16(13.3)	10(8.3)	34(28.3)	34(28)	5.07	1.90

they must understand what the services are, and be enthusiastic about how they will be helpful (Nicholas et al., 2008).

Conclusion

From the study, it can be inferred that the public

libraries in South West, Nigeria market their information products and services, but not as a planned and deliberate action. It was discovered

that the libraries studied provides conducive environment as their promotional strategies. Provision of conducive and comfortable environment will no doubt attract users to the library. The provision of well designed, conveniently situated and adequately furnished library is also a way of marketing and boosting the image of the library in the minds of the people. However, advertising and exhibition can also be employed to aggressively market the library products and services. Finally, the study also revealed that there is no significant difference in the marketing management and promotional strategies adopted among the public library boards studied.

RECOMMENDATIONS

From the findings of the research and also based on the conclusion, the researcher wishes to proffer the following recommendations for improvement of marketing practices in the public libraries.

- 1) Marketing management principles and practices should be included in the library and information curriculum. This will help to inculcate the skill and knowledge of marketing principles into the library and information professionals.
- 2) There is need to train and re-train library staff on good human relation since they interface with members of the public. Professional and friendly relationship between the library staff and the user is a way of marketing the library and also boosting the image of the library on the mind of the users.
- 3) Exhibition which involves public display of records, publication and other information sources available in the library should be used as promotional strategy in the Library.
- 4) The library building should be given utmost attention. The building should be users friendly. Adequate lightening, sitting accommodation, quality library furniture and toilets should be provided for the comfort of the library users. The provision of conducive environment is also a way to attract and retain library users.
- 5) The stakeholders should make available the needed financial support for the libraries to embark on the improvement of their information products and services to the library users. There is need for the provision of information and communication technology facilities which enhances services delivery and efficiency of any modern establishment.

- 6) The department/section for marketing of information products and services should be created in the public libraries.

CONFLICT OF INTERESTS

The author has not declared any conflict of interests.

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