

Marketing Information Services in Polytechnics Libraries in

Nigeria

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Abstract

This study was to investigate marketing of library and information services prevalent in six geographical zones in Nigeria Polytechnic. The survey method was used for conducting the study, the instruments used for gathering data were questionnaire, observations and documentary sources. The librarians and students were sample using purposive sample techniques. The data collected was analyzed using frequency and percentages. The study reveals the information resources that are available in most polytechnics libraries as books, journals, pamphlets as well as information communication technology in most Polytechnics libraries, also library orientation and current awareness services are mostly used in marketing their resources and services. Recommendations, annual displays and exhibitions of resources were among resources recommended to library resources so as to attract users to library services.

Key word: Communication, Technology, Orientation, Exhibitions, Marketing

1. INTRODUCTION

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, also, this location element has effect upon how the library can best assess Marketing can be defined as a building or square or public place where people gather periodically (but daily in the urban centre to buy and sell materials). The buying and selling that are done in the market place are known as marketing. Marketing is therefore, the act and practice of buying and selling of goods and services. In marketing library and information services there must be an overlap between overall library's ability to satisfy them. These same factors guide the library's objective with marketing variable, development, growth and strategic planning. Shapiro (1999) observed that marketing mix can therefore be applied in marketing library and information services that is the four P's product, price, place and promotion. Products or services of the general reference and information's service department. This is of course the information, reference, and ancillary services that add value such as personal assistance, referral services, on-line data base searches, document delivery and inter-library loan. Pricing in the library is usually that of time and effort the user spends travelling to the library as well as the time and effort spent searching for and examining library resource and cost of a forgone alternativetheir products offerings. To expand the services area the library may have branches, books mobiles, or electronics assess, fax and telephone calls and so on. Promotion includes utilization persuasive information about general information services and communicating this information to target market segment that are potential users. Five kinds of promotion include, publicity, public relations, personal representative, advertising and sales promotion.

The first set of institution called advanced teachers colleges were established in Owerri, Lagos and Zaria in 1961/62. Advanced Teachers College Kano and Zaria were affiliated with Ahmadu Bello University, Zaria. These programmes have contributed immensely to the provision of quality education of Post Primary Institutions. The National Commission for Colleges of Education (NCCE) Abuja was established in 1989 and charged with the responsibility of managing and coordinating all academic activities. One of the terms of reference is planning the college curriculum and fashioning a minimum education standard.

The fundamental objectives of Polytechnic education is the training of professional skill workers who are suppose to constitute manpower to man. Katz (1999) defined library services as help or assistance given to users in their quest for information resources. Various forms of publicity should encourage people to use the library. This includes talks given by librarians to adult, children, exhibition and publication of books and circulars. The circulation section of the library is the first section of the library and it promotes the image of the library. Circulation section now calls Customers Care Market Library Services as follows:

1. Registration of all readers
2. Keeping the overall statistics of all registered users of the library both staff and students
3. Displaying new arrivals (i.e. library materials)
4. Compiling and maintaining users' statistics
5. Keeping records of all borrowed and overdue books
6. Maintaining records of inter-loans transactions
7. Charging and discharging of library resources

Reserve section: keep or reserve books that are of limited or few copies, which cannot go round the students due to increase in enrolment and high cost of books. Reserve section keeps books that are on high demand. Students using reserve books are expected to fill a form which allows them to use the books. The books are usually given to students on timely basis for one or two hours depending on the system the library operates. The **reference section:** is responsible for meeting the information needs of library users in two ways i.e. direct and indirect service. The direct service is providing library user's needs by interviewing and directing users to where to locate information. While the indirect is regarded as behind the scene activities such as compiling list of required books, bibliography, indexing and abstracting.

The media section stores and preserve all types of instructional materials such as projectors, slides, video, film gramophone, microform and microfilm and so on. Users can only operate these instructional materials under the supervision of a qualified librarian. Instructional materials are good for recreational purposes. Indexing and abstracting services are good forms of marketing library services, library users may from time to time need quick information to help enhance their research, so indexing and abstracting must be carefully done by professionals. Library indexing assist and guide to locating of information, while abstract is a summary of intellectual content of a document.

