

# Marketing Knowledge of Librarians: A Case Study of Olabisi Onabanjo University, Nigeria

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## ABSTRACT

This study examined knowledge of academic librarians in relation to marketing of library services and information products with particular reference to Olabisi Onabanjo University (O.O.U) Library. The paper focused on the concept of marketing as applied to librarianship, marketing knowledge of librarians, marketing strategies employed by libraries and librarians and challenges to effective marketing of library services and information products. The study adopted a descriptive survey research design of ex-post facto type. The population of study comprised all academic librarians in the University. Data was collected with the use of an instrument tagged, 'Marketing Knowledge of Librarians Questionnaire' (MKLQ) which has a reliability coefficient of 0.69. Descriptive and inferential statistics were used to analyze the data gather for the study. The findings indicated that the academic librarians of the university had moderate knowledge of marketing concepts and principles and used various techniques and strategies to market their library services and information products. Lack of funds, unstable Internet connectivity, inadequate ICTs skills amongst others were identified as major challenges to effective marketing of library services and information products among the librarians. Many recommendations were proffered amongst which were the encouragement of librarians to attend conferences, seminars and workshops on library marketing initiatives, use of library mobile applications and hand-held devices and the need to integrate marketing concepts and principles into the Nigerian Library schools curricula.

**Keywords:** Library marketing strategies, Promoting library services and information products, Nigerian academic librarians

## 1.0 Introduction

Marketing is essentially about keeping the library patrons in touch and informed about the resources, services and information products that match their needs or interests. Increasing changes in the need pattern of library patrons, dynamic changes in library services and products as well as new types of information tools all occasioned by advancement in information and communication technology (ICT) developments along with dwindling budget have thus made library marketing more imperative. As a result of this, marketing of library services and information products should be considered an ongoing and dynamic process. Library marketing processes determine the decisions and activities involved in meeting the needs of patrons. It requires careful planning and starts with understanding the mission of the library. It equally helps in developing the mission of the library, establishing a positive image and determining the best and effective ways to provide and promote services and products to users (Ravichandran and Babu, 2008). Academic librarians thus need to market library services, resources and products for the current and potential users to create awareness of library's existence and value. Unfortunately, many librarians lack the professional understanding of marketing concept and its applicability to librarianship (Amaral, 1992; Mallese, 1995; Alemna, 2001; Gupta, 2006 and Adekunmisi, 2013). Similarly, Adeyoyin (2005) and Odine (2011) posited that most library top management do not really understand the concept of marketing and thus viewed marketing as only applicable to profit making organizations. Librarians most especially, academic librarians must understand the marketing concept and principles, its relevance to librarianship, have adequate knowledge, be involved in marketing and use the marketing principles to attract, motivate and draw users to their libraries especially in the current and emerging information age. In the current mediated age, there is the need to promote information services that meet the needs and demands of students, faculty members and other university members and motivate them to use library services and products the more.

Academic libraries as essential part of the university learning community are established to support the objectives of the tertiary institution which established it, supporting and complementing the university

curriculum in the areas of learning, teaching and research services among other objectives (Aina, 2004). Academic libraries essentially provide information bearing materials (print, non print, electronic and social media resources) that users need to satisfy various information needs. They also provide various services such as, circulation of library materials, readers' enquiry services, user education programs, reference services, catalogues (manual and online) maintenance and searching services, information services provision and delivery as well as access to electronic resources and services, to mention a few. They however have the responsibilities to ensure that these information resources and services are utilized (Edoka, 2000). The Nigerian public universities through the Tertiary Education Trust Funds (TETFund) have allocated huge amount of money for procurement of resources that span formal (print, non print and electronic) and informal resources (social media tools), including the hardware and the software applications. Academic libraries are now faced with the challenges of marketing these information resources and services to users. To achieve this, marketing is essential. Popoola (2008) and Odine (2011) indicated that major sector of the potential market of the academic library services are not aware of all the services available or have little understanding of what services and products are available in the library. Marketing is thus essential to academic librarians in order to create awareness, familiarize patrons to use the library resources and services, create value, and thus guarantee existence and survival of libraries, the profession and themselves as workers in the university community. This study therefore intends to examine marketing knowledge of academic librarians in Olabisi Onabanjo University Library. It also intends to identify marketing strategies adopted and impediments to effective marketing of library services by the librarians in the university.

