Application of Marketing Strategies to Library and Information Services in Public Universities in South-East Nigeria

By

Dr. Anaehobi, E. S.
Department of Library and Information Science, Nnamdi Azikiwe University, Awka
E-mail: es.anahobi@unizik.edu.ng

and

Odume, Chinonso Stella
Department of Library and Information Science, Nnamdi Azikiwe University, Awka
E-mail: nonnychychy@gmail.com

Abstract
This study determined the application of marketing strategies to library and information services in public universities in South-East Nigeria. Two research questions guided the study and two null hypotheses were tested. A descriptive survey research design was adopted for the study. The target population comprised 301 (124 librarians and 177 library officers) in public universities in South-East, Nigeria. A simple size of 200 (86 librarians and 114 library officers) were drawn using simple random sampling technique. A structured questionnaire containing 23 items used for data collection. The questionnaire was face validated by three experts in the field of Library and Information Science and measurement and evaluation. Trial test was used to establish the internal consistency of the instrument and data analysis using Cronbach alpha yielded correlation coefficients of 0.85 and 0.79 for the two clusters (B1 to B2) with an overall coefficient of 0.82 obtained. One hundred and ninety-three (193) duly completed copies of the questionnaire were retrieved and used for data analysis. Mean and standard deviation was used to answer the research questions and to determine the homogeneity of the respondents’ ratings respectively while the t-test was used to test the hypotheses at 0.05 level of significance. The analysis was carried out using Special Package for Social sciences (SPSS) version 23.0. Some of the findings revealed that librarians and library officers in public universities in South-East Nigeria agree that they applied majority of the items listed on product marketing strategy. However, they disagree that most of the items on place as a marketing strategy are applied in marketing library and information services. Furthermore, ownership of university significantly influenced respondents’ mean ratings on the application of product marketing strategy to library and information services while it was a significant factor on application of pricing marketing strategy in this regard.

Keywords: Marketing strategies, Library and Information Services, Public Universities
Introduction

Libraries are recognized as essential instruments for societal and national development and scholarship. Libraries are vital to education as they help in fostering literacy and learning (Dibu, 2012). They also ensure the acquisition and dissemination of information to users as academic libraries serve specific kinds of users in any academic environment be it public or state universities. Public university is a university mainly funded by public means through a national or sub-national government, as opposed to private universities (Martin in Eze, 2016). Public in this sense indicates that the university is funded partly from state taxpayers as against private universities which are funded by the owners. In Nigeria, public universities can be established by both the Federal Government and by State Governments. Public universities generally rely on subsidies from their respective state government.

Academic libraries are very important components of public universities. Academic libraries refer to all libraries existing in higher institutions such as universities, polytechnics, college of education, monotechnics like school of nursing, petroleum training institutes and schools of health technology. They are the heart of the learning community, providing a place for students, research scholars, teachers and faculty members for teaching, learning and research. The major aim of academic libraries according to Uwaifo (2010) is to provide the educational needs of the students as well as supporting the teaching staff in the up-to-date materials required for teaching. Academic libraries are faced with the need to market their services to users, as the main focus of every library is good customer service. This is to enable users have access to varieties of quality library services to meet their information and learning needs. Good service can equal a good marketing campaign, which is another reason why marketing is important for libraries.

Marketing of library and information services involves creating awareness of the library’s existing and new information and services to library users. According to Chegwe and Anaehobi (2015), marketing of library and information services involves activities such as identifying user’s needs, designing suitable services or product to meet their needs, communication and distribution to inform, motivate and serve the users. The major aim of marketing of library and information services is to identify current and potential users and begin to develop a relationship with them. Academic libraries can achieve such relationship with their users through the application of marketing strategies in rendering library services.

Marketing strategy is a well structured plan that highlights the organization’s goals and quest and the specific processes of achieving those set of goals. Chegwe and Anaehobi (2015) defined marketing strategies as processes that allow an organization to concentrate its sources on the optimal opportunities with the goal of increasing patronage and achieving a sustainable competitive advantage. Gupta and Savard (2011) asserted that marketing strategies encompasses such components as evaluating the needs of the customers, planning the various elements of the mix to answer those needs, involving the entire organisation not only marketing department and evaluating the results. Fundamentally marketing strategies involve, understanding the clients which is called market research, identifying the clients’ market that is market segmentation and targeting, identifying organizations’ strengths as a competitive business, knowing the products the clients want and where they want it (product and place in marketing mix) and developing effective and efficient procedure (process) (Jose & Bhat, 2007). Marketing strategies in this study are actions or plans adopted by librarians in providing library and information services to public universities.

The need for marketing of library and information services according to Jose and Bhat (2007), are to focus on the customer, improve the image of the library, build relationship with the corporate world and cost recovery. Therefore, effective marketing strategy takes information services to the customer and it comprises market segmentation, market research, and marketing mix (Nooshinfard & Ziaei, 2011).
Marketing mix refers to a set of variables that can be used by a library to promote its services and resources to users (Zhixian, 2016). As the need for promotion of library services has grown and is now more widely recognized, the marketing mix has been refined and adapted to include services, not just products (Mollel, 2013). Marketing mix also referred to as the 4 Ps: price, product, promotion and place was introduced by McCarthy in 1978, however the fifth P, people, is now commonly included. These types of marketing mix can be utilized for marketing of library and information services in universities.