Research advisory services are another form of marketing library services. Students and users of the library writing project or thesis can take advantage of this kind of services by liaising with the librarian who guides them in choosing of topics for their research, and if they have gotten the research topics they could be guided to where to get the resources. And how they could write proposal or seminar topics for presentation. Types of library resources available are as follows:

(a) **Print Resources:** Journals, News papers, Magazines and pamphlets

(b) **Non-Print Resources:** Otherwise known as electronic resources or audio visuals are television, radio, slide projector, micro-reader, computers and so on.

(c) **Reference Resources:** They offer information for research and provide facts about the document and they provide quick information. Reference resources are as follows: encyclopedia, dictionaries, hand books, biographical sources of information, atlas, prospectus, directories, gazetteers almanacs and so on.

2. STATEMENT OF THE PROBLEM

Marketing has been described and explained in many ways by different authors. Virtually all definitions are directed to single theme. Marketing means satisfying human needs when applied to the library, it means satisfying the information needs of the customers. Marketing library and information services begins with selection of resources in which publisher catalogues are sent to the lecturers, in case of academic libraries, other stakeholders will also have input in the selection. The resources, selected range from print and non-print. The catalogued classified, filed resources with appropriate good class mark and call mark will lead customers to obtain and retrieve their information within the library with satisfaction.

It has been observed by the researcher that most Polytechnics do not maket their library information resources and services; this makes the information resources and services underutilized by the users. The well articulated service and the awareness provided, a well display resources and exhibition enables the customers to be in love with the library. To what extent are Nigeria Polytechnics been able to satisfy the above? Researchers observed that marketing library and information is not practiced as expected. It is with this background that the researcher is carrying out this research to examine marketing library and information services in Nigeria Polytechnics.

3. CONCEPT OF MARKETING

Marketing is a crucial human invention. It embraces the activities we engage in to satisfy our economic and social needs and wants. Its root can be traced to the first appearance of trade among people. Before trade or exchange people obtained what they needed either by producing it themselves, but the emergence of trade allowed people to specialize in producing particular goods and services and exchanging them in markets for other goods they needed.

Marketing consists of a set of principles for choosing target markets, measuring and delivering them at a value to the customer and a profit to the company. It involve a large set of activities including marketing research, product development, distinction, pricing, advertising, personal selling, and a number of other functions. Marketing is actually a high level integration of several functions designed to sense, serve and satisfy consumer need while meeting the goals of the organization.

Marketing is relevant not only to economic institutions such as manufacturing companies, or retailers, but to every organization that has something to sell such as lawyers, management consultants. Hospitals and many more, which library and information services is not excluded.

Morden (2009) defined marketing as a social and managerial process by which individual and group obtain what they need and want through creating and exchanging values with others. Marketing involves building profitable values for customers. Hence we define marketing as a process by which organization create values for customer relationship in order to capture values from customers in return.

4. STRATEGIES FOR MARKETING LIBRARY AND INFORMATION SERVICES

4.1 (i) Display and Exhibitions

Davidson (2001) stressed the importance of marketing library and information services through displays and exhibitions. This he said can boost current awareness in the library because it allows library customers to know the existence of materials in the library. Samuel (2004) agree with Davidson (2005) when he argued that libraries as matter of responsibility should publish newsletters and bulletins which will draw the attention of library customers to the benefits of library displays and exhibitions. Macdonald (2007) submitted that current awareness services if fully integrated with library, displays and exhibitions will draw library customers to patronage library services.

Peterson (2004) disagrees with Brown (2002) submitted that there is no justification to suggest that the public confidence is won as a result of displays and exhibitions. He suggested that librarians need to work on the area of current awareness services so that good patronage of library services would justify their efforts in displays and exhibitions of library resources.