## **2.0 Statement of the Problem**

Marketing in the library world is essentially about keeping the library patrons in touch and informed about the resources, services and information products that match their needs and interests. Personal observations have revealed that most library and information science professionals that are supposed to market and convince patrons to use their information resources and services are themselves not fully equipped with the knowledge, skills and attitudes to market these library services and product. Studies have equally documented that most academic libraries do not market their information resources, services and products very well. Shamel (2002), Mammo (2007) and Odine (2011) indicated deficiencies of marketing concepts and principles in Library schools curricula while Alemna (2001), Kaane (2006) as well as Patange (2013) indicated lack of business expertise among academic librarians. Some others indicated lack of interest in the idea and concept of marketing mix among librarians and library top management (Odine, 2011). Similarly, Kendameta (2011) shared the view that marketing as a concept and as a practice still seems alien to many library and information personnel. These factors probably might be responsible for the low patronage and underutilization of library information resources, products and services by library patrons. In addition, effective marketing strategies involve an innovative application and use of ICT tools. Several studies have also documented low level of ICT skills among this group of professionals and have indicated the competencies (knowledge, skills and attributes) needed by library and information science professionals needed to survive in the current and emerging information age. The knowledge, skills and attributes of librarians to marketing principles and strategies needed to be investigated into. It is against this backdrop that this study intends to investigate the marketing knowledge of librarians in Olabisi Onabanjo University (O.O.U) Library, Nigeria.

## **3.0 Objective of the Study**

The main objective of this study is to investigate the knowledge of librarians towards marketing of library services and information products. In view of this, the study will

1. Identify the level of familiarity to marketing concepts and principles among academic librarians in the selected university;
2. Identify marketing strategies used by the librarians in the promotion of library services and information products; and
3. Identify factors that constitute barriers to effective marketing of library services and information product by academic librarians in the university.

## **4.0 Literature Review**

### **4.1 Meaning and Concept of Marketing**

Marketing is a concept that is common or general to all businesses, profession and to all areas of knowledge. The American Marketing Association (AMA) defined marketing as an organizational function and a set of processes

for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Kotler (1988) defined marketing as the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate products, services, and programs to serve these markets. The Chartered Institute of Marketing (2008) defined marketing as the management process responsible for identifying, anticipating and satisfying consumer requirements profitably. Kotler (2007) expressed that marketing relies heavily on designing the organization's offering in terms of the target market's needs and desires and on using effective pricing, communication and distribution to inform, motivate and serve the markets. Lautenstager (2003) considered marketing as developing a philosophy that puts the customer at the centre of everything one does. Thus, marketing serves as the link between a society's needs and its pattern of industrial response.

In librarianship, marketing of library services and information products is now becoming highly innovative as a result of technology and information explosion. This is because library services and products are being innovatively designed and developed to attract interest and satisfy the information needs and demands of users. Marketing in the context of library profession is the systematic procedures and policies that focus on development and enhancement of services and products, places or mode of delivery, price control and promotion to targeted groups of the library patron. Koontz and Rockwood (2001) defined marketing as a systematic approach that relies heavily on designing library service or product in terms of consumers' needs and desires, with consumer satisfaction as its goal. Booth (2004) viewed marketing as the activities of promoting the profession, the library, and its services to both users and non-users. Shontz, Parker and Parker (2004) defined marketing as a purposeful group of activities that foster constructive and responsive interchange between the providers of library and information services and their actual and potential users of these services, noting, activities to include products, costs, method of delivery and methods. Robinson (2007) defined marketing as the total process through which librarians (or library management) determine the needs of their customers, provide services based on those needs and create value for the customers in exchange for the ability to continue to exist, provide services and obtain funding. Patange (2013) viewed marketing as an approach library aimed at determining the needs, wants and demands of the target clients through designing and delivering appropriate products and services more effectively for purpose of achieving organizational goals and objectives.

Gupta (2006) presented that the focus of library and information services marketing should be on relationship marketing, internal marketing, branding, customer loyalty, Internet marketing, network marketing amongst others. To Adeyoyin (2005), marketing concept revolved on three pillars which are that; marketing is consumer-centered; marketing is profit-centered and that marketing is anticipating of changes through time and space. Library and information science professionals have to adopt marketing principles and strategies if they want to exist and remain relevant in the current and emerging information worlds. This is because marketing has been acknowledged as very crucial to determining and satisfying the needs, wants and demands of the target clients. Noel and Waugh (2002) noted that the success of academic library marketing lies mainly on convincing library patrons that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful. Patange (2013) pointed information explosion, the technology revolution and the escalating library costs as three main reasons librarians develop a marketing approach in their operations and services. Marketing of information services and products is highly crucial for libraries in order to stay relevant and fulfill their missions, especially in the digital era.