Product is anything that can be offered to a market to satisfy a consumer or customers’ need (Madhusudhan, 2008). In the context of library and information services, product refers to the services that are offered to the library users which include online access to databases, e-journals, inter-library loan. Adegoke (2015) stated that products in librarianship refer to services or general reference and information services offered by the library. Adogoke posited that product marketing strategy can be applied by academic libraries for effective marketing of their information services. Bamigbola (2013) on the other hand noted that library products are its various information services rendered to the users, which library designs putting into consideration the users’ needs that is to say, library information services are customer-focused. Library and information services are varied, and include; reference services, referral services, circulation services, traditional dissemination of information, electronic services, interlibrary loan, selective dissemination of information (SDI), reprographic services, bibliographic information, abstract and summaries of information (Mishra, 2010).

Pricing in the library context is usually that of time and effort the user spends in travelling to the library as well as the time and effort spent in searching for and examining library resources and cost of a forgone alternative the products offered (Adegoke, 2015). Price is important in marketing in the world of information as it is elsewhere. Kotler and Armstrong (2010) stated that price is usually expressed in currency. In the library, price can be used to express the value of information services: such as CD-Rom or a fee of a service or membership. For example, tertiary institutions charge different price as library membership fee for all fresh students ranging from ₦50 to ₦200. Similarly, a reasonable amount of income comes from photocopying services, fines charged on overdue books, fees charged on space allocation, printing and scanning services. However, the information the reference librarian explains to the customer at the information desk is an intangible service, which is for free for customers, but produces costs for the library.

Libraries and information professionals must learn to effectively apply marketing strategies in their services because libraries depend on the supports of people they serve for their survival. A library should therefore communicate and work with its customers and funding authorities to provide information about what the library is doing and to enable the library to learn about the community it serve (Adekunmisi, 2013). This can be achieved by application of product and pricing marketing strategies in information and service delivery. Therefore, there is need to determine the application of marketing strategies to the library and information services in public university libraries in South-East Nigeria.

Statement of the Problem

Globally, technology has endowed information seekers with varied options to satisfy their information needs. As a result, libraries no longer have the traditional monopoly of being the only information providers. New technology has confronted librarians and information professionals with a huge challenge to survive and thrive in this digital age, where user community can access online information resources at any time and place. Thus, academic libraries need to be marketed more than ever before by redesigning their services to cope with this era of information technology. Similarly,
academic libraries must change from the traditional to digital method of marketing their information and services to users.

A situation where the library users do not know the resources and services available and do not ask for assistance in the use of the library, they may abandon the library and as such, miss out on the information that could have made them better scholars. This will consequently result to the underutilization of academic libraries in universities. While a number of studies had been carried out on marketing of library and information services in Nigeria, no recent study known to the researcher has investigated the application of marketing strategies to library and information services in academic libraries of public universities in South-East Nigeria. The researcher therefore, felt it necessary to determine the application of marketing strategies to library and information services in public university libraries in South-east Nigeria.

**Purpose of the Study**

The purpose of this study was to determine the application of marketing strategies to library and information services in public universities in South-east Nigeria. Specifically, the study will determine:

1. The application of product marketing strategy to library and information services in public university libraries in South-East, Nigeria.
2. The application of pricing marketing strategy to library and information services in public university libraries in South-East, Nigeria.

**Research Questions**

The following research questions guided this study:

1. What product marketing strategy is applied to library and information services in public university libraries in South-East, Nigeria?
2. What pricing marketing strategy is applied to library and information services in public university libraries in South-East, Nigeria?

**Hypotheses**

The following null hypotheses were tested at 0.05 level of significance:

1. Federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the application of product marketing strategy to library and information services.
2. Federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the application of pricing product marketing strategy to library and information services.

**Review of Related Literature**

**Types of Library and Information Services**

University libraries are established to provide information resources and services in order to support the purpose of the university. University libraries are divided into different sections, some of these sections are directly involved in the marketing and promotion of library products and services; examples are the circulation, reference, information and communication technology (ICT), audio-visual units, and serials (Odine, 2011). Westwood (2011) identified the following library and information services that are peculiar to most university libraries. They are lending services, inter-library loan and document delivery service, reservation service, provision of seating and study facilities, reference service, exhibitions and displays, library publications, user education, selective dissemination of information, referral service, translation service, abstracting and indexing services, consultancy services.
Similarly, Patel (2015) enumerated library and information services university libraries provide to satisfy different information requirements of users as follows: Current Awareness Service (CAS), Selective Dissemination of Information (SDI) Service, literature search service, Document Delivery Service (DDS), translation service, Web-OPAC Service, article indexing service, modern automation packages also provide facility to create and index database of articles or papers, lending service, Union Catalogue and ILL Service, electronic document delivery service, outreach services, ICT base library services, reprography services. Additionally, Ntui and Utuk (2008) listed services include assistance given to patrons at the point of use, bindery services, selective dissemination of information (SDI), clippings, compilation of bibliographies, short term loans, referral services, indexing and abstracting. Printed information services in academic libraries are provided manually using resources held in the library or with cooperating libraries (Mohammed, 2015).