The researcher is of the opinion that for the public confidence to be fully won, librarians should be able to carry along the public by organizing library orientation, talks and seminar on the importance of displays and exhibitions, the Nigeria polytechnic libraries must find a ways to cultivate better relationship with the entire public on marketing library service through displays and exhibitions and so on. Scott (2003) opined that for library displays and exhibitions to be effective it must be media (print and electronic) must be integrated. The press must be involved, and their activities must be widely publicized. This means that the entire media agency such as radio and television must be part of it so as to attract publicity and wide media coverage.

Scott (2005) submitted that library displays and exhibitions cannot be said to have taken place without involving the press who are to give first hand information about the advantages of marketing library services. Mark (2007) disagrees with the opinions and express that librarians should be careful and not politicize the displays and exhibitions, the objective of satisfying the library customers on their wants and needs should be of topmost priority.

Daniels (2007) agrees with Jacobs that library customers are not only aware of authors and writers contribution to knowledge but be sure there needs are been met. Adams (2008) suggests that in this direction current library resources must be displayed and exhibited whenever the opportunity opens. The researcher agreed with Jacobs (2005), Daniels (2007) and Adams (2008) that there is a need for librarians to be aware of current development in relation to literary materials in line with displays and exhibitions of library resources.

Amos (2000) is of the view that some libraries conduct displays and exhibitions annually, he did not buy the idea, but suggested that displays and exhibitions should be on a continuous bases as long as library customers needs are satisfied. Michael (2003) disagreed with Amos (2002) when he said that libraries should maintain the idea of annual displays. A continuous displays and exhibitions would become monotonous and library customers would not take it seriously. The researcher disagree the view of Amos (2000) annually library displays for a continuous displays and exhibitions be maintained to sustain value for marketing library and information services. Obi (2006) asserted that library displays and exhibitions is one of the greatest strategy libraries could adopt to enhance marketing library and information services. She noted if displays and exhibitions are properly planned and carefully organized it would definitely boost library patronage. She suggested that large portrait and photograph of good work be displayed side by side with books so as to capture attention. Evans (2002) submitted that exhibition opening must be planned in advance so that only guest speaker be booked, but also arrangements made to ensure the presence of an audience and the best possible coverage to be press, radio and television. The whole object of having official opening must be publicized and the exhibitions and displays should be arranged outside the confines of the building.

Sanusi (2007) opined that for libraries to have an effective library displays and exhibitions, librarians should set up committee for this purpose that would involve stakeholders, publishers, librarians, booksellers and information specialist all working together to see the success of the programme. He listed some advantages to be derived from this venture: (1) Creating awareness (2) Confidence in the organizers of the programme (3) Boosting library patronage.

Harrison (2008) agreed with Sanusi (2007) that the setting up of a committee on displays and exhibitions would definitely promote a better organization of the programme which would encourage good patronage from the

library customers. Investigation revealed that some Nigeria Polytechnics already have an ad-hoc committee on displays and exhibitions. The author is of the view that the ad-hoc committee should be integrated with the library committee.

4.1.2(ii) **Advertisement**

Another strategy of marketing library and information services is by advertisement. Amechi (1991) express the role of advertisement in Nigeria economic growth defined advertisement as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

Going by the above definitions and concept of marketing, it implies that advertising is a powerful strategy in marketing library and information services. The advertisement for marketing library and information services can be paid newspaper advertisement, Nations newspaper or magazine; radio or television transmission to communicate its services of library and information to its public and those who will need the service. Another way of advertising library and information services is by placing a billboard in a strategic road or junctions in the town where the library and information centre are located. This will attract the passerby and those who are interested in its services.

Kumar (2006) observed that patronage is a function of good advertisement. He opined that libraries have been able to employ the weapon of advertisement to attract patronage such as indexing, abstracting services and research advisory services. Campbell (2004) asserted that libraries as an agency of communication must communicate its services to library customers via print and electronic media. Morris (2004) opined that advertisement must clearly spell out the kind of services library offers such as indexing services, abstracting services, and current awareness services. Carrington (2005) observed that one of the problems or deficiency in library services is that they are not properly communicated to library customer. He therefore recommended advertisement of library services through news bulletin, posters, newspapers, memos, circulars, billboard so on.