Research evidences have documented benefits that abound from library marketing. For instance, Hayden (2003) asserted that marketing helps gain visibility and let people know who you are, what you do and utilize your services, raise awareness amongst stakeholders (Booth, 2004), and also to gain financial support (Robinson, 2007). Win Marketing (2002) in FOLIO (2008) reiterated that marketing provides organizations with the tools to retain existing customer; acquire new customer building on existing reputation; recognize and capitalize on opportunities; recognize and protect against threats; enhance morale and increase motivation of staff; and meet the objectives of the organization. Marketing also helps to compete favorably for customers with other information providers; increase library funds, maintain relevance; enhance uniqueness of access and services provided; foster customer consciousness; increase usage of services as well as promote and train librarians to be technologically information experts (Steadley and Gray, 2003). Patange (2013) opined that applying marketing principles is crucial to enhancing the capabilities of library services towards fulfilling users' satisfaction. Developing effective marketing strategies will not only boost the usage of library information services and products, but will also enhance the reputation of the library. This view was corroborated by Sakia and Gohain (2013) who posited that librarians should develop an information marketing strategy to create awareness about library resources and services among students and research scholars.

## 4.2 Marketing Knowledge of Librarians

Knowledge according to the Merriam-Webster Online Dictionary is information, understanding, or skill that you get from experience or education. The Dictionary also defined knowledge as awareness of something, the state of being aware of something. Knowledge in the context of this study is taken to mean competency. Competency according to the European Parliament Council (2008) is defined as the set of knowledge and skills that enable an employee to orient easily in a working field and to solve problems that are linked with their professional roles. The Canadian Association of Research Libraries (CARL) (2010) described competencies for a profession as list or grouping of series of knowledge, skills, abilities and behaviors that define and contribute to performance. Librarians have used these competencies profiles as guide to manage job careers, set meaningful professional development goals and align these goals with the missions of their organizations. These competencies have also been used to market the library profession and to recruit new talent (CARL, 2010). Marketing has been considered one of the areas of competency that is important for library and information science professionals (Kumber, 2004; Pearson, 2009; Chandra, 2011; Odine, 2011; Farkas, 2011). This is because library and information science professionals need to be competent in all aspects library competency index such as, having basic and foundational knowledge in librarianship, readers' services, information and communication technologies handling and use and so on before the professional can adequately and effectively market library services and information products. Snoj and Petermanec (2001) asserted that an effective marketing knowledge would help libraries create competitive advantage over their competitors through development of new services or changes of the existing ones to satisfy users better. They also added that marketing competency can bring about improvement in the organizational status and image to different stakeholders and thereby improve the performance of libraries in general.

Odine (2011) citing Mailese (1995) who quoted Amaral (1992) stated that many librarians lack professional understanding of marketing concept and its applicability to librarianship. Those who claimed to be conversant with the concept, understood it to mean only promotion or selling. Amaral (1992) explained that some librarians indicated that they knew enough about marketing, but in explaining how they are applied, failed to mention users or their information needs. In addition, Ifidon and Nwalo (2003) emphasized that the idea of marketing library services is still new to the Nigerian librarianship. These instances suggest that marketing is not being emphasized enough in the training of professional librarians. Kumber (2004) further expressed that librarians do not promote library services well due to lack of training and knowledge of marketing tools and techniques, fear of commercial publicity and also saw marketing as manipulative, a waste of time, resources and unprofessional. Kendameta (2011) expressed that there is still much resistance in the library and information field to the use of marketing approach to management. In his view marketing as a concept and as a practice, still seems alien to many library and information personnel. Some librarians still hold this view and see no room for such practice in a nonprofit profession like librarianship. On the contrary, studies such as those of Ulocha (2010), Shontz et al (2004), Vasileliou and Rowley (2001) indicated that academic librarians had marketing knowledge.

The success or failure of an individual worker or an institution or an organization depends largely on the level of expertise or competency levels of such an individual or the organization. Makori (2011) in his study on marketing of information products and services in research libraries in Kenya found that marketing was basic and constituted essential management process for promoting information products and services. He thus submitted that marketing availed university research libraries as unique opportunity to provide quality, demand based and user oriented information products and services. Shontz, et al (2004) identified the attitudes of public librarians toward marketing of library services and related this attitude to selected independent variables. Findings however revealed that librarians who had taken a course in marketing in the past five years had a more positive attitude toward marketing than others. Also, librarians who had taken a course or workshop in marketing and those who perceived marketing positively, considered marketing practices to be a high priority in their libraries. The study however indicated that librarians' knowledge of marketing influenced their attitudes towards marketing practices. Kanauija (2004) revealed that the librarians surveyed in his study signified ignorance of marketing as being responsible for non-use of marketing appliances, although all the librarians had a positive attitude towards the different aspects of marketing library information products and services. The study however indicated the need for proper training and teaching of marketing principles as well as increasing librarians' awareness amongst others.

Kaur and Rani (2008) examined the attitude of library professionals in university libraries in India and revealed that 84.6% of the library professionals did not study marketing at the library and information science schools. 94.2% have not attended any workshop and seminar on marketing of information services and products. However, more than 94.0% either agreed or strongly agreed that marketing concept is applicable to librarianship

and that it should form an input component of the library schools curricula. The study further indicated that 84.6% signified that marketing related not only to selling and advertising but also to customizing library services so as to satisfy user needs in a more fulfilling way. These indicated that the librarians felt the need of applying marketing principles in the libraries in an era of global competitiveness and shrinking resources. Uluocha (2010) studied marketing knowledge and disposition of librarians in the Nigerian Institute of Advanced Legal Studies and University of Lagos Libraries and revealed that most of the librarians had marketing knowledge. Few librarians were disposed to marketing their library products and services. The study also indicated that there was no previous record of marketing of library products and services in the Nigerian Institute of Advanced Legal Studies Library. Vasileiou and Rowley (2011) researched into marketing and promotion strategy of electronic books among 25 academic librarians in seven libraries in Manchester. The study discovered that none of the libraries had a marketing communication strategy relating to e-books, even though, most respondents pointed to a range of tools used by them to promote e-books and some had plans for improvements in their promotion activities. Jahromi and Erfanmanesh (2011) surveyed attitudes of library managers towards implementing marketing principles within academic libraries of public universities in Tehran, Iran, and revealed familiarity level of librarians with marketing principle to be average.

### 4.3 Library Marketing Strategies

Marketing strategy as defined by Kumar (2014) is a comprehensive, integrated and coordinated plan that combines the four marketing elements commonly called the '4Ps' namely, product, price, place and promotion and '3Ps' of the marketing mix which are participants, physical evidence and purpose. Sharma and Bhardwaj (2009) described marketing strategy as those instruments through which raw and processed information are transmitted to users. Research evidences have indicated various strategies that have been used by librarians to promote use of library services and information products. Madhusudhan (2008), Veeramani and Vinaya Gammorthy (2010), Dongardive (2013), Yupenge (2014) and Adegoke (2015) indentified public presentation, direct marketing, aggressive advocacy, bulletins, newsletter, readers' awareness training, display strategy, library web page, academic lectures, library tours, web 2.0 tools as some strategies of promoting information products and services. Yi (2016) categorized these techniques and strategies into three namely, the digital media, print media and events. The digital media include the online catalogues, e-mails, library website, online advertising, social media, webcasts and website announcements while the print media include booklets, brochures, direct mail, flyers, give away leaflets, newsletters and published guides. Lastly, events which may include, classroom instructions, exhibitions or displays, face-to-face events, library tours, one-to-one conversations, open houses, phone, training sessions and workshops. These strategies have ensured increase in the use of library information resources and services as well as consolidated librarian-user relationship.

Sharma and Bhardwaj (2009) suggested creation of library web pages and providing links on library web pages to assist users. Akpom (2010) suggested use of leaflets and posters to publizise various products and services available in a library. Bahraoni (2010) suggested market segmentation which involves grouping users for best product delivery, targeting patrons, rather than the product or the service with the aim of providing services/products that satisfy targeted individuals. While Bhattacharyya (2010) suggested word of mouth marketing strategy Adekunmisi (2017) emphasized the use of social media tools in marketing library services and information products. Nicholas (1998) advised librarians to use quality procedures in attending to users' needs, establishing personal relationship with as many users as possible and responding positively to users' complaints and welcoming suggestions. Furthermore, she advised librarians to learn the research interests of users (all the university community members), make themselves highly visible, visit various department and establish key players.

Igbokwe (2009) studied strategies to marketing library services among 280 librarians and para professionals in 12 universities (state and federal) in Nigeria. Findings revealed that library orientation, increased users' awareness, in-house display, exhibitions and Internet services were mainly used as marketing strategies in these libraries. The fee-based (binding and photocopy) and non fee based (compilation of bibliography and retrospective services) services were also used as strategies for marketing library services. The study conducted by Torabi (2011) on strategic approach to promotion and marketing of e-books among seven (7) academic libraries identified e-mails, library websites, information literacy sessions, online tutorials and various events as most frequently used promotional strategies by these university libraries. Odine (2011) in her study presented sixteen (16) different techniques of marketing library services among librarians in Delta State and data revealed that exhibitions and displays of new materials (3.10) and staff friendliness to users (3.00) were used to a medium extent as techniques. User education programs, electronic access to information, acquisition lists requests from users, interpersonal relationship and representation in institutional functions were used to a little extent.

However, leaflets, posters, brochures and flyers, library web page, personal letters to users through e-mail and text messages, print and electronic advertisements, suggestion boxes and library week were not used at all as techniques in marketing library services among the librarians.