Fisher (2005) supported the views of Morris (2004) and Carrington (2005), he suggested that for effective advertisement of library products and services libraries must begin to exploit the use of information communication technology (ICT), librarians should have their own web sites where they could place adverts for library customers. Bobinson (2008) recommended the use of internet as a very good means of advertising library services. He enumerated some great advantages on internet such as eliminating all forms of barriers, another has to do with getting first hand information, and internet is a time saving device.

The researcher agreed with Morris (2004) internet, signs, cartoons and Library website has a great role to play in advertising library resources. Nowadays globalization has overcome any lapses that have to do with marketing of library and information services.

Robinson (2008) opined that certain factors must be considered in achieving effective advertisement. They are as follows: community analysis, taste of customers, demand of customers and quality of product. Fisher (2005) observed that before advertisement of the marketing library services are considered it must be investigated whether advertisement is relevant to the needs and wants of customers whose taste of the library customers cannot underestimate. The librarian must create constant rapport with customers so as to know their demand and the kinds of services they desire.

Sherman (2009) argued with Copeland, he opined that posters should be developed much more. A series of posters should be prepared each one emphasizing a special facet of library services. They should be in colour and design, which means that the services of professional commercial artist should be employed. The possibilities of cooperation should be examined here and library association and library agencies could perhaps advance this idea more positively.

The researcher is of the view that Nigeria Polytechnic libraries should take advantage of poster, signs, cartoons, and Library website as strategies of marketing library and information services, posters must be placed in strategic locations such as notice boards, students and staff common room in an attempt to capture the attention of library users.

Publicity is defined by Nwokoye (2001) as any information about individual, product, service or an organization that is distributed to the public through the media. It is neither paid for nor controlled by sponsor. Publicity is often using to launch new product, brand or service and also to rekindle interest in matured product or services. Publicity is always an important part of promotional programme and commonly supported by advertising. Basically publicity consist of communication library services features in term of benefits and advantages to readers and persuading potential readers to right kind of resources.

Holman (2009) opined that one other method of outreach employed by some is to start friends of the library movements. Usually the chief idea of this is to invite the subscriptions later to be used for making special purchases either books, picture of object of art. The chief librarian usually acts as secretary to such movement, organizes annual meeting often with a celebrity speaker and circulates newsletter to members. In United Kingdom there is an organization called friends of National libraries but it is an idea to be commended for its

public value. Admittedly only those already converted to books, reading and libraries will support such ventures, but the important thing is that such movements do provide additional outlets for publicity.

The researcher observed that in Nigeria polytechnic what seem to be similar to friends of the library is known as library committee which is made up of the chief librarian, representative of heads of department, student union representative.

4.1.3 Public Relations

Public relations is planned and sustained effort to establish and maintain good will and mutual understanding between the library and users with the aim of making them (users) patronize library service. Alder (2000) noted public relations are not to sell product, but to produce a favourable image of the organization and improve on it. If necessary the image according to him is the impression, feeling and the conception which the public has of a company.

Terland (2004) stressed the importance of public relations officer in public relations. Library services whether university, government or public are becoming part of large organization. More such organizations are directly employing Public relations Officer (PRO) and when this is the case it is vital for librarians to collaborate closely with public relations officer. The good public relations officer will not absolutely insist on all library publicity being channeled through his office for he will realize that librarians like all heads of departments receives telephone calls from the press.

Polytechnic has a great lesson to learn as effort is made employ public relations officer and public relations department be created to take charge of all public relations matters in the library.

5. Library Information Resources

Rogers (2000) opined that for library to meet the needs and wants of users it must have well balanced resources which would attract patronage of users. The researcher is of the opinion that libraries should strive at maintaining a well balanced collection if the library is to meet the objectives of the institution it serves.

Johnson (2002) in his own submission observed that library resources should be rich in print and non-print resources as this would sustain the growth and development of its collection. Bolade (2004) agreed with Johnson (2002) he opined that libraries by their nature should be stocked with relevant materials which must be up to date as this would guarantee tremendous patronage of its users. The researcher was of the opinion that Nigeria Polytechnic libraries must keep up to date library resources particularly now that we are in the information age.