Bamigbola (2013) examined marketing strategies employed by university libraries in Nigeria in the marketing of digital information services. Findings revealed that e-mail messages, telephone, library websites, faculty/departmental meetings and selective packaging of relevant information to users were prominent among the strategies used by these university libraries. Ofili and Enwanta (2014) did a case study of Facebook as an information service delivery tool at the University of Benin, Nigeria. The results revealed that Facebook was a good platform and a professional tool for fostering information dissemination and easy communication between librarians and patrons. Edewor, Okite-Amughoro, Osuchukwu and Egreajena (2016) in a survey of twenty (20) universities in Africa with the aim of examining the strategies used in marketing library services found low level of use of social media in marketing library services. They found that library publications (memos, bulletins, and newsletter), orientation programmes, websites, flyers and posters were the main strategies used across the African libraries in marketing libraries services.

#### **4.4 Challenges to Effective Marketing of Library Services and Information Products**

Several factors have been identified in literature as challenges to effective marketing of library services and information products. For instance, Odine (2011) revealed lack of fund (3.42) followed by lack of effective communication between librarians and users (3.30) and lack of facilities to market library services as major impediments to effective marketing of libraries services. Other challenges were managements' lack of understanding of marketing concept, poor access to information technology, lack of training in marketing, lack of marketing policy and lack of media access. Least rated item was lack of know how in marketing. Opeyemi, Akinade and Ojo (2015) conducted a study on marketing strategies deployed by selected academic libraries in South-West, Nigeria and revealed lack of funds, lack of time, inadequate staffing as well as inadequate resources as impediments to effective marketing of library services. Azuka, Sebastian and Anaehobi (2015) carried out an investigation on academic librarians' perception and attitudes towards marketing of library services in Delta State, Nigeria. The study revealed absence of marketing concept in the Library schools curricula, ignorance of marketing concepts, poor support of library management and high cost of marketing initiatives were perceived as impediments to effective library services marketing. Edewor et al (2016) in a survey of twenty (20) universities across Africa found lack of facilities such as computer and its accessories, unstable and unreliable Internet connection and poor marketing strategies as problems confronting these libraries.

#### **5.0 Methodology**

The descriptive survey research of the ex-post-facto design was adopted for this study. The population consisted of all academic librarians of the Olabisi Onabanjo Unuversity Library, Nigeria. The instrument adopted for the study was a structured questionnaire tagged, 'Marketing Knowledge of Librarians Questionnaire' (MKLQ) and designed by the researchers. The instrument has a reliability coefficient of 0.69 and was divided into three sections. Section One contained information on bio-data of respondents. Section Two was concerned with questions pertaining to librarians' knowledge of marketing, information-based products and services used by the library and strategies deployed by the librarians to market these products and services. Possible factors that limit librarians in effective marketing activities and suggestions for improvement were considered in Section Three. Twelve (12) copies of the questionnaire were administered and all the twelve (12) were retrieved which gave a 100.0% response rate. The data obtained were collated and analyzed using frequency counts, simple percentages and descriptive statistics.

#### **6.0 Presentation of Data and Discussions of Results**

This sub-section presented the result of the data analysis in line with the objective of this study.

**Table 1: Age Distribution of Respondents**

Age Range (Years)	Frequency	Percentage
Valid 35-40	0	0.0
41-45	2	16.67
46-50	3	25.00
51-55	5	41.67
56-60	2	16.67
<b>TOTAL</b>	<b>12</b>	<b>100.0</b>

Table 1 indicated that the age range of the respondents was between 41-60 years. According to the result of the analysis, none of the respondent was between 35-40 years old, 2 (16.67%) were between 41-45 years, 3 (25.0%) were in the age range of 46-50 years, 5 (41.67%) were between 51-55 years while 2 (16.67%) were between 56-60 years.

**Table 2: Gender Distribution of Respondents**

Gender	Frequency	Percentage
Male	5	41.67
Female	7	58.33
<b>TOTAL</b>	<b>12</b>	<b>100.0</b>

Table 2 indicated that 5 (41.67%) of the respondents were male and the remaining 7 (58.33%) were female. It was evident from the above that majority of the respondents were females.

**Research Objective 1: Identify the familiarity level of librarians with marketing concepts and principles.**

**Table 3: Familiarity levels of librarians with marketing concepts and principles**

Familiarity with marketing concepts	Frequency	Percentage
Yes	7	58.3
No	5	41.7
<b>Total</b>	<b>12</b>	<b>100.0</b>

Table 3 presented the distribution of respondents on whether they had any personal experience with library marketing or not. According to the result of the analysis, 7(58.3%) indicated that they had some knowledge of marketing concepts and principles while 5(41.7%) indicated that they had no knowledge of marketing concepts and principles.

**Table 4: Attendance at Library Marketing Conferences, Seminars and Workshops**

Attendance at Library Marketing Conferences, Seminars and Workshops in the last 10 Years	Frequency	Percentage
Yes	8	66.67
No	4	33.33
<b>Total</b>	<b>12</b>	<b>100.00</b>

Table 4 indicated that 8(66.67%) of the academic librarians had attended conferences, seminars and workshops on Library Marketing in the last ten years while 4(33.33%) had not.

**Table 5: Attendance at Library Marketing Conferences, Seminars and Workshops**

Attendance at Library Marketing Conferences, Seminars and Workshops in the last 5 Years	Frequency	Percentage
Yes	3	25.0
No	9	75.0
<b>Total</b>	<b>12</b>	<b>100.0</b>

Table 5 indicated that in the last five years, 3(25.0%) of the academic librarians had attended conferences, seminars and workshops on Library Marketing and 9(75.0%) had not.

**Research Objective 2: Identify marketing strategies used by the libraries in the promotion of library services and information products.**

**Table 6: Marketing Strategies Used by O.O.U. Librarians**

Statements	SD (%)	D (%)	N (%)	A (%)	SA (%)
Maximize the use of books as products	16.7	-	16.7	41.7	25.0
Organize and arrange information to facilitate prompt retrieval of information desired	8.3	8.3	33.3	41.7	8.3
Interlibrary loan services	41.7	-	16.7	33.3	8.3
Telephone facility/service	33.3	25.0	16.7	16.7	8.3
Monthly book display	33.3	16.7	8.3	25.0	16.7
Library databases	33.3	8.3	16.8	33.3	8.3
Collaborate with other libraries	33.3	8.3	16.8	33.3	8.3
Embark on Research to improve services	33.3	-	8.3	58.3	-
Involvement in journal publication	25.0	-	8.3	58.3	8.3
Suggestion boxes	33.3	8.3	16.7	33.3	8.3
Staff training	25.0	8.3	8.3	33.3	25.0
Users education program	25.0	8.3	8.3	41.7	16.7
ICT skills training	25.0	8.3	25.0	33.3	8.3
Improved borrowing privilege	33.3	16.7	-	41.7	8.3
Photocopy/Printing Service	33.3	16.7	-	41.7	8.3
On Request Service	16.7	25.0	16.7	33.3	8.3
Internet Connectivity and E-mail	16.7	16.7	16.7	33.3	16.7
Electronic Resources	16.7	16.7		25.0	41.7
Conducive environment	25.0	8.3	16.7	41.7	8.3
Good disposition to users	25.0	8.3	16.7	41.7	8.3
Mailing/Newsletter	33.3	25.0	-	33.3	8.3
Web 2.0 Technology	33.3	25.0	25.0	8.3	8.3
Selective dissemination of information	25.0	16.7	25.0	25.0	8.3
Word of mouth	16.7	25.0	33.3	16.7	8.3
Reference services	25.0	25.0	-	33.3	16.7



Statements	SD (%)	D (%)	N (%)	A (%)	SA (%)
Bibliography	33.3	25.0	8.3	25.0	8.3
Book Reservation Services	25.0	8.3	16.7	41.7	8.3

Table 6 above presented the various marketing strategies being used by the O.O.U. Libraries in the promotion of the University Library services and information products. It can be inferred that Librarians in the O.O.U. Library used various strategies and that certain strategies are being greatly utilized than others. Based on the above data, maximizing the use of books as products (66.7%) and use of electronic resources (66.7%) ranked 1<sup>st</sup>. Involvement in journal publication (66.6%) ranked 2<sup>nd</sup>, users' education programme (58.4%) ranked 3<sup>rd</sup> while research activities to improve services (58.3%), staff training (58.3%) ranked 4<sup>th</sup>. Ranking fifth in strategies were organize and arrange information in such a way that the readers find desired information promptly (50.0%) (5<sup>th</sup>), improved borrowing privileges (50.0%) (5<sup>th</sup>), photocopy/printing services (50.0%) (5<sup>th</sup>), book reservation service (50.0%) (5<sup>th</sup>), Internet connectivity and e-mail (50.0%) (5<sup>th</sup>), conducive environment (50.0%) (5<sup>th</sup>), good dispositions to users (50.0%) (5<sup>th</sup>) and reference services (50.0%) (5<sup>th</sup>). Followed by monthly book display (41.7%) (6<sup>th</sup>); interlibrary loan services (41.6%) (7<sup>th</sup>), Library databases (41.6%) (7<sup>th</sup>), collaborate with other libraries (41.6%) (7<sup>th</sup>), suggestion boxes (41.6%) (7<sup>th</sup>), ICT skills trainings (41.6%) (7<sup>th</sup>), on request service (41.6%) (7<sup>th</sup>) as well as mailing/newsletter (41.6%) (7<sup>th</sup>). Least marketing strategies used by the librarians were selective dissemination of information (33.3%) (8<sup>th</sup>); phone services (25.0%) (9<sup>th</sup>), word-of-mouth (25.0%) (9<sup>th</sup>) and social media tools (16.6%) (10<sup>th</sup>). One would expect phone services and the social media tools to be in the highest rank of strategies used by the librarians especially in the information age but these were in lowest rank of strategies used by the librarians.