6. Library and Information Services

Austin (2001) observed that libraries by nature are service-orientated therefore the efficiency of library can be judged by the kind of information services it provides to users.

Oscar (2003) observed that library services must not be tailored towards traditional approach, as we must catch up with the information age. He suggested that apart from conventional services and library routines, users must be exposed to new Information Communication Technology (ICT). Information technology must expose users to internet services, electronic mail services, fax services and all other networking system; with this kind of services it would broaden users' scope.

The researcher is of the view that Nigeria Polytechnic must utilize the information communication technology. Mamman(2003) observed that reference service if properly utilized can boost the image of the library and can promote research. He submitted that reference work is the personal assistance to individual seeking information. Mamman (2003) agreed with Bolade (2002) and opined that the greatest asset of any users is when their needs are satisfied. The researcher is of the view that Nigeria Polytechnic must adopt aggressive reference services to meet the needs of it users.

7. Description of area study

The marketing of library and information services in polytechnic in six geographical zones in Nigeria was the area studied. The study also examined the role or services of the librarian of the six geo-polytechnic zones, namely: Plateau/Kwara, Adamawa/Bauchi, Kaduna/Kano, Abia/Anambra, Edo/Cross Rivers, and Ondo/Lagos.

8. Objective and Methodology of the study

The study are, to investigate the types of information resources and services available in Nigeria Polytechnic libraries, to examine how libraries in Nigeria Polytechnics market their information resources and services, to examine the ways of libraries Polytechnics in Nigeria and to find out information needs of their users and to investigate the success of marketing library and information services in Nigeria Polytechnics libraries.

The study adopts a survey method. Horn and Liewethyn (2004) defines survey as a research design in which information for studying a large group is gathered from few. It's a method in which a phenomenon or group of people is studied by collecting and analyzing data from a sample considered to be representative of the entire group under study.

The population comprises of some the librarians and some students of the polytechnics of the six geopolitical zones in Nigeria. The librarian's population comprises 240, the students' 600. The researcher use 10% to

determine the Sample population while the sample size of the study is 52 i.e. both the students and Librarian. See table I below:

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Table1: The Institutions and Number of student's samples

Zone	Institutions		Librarians	%	Students	%
North West	AbdullahiWasePolytechnic.	Kaduna	2		5	
	Polytechnic		2		5	
NorthWest						
North East	Fed.,Poly,Bauchi	Adamawa,State,Poly	2		5	
			2		5	
North East						
North Central	Kwara Polytechnic		2		5	
	Plateau State Polytechnic		2		5	
North Central						
South West	YabaCollegeTech,	Lagos	2		5	
	Ondo State Polytechnic		2		5	
South West						
South South	Fed Poly Auchu		2		5	
	Calaba Polytechnic		2		5	
SouthSouth						
South East	Akanu Ibiam Fed Poly.		2		5	
	Fed Polytechnic Oko		2		5	
South East						
Total			24		60	

The table 1 above shows the institutions sample with their librarians and students. The total sample size of the working population use was 84 i.e. librarians and students from six geographical Polytechnics.

Table 2: Types of Information Resources and services available in the Polytechnic Library.

Institutions		Text Book	Journals	Audio Visual	Tele-vision	Slide	Micro Films	Micro Fiche	Computer	Tape Recorder	Internet Services	CD-Rom
AbdullahiWasePolytechnic. Kaduna Polytechnic		√	√	X	x	x	x	x	X	√	x	x
		√	√	√	√	√	√	√	X	√	x	x
NorthWest												
Fed.,Poly,Bauchi Adamawa,State,Poly		√	√	X	x	x	x	x	X	√	x	x
	North East	√	√	x	x	x	x	x	X	√	x	x
East												
Kwara Polytechnic Plateau State Polytechnic		√	√	√	x	x	x	x	X	√	x	x
	North Central	√	√	√	√	x	x	x	X	√	x	x
South West												
YabaCollegeTech, Ondo State Polytechnic		√	√	√	√	√	√	√	X	√	x	x
	South South	√	√	√	√	√	√	√	X	√	x	x
South East												
Akanu Ibiam Fed Poly. Fed Polytechnic Oko		√	√	√	x	x	x	x	X	√	x	x
	South East	√	√	X	x	x	x	x	x	√	x	x