This finding agreed with the findings of Madhusudhan (2008), Veeramani and Vinaya Gammoothy (2010), Dongardive (2013), Yupenge (2014) and Adegoke (2015) that indentified various techniques and strategies such as public presentation, direct marketing, aggressive advocacy, bulletins, newsletter, readers' awareness training, display strategy, library web page, academic lectures, library tours, web 2.0 tools as some strategies of promoting information products and services. The findings also agreed to Yi (2016) which categorized marketing techniques and strategies into three namely, the digital media, print media and events. Marketing strategies used in this study covered these three category identified by Yi (2016).

**Research Objective 3:** Identify factors that constitute barriers to marketing of library services and information product by the academic librarians.

**Table 7: Barriers to effective marketing of library services and information products**

Factors	SD (%)	D (%)	N (%)	A (%)	SA (%)
Lack of fund/poor economic situation	8.3	8.3	-	41.7	41.7
Uncooperative staff attitude	16.7	16.7	16.7	33.3	16.7
Poor responses from users	25.0	8.3	16.7	25.0	25.0
General lack of marketing know how	25.0	16.7	8.3	33.3	16.7
The notion that marketing is not applicable to libraries	16.7	8.3	16.7	33.3	25.0
Complex tasks involved in marketing processes	33.3	16.7	8.3	25.0	16.7
Lack of ICT skills	16.7	16.7	8.3	33.3	25.0
Unstable Internet connectivity	16.7	16.7	-	41.7	25.0
Lack of recognition of importance of library marketing	25.0	8.3	16.7	25.0	25.0
Poor management support	16.7	8.3	16.7	33.3	25.0
Lack of team spirit	16.7	8.3	16.7	33.3	25.0

Table 9 above presented the distribution based on factors that constituted barriers to effective marketing of library services and information product by academic librarians. On lack of fund/poor economic situations, 8.3% strongly disagreed, 8.3% disagreed, 41.7% agreed and 41.7% strongly agreed. On uncooperative staff attitude, 16.7% strongly disagreed, 16.7% disagreed, 16.7% were neutral, 33.3% agreed while 16.7% strongly agreed. Also, based on poor responses from users, 25.0% strongly disagreed, 8.3% disagreed, 16.7% remained neutral, 25.0% agreed and 16.7% strongly agreed. Also, based on marketing know-how, 25.0% strongly disagreed, 16.7% disagreed, 8.3% were neutral, 33.3% agreed while 16.7% strongly agreed. On the notion that marketing is not applicable to libraries, 16.7% strongly disagreed, 8.3% disagreed, 16.7% were neutral, 25.09% agreed while 25.0% strongly agreed. Furthermore, based on complex tasks involved in marketing processes, 33.3% strongly disagreed, 16.7% disagreed, 8.3% were neutral, 25.0% agreed and 16.7% strongly agreed. On lack of ICTs skills, 16.7% strongly disagreed, 16.7% disagreed, 8.3% were neutral, 33.3% agreed and 25.0% strongly agreed. On unstable Internet connectivity, 16.7% strongly disagreed, 16.7% disagreed, 41.7% agreed and 25.0% strongly agreed. On failure to recognize the importance of marketing to libraries, 25.0% strongly disagreed, 8.3% disagreed, 16.7% were neutral, 25.0% agreed and 25.0% strongly agreed. Likewise on poor management support, 16.7% strongly disagreed, 8.3% disagreed, 16.7% remained neutral, 33.3% agreed and 25.0% strongly agreed. Lastly, on lack of team spirit, 16.7% strongly disagreed, 8.3% disagreed, 16.7% were neutral, 33.3% agreed and 25.0% strongly agreed. The data thus indicated that lack of funds (83.4) ranked 1<sup>st</sup>; unstable Internet connectivity (66.7%) ranked 2<sup>nd</sup>; notion that marketing is not applicable to libraries, inadequate ICTs skills, inadequate management support and lack of team spirit all 58.3% ranked 3<sup>rd</sup> followed by uncooperative staff attitude, poor response from users, lack of marketing know-how and non-recognition of the importance of marketing to libraries all 50.0% ranked 4<sup>th</sup> as challenges to effective marketing of services and information products of the O.O.U. Libraries. Complex tasks involved in marketing process were not considered more of a challenge or barrier.

Lack of funds constituted the most important barrier followed by unstable Internet connectivity. These findings agreed with those of Opeyemi et al (2015) which revealed that lack of funds, lack of time, inadequate staffing and inadequate resources as impediments to effective marketing among selected academic libraries in South-West, Nigeria. It also agreed with the findings of Edewor et al (2016) which also found lack of facilities such as computer and its accessories, lack of stable and reliable Internet connection and lack of effective marketing strategies as challenges to effective marketing among twenty (20) universities across Africa. The notion that marketing is not applicable to libraries, lack of marketing know-how and non-recognition of the importance of marketing to libraries a signified as barriers to effective marketing in this study also agreed with the earlier findings like those of Amaral 1992; Mailese 1995; Alemna, 2001; Gupta, 2006; Odine, 2011 and assertions of researchers years back and still recur. These elements or factors are considered germane especially in the current mediated age where academic libraries and librarians cannot be separated with the concept of marketing.

Furthermore, data also signified inadequate ICTs skills as barriers to librarians' use of effective marketing strategies. Lack of ICTs skills was also indicated from Table 6 as only 41.6% of the academic librarians used the library electronic databases, ICTs skills training for users (41.6%), 25.0% used phone services and only 16.6% of the librarians used social media tools to market library and information services. It is important that librarians are versed in ICT tools so as to be able to offer collaborative, interactive and globalized services as well as draw users to the library.

## 7.0 Summary of Findings

The data collected from this study indicated that:

- Academic librarians whose opinions were surveyed had moderate knowledge of marketing concepts and principles as applied to librarianship.
- Academic librarians of the university used various strategies in marketing the university library services and information products to users (undergraduates, postgraduates, researches, academic and non academic staff members.
- The most utilized strategies were maximizing use of books as products, use of electronic resources (such as Internet connectivity, e-mails, e-books, e-journals, and so on), journal publication (in which librarians and researchers from within and outside the university publish their research articles), user education programs, research conduct and staff training programs for researchers and lecturers on use of electronic resources subscribed to by the university library.

- Phone services and social media tools were less utilized whereas great benefits abound from the use of these two great assets, smart phones and the social media tools.
- Lack of funds, unstable Internet connectivity, inadequate ICTs skills, inadequate management support and lack of team spirits were identified as major challenges followed by uncooperative staff attitude, poor response from users, lack of marketing know-how and non-recognition of the importance of marketing to libraries.

## 8.0 Conclusion and Recommendations

The main goal of marketing library services and information products is premised on creating awareness and increasing use of the library, its resources and services to current and potential patrons. Advances in ICT have accelerated knowledge generation, use and dissemination thereby threatening the survival and relevance of libraries and have had far-reaching implications on the mode of delivery of library services and operations. Library and information science professionals therefore need to market library services and information products in the face of survival and competitions. Hence, the need to redesign library services and products as well as engage in innovative marketing strategies and techniques so as to meet the changing and increasing information needs and expectations of library patrons and meet them anytime, anywhere, anyhow. In view of the foregoing, the researchers hereby recommend that:

- Librarians should be encouraged to attend workshops, seminars and conferences on Library and Information Technology Marketing as well as on ICT Applications and Use in Libraries.
- Trainings on marketing concepts and principles as applicable to librarianship should be provided for academic librarians in the University.
- The university management should support and fund the use of library mobile application technology and services including wireless applications on all the campuses of the university.
- The university library should purchase more computers, laptops and more importantly, smart phones and other hand-held devices that will support and encourage the use of social media tools and services for both staff and students' use in the library.
- An appeal should be made to the state government to support the purchases of both print and electronic resources including the hardware and software applications.
- The University Library management should effectively utilize the Tertiary Education Trust Fund (TETFund) to purchase high quality and relevant print resources most especially textbooks, research publications and reference materials for use of library patrons. The fund should also be utilized to purchase the electronic facilities and resources such as smart phones and other hand-held devices for the use of staff and students to facilitate effective use of social media tools and services for marketing library services and information products.
- An appeal is also being made to librarians to improve on their dispositions and attitudes to work, library users and other members of the university community. Librarians are therefore advised to always act as professionals and use quality procedures in attending to users' needs. They need to establish personal relationship with users and should endeavor to react positively to complaints as well as able to welcome suggestions.
- Librarians should also endeavor to learn research interests of their users and provide resources and services that will meet those research needs. They should make themselves highly visible and learn to visit various departments of the university so as to establish key players. Librarians should not always wait for users to come to them but instead should sometimes go to them as earlier suggested by Nicholas (1998).
- The use of ICT tools is to be encouraged among the academic librarians so as to be able to make wise and innovative use of ICT tools to draw users to their libraries and market the library's services and information products better. It is important that librarians learn to make use of ICT tools, most especially the social media tools and services so as to better make themselves highly visible and available anytime, anyhow, anywhere. By using the ICTs tools they will be able to market the library, its resources and services and even market themselves better.

- Marketing concept and principles should be introduced into the Nigerian Library School's curriculum.

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