√ = Available

= Not Available

Table 2 above shows the types of information on resources and services available in the Polytechnic libraries. The study tried to find out from the staff the type of information resources that they provide to their users, also the students were asked to identify the types of information resources that are available in their college libraries, it was discovered from the study that books, journals, pamphlets, encyclopedia, reports and tape recorder are commonly available in most of all the Polytechnics libraries under study. The students confirmed this in the questionnaire and interview collected.

Information resources that were not commonly available in these libraries were computers, internet services, CD-ROM services, slide, Micro fiche, Micro Films and Television. The reasons for their absence include its fragility, cost of acquisitions and lack of sufficient funds to maintain order and purchase these resources. The analysis implies that information resources in printed format are the bedrock for libraries especially academic libraries. This revelation support Hyde's (1991) recommendations that "libraries should have varieties of

information resources in printed format for easy handling, and access to support the institutional objectives and programmes. Arunacha Lam (1997) and Allot (1990) also noted that information resources in printed formats are the basic requisite for libraries in any academic institutions and that it enhances good academic performance. From the foregoing, it could be said that the Polytechnics libraries needs variety of information resources that is relevant to the learning, studying and research in this contemporary time to satisfy the needs of the users.

9. Strategies for marketing information resources and services in Polytechnic Libraries

Marketing library and information services through displays and exhibitions can boost current awareness services in the library. It allows library customers to know the existence of materials in the library. Below is table 3 indicating the strategies for marketing information resources and services (Librarians Response).

Table 3: Strategies for Marketing Information Resources and Services (Librarians Response)

Responses	Frequency	Percentage
Display and exhibitions.	5	10
News letters and Bulletins	20	38
Advertisement	8	15
Public Relation	1	2
Library orientation and current awareness services	18	35
Total	52	100

The table 3 above revealed that majority 20 (38%) of the Nigerian Polytechnics libraries, Librarians prefer the use of news letter and bulletins. While 18 (35%) indicated that library orientation and current awareness services is another strategies mostly used in marketing their information resources and services. However, display and exhibition, public relations are list used as marketing strategy in their respective libraries. This conforms with Dada (2000) who stressed the importance of marketing library and information services through News letters and Bulletins. This he noted can boost library orientation and current awareness services. It will also allow library customers to know the existence of materials in the library. Similarly, Mason (1997) submitted that current awareness services if fully used by librarians by integrating with display and exhibition will draw library customers to more patronage of library services. The researcher is of the opinion that for the public confidence to be fully won, librarians should be able to carry along the public by organizing library orientation, talks and seminar on the importance of displays and exhibitions. The polytechnic libraries must find ways to cultivate better relationship with the entire public on marketing library services through displays exhibition and advertisement.

Table 4: Types of Information Services

Institutions	Indexing	References	CAS	SDI	RSR	Exhibition	Bindry	Photocopy	Internet
AbdullahiWasePolytechnic. Kaduna Polytechnic	√	√	√	x	x	x	X	√	x
NorthWest	√	√	√	√	√	√	√	√	x
Fed.,Poly,Bauchi Adamawa,State,Poly	√	√	x	x	x	x	√	√	x
North East	√	√	x	x	x	x	X	√	√
Kwara Polytechnic	√	√	√	√	√	x	√	√	x
Plateau State Polytechnic	√	√	x	x	√	x	√	√	x
North Central									
YabaCollegeTech,Lagos	√	√	√	√	√	x	X	√	x
Ondo State Polytechnic	√	√	x	x	√	x	X	√	x
South West									
Fed Poly Auchu	√	√	√	x	√	x	X	√	x
Calaba Polytechnic	√	√	√	x	√	x	X	√	x
SouthSouth									
Akanu Ibiam Fed Poly.	√	√	√	x	√	x	X	√	x
Fed Polytechnic Oko	√	√	√	x	√	x	X	√	x
South East									

√ = Available x = Not Available

Table 4 above shows that, the types of information services available in Polytechnic libraries. It has been observed that the entire polytechnic performs abstracting and indexing services, references services and photocopy services. It was also discovered that non of the libraries perform exhibition and internet services. For its users, Olanlokun (1993) stressed that the services available in library depend on the size and the type of library. A small library shows that the type of services available in an older polytechnic such as Kaduna Polytechnic and Kano State Polytechnic may not be found in either Enugu Polytechnic. In the same vein, Amusa (2002) said that there are services that are common to libraries established earlier, but are not performed in the new generation libraries due to lack of man power resources or technical know-how.

Table 5: Method of Identifying Information Needs of Users

Institutions	Direct Contact with users	Library Committee	Notice and Circular	Suggestion Boxes	Deans	Publisher and Book Sellers
Abdullahi Wase Polytechnic.	√	x	√	x	√	x
Kaduna Polytechnic	√	√	√	x	√	√
North West						
Fed., Poly, Bauchi	√	x	√	x	√	x
Adamawa, State, Poly	√	x	√	x	√	x
North East						
Kwara Polytechnic	√	√	√	x	√	√
Plateau State Polytechnic	√	√	√	x	√	√
North Central						
Yaba College Tech, Lagos	√	√	√	x	√	√
Ondo State Polytechnic	√	√	√	x	√	√
South West						
Fed Poly Auchi	√	x	√	x	√	√
Calaba Polytechnic	√	x	√	x	√	√
South South						
Akanu Ibiam Fed Poly.	√	X	√	x	√	√
Fed Polytechnic Oko	√	X	√	x	√	x
South East						

√ = Available

x = Not Available

Table 5 above shows that most users of polytechnic libraries acquire information through direct contact with the polytechnic librarians. Notices, circular, Deans and Head of Departments are other method in which information needs are satisfied positively in the polytechnic. However, library committee suggestion boxes, publishers' catalogue and book sellers are not popular in information needs and seeking behaviour of users in the Nigeria polytechnics.

Information is needed in all spheres of life to facilitate decision making and engender progress. People need information about new development and techniques in different fields. The researcher is of the opinion that direct contact with users with the college librarians will afford the users to have the right type of information at the right time. Notices, circulars, Deans and Departments in the polytechnics will definitely be of immense important in information needs and information dissemination within the polytechnic libraries.

10. Methods for marketing of Library and Information Services

Marketing strategy is the continuous changing plan to satisfy requirements for services within the library. How well are library strategies, policies and procedures communicated to staff, the parent organization, users and other important policies. Below is table 6 showing marketing methods adopted by librarians in various polytechnics libraries in Nigeria.

Table 6: Methods for marketing of Library and Information Services

Institutions	Library Orientation And publicity	Display and Exhibition	Advertisement	Public Relation	Library Bulletin and notice board
Abdullahi Wase Polytechnic	√	√	x	X	√
North West	√	√	x	X	√
Federal Polytechnic, Bauchi State,	√	√	x	X	√
Polytechnic. North East	√	√	x	X	√
Kwara Polytechnic	√	√	x	X	√
Plateau State Polytechnic	√	√	x	X	√
North Central					
Yaba College Tech, Lagos	√	√	x	X	√
Ondo State Polytechnic	√	√	x	X	√
South West					
Fed Polytechnic Auchi	√	√	x	X	√
Calaba Polytechnic	√	√	x	X	√
South South					
Akanu Ibiam Fed Polytechnic.	√	√	x	X	√
Fed Polytechnic Oko	√	√	x	X	√
South East					
√ = Available		x = Not Available			

Table 6 above reveals that library orientation and publicity, display and exhibition, library bulletin and notice board are the methods adopted mainly by polytechnics libraries, while advertisement and public relations are not part of their strategy. Wood (2000) opined that strategic plan for polytechnics libraries should have several themes or broad goals. One of them would be review in, adopting and promoting library orientation, publicity and display of library materials in order to improve the library services to users. Young (2000) in his own contribution to marketing library services stated that to enhance the library's image in the campus community (particularly with the polytechnic library committees) and to provide leadership to libraries in the regional network, there is need for display and exhibition of library collections.

Based on the findings in this study advertisement and public relation aspect of marketing library services is neglected the researcher is of the view that there is need for each polytechnic to appoint a public relations officer to sell the image of the library to the users and the management of their respective libraries. There is need to publicize the activities of the library through Radio and Television programme.

11. Problems in Marketing library and Information Services

There has been an increasing pressure on libraries to mobilize resources and become self-reliant. Library users are transforming into customers with rising expectations, diverse need and wants. The real challenge for library and information profession also is not to manage the collections, staff and technology but turn these resources into services. Below is table 7 showing problems in marketing library and information service?

Table 7: Problems in Marketing Library and Information Service?

Problems in Marketing Library and Information Services	Frequency	Percentage
Inadequate funding	17	33
Inadequate information	11	21
Inadequate displays and exhibition	7	14
Inadequate publicity and Advertisement	6	11
Lack of Networking among libraries	11	21
Total	52	100

Table 7 above indicated the majority 17 (23%) of the college librarian response, Inadequate funding of their libraries is major predicament polytechnic libraries are facing Which lead to inadequate information resources, 11 (21%) lack of network among Libraries, 11 (21%) Inadequate information, 7 (14%) Inadequate displays and exhibition. 6 (11%). Inadequate publicity and Advertisement. However, the polytechnic

Libraries believe that with adequate funding of their respective libraries, other problems

as indicated on the table will be solve.

Dragon (1999) stated that libraries and information centers are facing a time of unprecedented change and challenges. Recent technological developments are creating new forms of information, new sources of information and new ways of providing information by passing traditional institutional like libraries. For this reasons, there is need for adequate fund of library services to be able to meet the new challenges in information and library services in our Polytechnics libraries.

12. SUMMARY

In view of the significant role marketing library and information services play in creating awareness in library services, librarians must wake up continuously promoting advertisement, exhibitions and displays, publicity, public relations to mention a few. Survey method was used for conducting the study, the instruments used for gathering data were questionnaire, interviews, observations and documentary sources. Simple purposive sampling technique was use for both staff and student using random technique. The data generated was analyzed using frequency and percentages.

Finally, the study made recommendations as to how to improve the marketing of library and information services.

13. FINDINGS

Books, Journals, Pamphlets, encyclopedia, reports and tape recorder are commonly available information resources in most of the polytechnics libraries under study. Computers, Internet services, CD-ROM services, Slide micro fiche, micro films and television were not commonly provided. Library orientation and current awareness services is the major strategies mostly used in marketing their information resources and services. Notices, circulars, Deans, Head of Departments are prominent method of identifying needs of users in polytechnic libraries in Nigeria.

14. CONCLUSION

To achieve the dividends of marketing library and information services, librarians must begin to change their orientation about traditional approach to library services. The satisfaction of user's wants and needs must be uppermost in their heart. The new ICT facilities can bring great changes in the library. Librarians must be prepared to exploit on-line resources which can be used to attract patronage. The E-marketing is another great asset in marketing library and information resources. Therefore, as a result of new trends and challenges in marketing and competition in local and international markets, it is expected that libraries should have a public relations department.

15. RECOMMENDATIONS

The following recommendations are made to enhance the quality of marketing library and information's services in Nigeria Polytechnics. Training and Retraining of Library Personnel: Library staff of all categories should be trained and retained on all aspect of marketing library and information services. This is to ensure that quality services are rendered to all library users in need of information.

- (1) Annual Displays and Exhibitions of Library Resources: Annual displays and exhibitions must be widely promoted and publicized as to attract users to library services; library resources must be exhibited both in print and ICT resources.
- (2) Library Orientation for all Users: Library orientation must be on continuous basis. To make this exercise fruitful, librarian must divide users into small group for effective impartation while library orientation would definitely promote marketing of library and information.
- (3) Marketing Research should be on a continuous basis because the field of marketing and information services is dynamic. Therefore, librarians must be conscious and be up to date in the provision of information.

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