Application of Product Marketing Strategy to Library and Information Services

Product is an important factor in marketing strategy and without it no organisation can exist. According to Bamigbola (2013), product is anything that can be offered to a market to satisfy a need. Bamigbola gave example of marketable products as, physical goods, services, places, ideas, and others. According to Oyemike, Udo-Anyanwu and Onuoha (2016), library and information products includes: books, periodicals, reports, electronic document, inter-library loan reference services, international databases, online database, offline databases, home delivery services for books, translated basic information packages foreign library users, internet services, audio visual, television, video camera, compact disk, television set, abstracting & indexing services, reprographic services, display and exhibition, current awareness services, and selective dissemination of information.

A library offers goods, either tangible (books and internet access) or intangible (personal assistance, or value of the library as a premier community institution). Weingand (2010) asserted that, the library's product can be arranged within a three dimensional structure of the product mix, product line, and product item. Programmes of the library are a product line where product items consist of bibliographic instruction, displays, and lectures. Similarly, Olorunfemi and Ipadeola (2018) stated that product in library content is defined as services offered to users to satisfy their information needs. The main products provided by information professionals are: giving user assistance, serving as middle men between the users and the resources of the library which include information skills programs, selective dissemination of information, user education services, photocopy services, bibliographical services, cataloguing services, reference services, photocopying services, current awareness services and internet/computer services.

Application of Pricing Marketing Strategy to Library and Information Services

Price can be defined as cost to produce a product or service (Garusing, 2012). Various techniques and factors are involved in pricing the information products and services which can vary from segment to segment. Determining the actual costs involved in any new product or service is the first step in pricing the service. The cost of the products or services can be calculated as the sum of staff costs, facilities cost, packaging cost, distribution cost, promotion cost, equipment cost, and other cost. The pricing policy of the university libraries may be based on the user's willingness to pay for information products and services (Kumar, 2013).

The price of information services is the seemingly difficult one in library and information services marketing mix. Dhiman and Sharma (2009) term it as a flexible and dominant element that determines the revenue and profitability of the organisation. Traditionally, people feel it is repulsive to pay for library services but in recent years there have been studies supporting, canvassing and embracing the fee-pay information services (Bamigbola, 2013). Bamigbola averred that information professionals also are of mixed and split response to the issue of pricing of information services. Montgomery and King (2012) stated that reasonable amount of income from space allocation,
supplies and services, photocopying services, membership ID card, fines charged on overdue books, printing and scanning services. In support of this fact, Kumar (2013) pointed out that library services have long been considered as free services that have affected the quality of services. This has forced authorities to think of extracting at least a fraction of the cost from the users. Indirectly, the efforts were to enhance the membership fee, annual subscription charges, temporary membership charges and overdue charges. Kumar (2013) posited that most university libraries charge tokens for membership deposit, annual Subscription fee, duplicate borrowers ticket, /ID card, overdue charges, photocopying charge, printout charges, and Internet charges.

Users especially at the university level view the library as an agency which offer services free of charge. Though, the library is not profit oriented, the reality of today’s world in terms of cost of acquisitions and services makes it inevitable for the library to charge users for services rendered. However, the amount to be charged should be minimal and for certain specialized services only. Such services may include: Registration, selective dissemination of information, use of the library’s internet facilities, specialized abstracting and indexing services for individual user. University libraries may also charge fees for overdue loans and final year students’ clearance. It is important to note that funds generated from such charges will help to provide better facilities and services for users.

Methods

Descriptive survey design was adopted by this study. This study was carried out in South-East Nigeria consisting of Anambra, Enugu, Ebonyi, Imo and Abia States. The population of the study comprised 301 (124 librarians and 177 library officers) in public universities in South-East, Nigeria comprising five federal and five state universities. A simple size of 200 (86 librarians and 114 library officers) was used for this study. The sample size was selected using simple random sampling technique by balloting. The instrument for data collection was a structured questionnaire titled “Application of Marketing Strategies to Library and Information Services (AMSLIS). The questionnaire contains 31 items in two sections, A and B. Section A contains item on the demographic information of the respondents such ownership of university while section B is divided into two clusters of B1 to B4 structured on a four point rating scale of; Strongly Agree (SA) = 4, Agree (A) = 3, Disagree (D) = 2 and Strongly Disagree (SD) = 1.

Face validity of the instrument was established using three experts. Two experts from the Department of Library and Information Science and one in the Department of Educational Foundations (Measurement and Evaluation Unit) of the Faculty of Education, Nnamdi Azikiwe University, Awka. The reliability of the instrument was established using trial-testing and calculation using Cronbach Alpha formula yielded coefficient values of 0.85 and 0.79 for clusters B1 to B2 respectively and overall value of 0.82 obtained. Mean and standard deviation were used to answer the research questions and determine the spread of the respondents’ responses to the mean while independent t-test was used to test the hypotheses at 0.05 level of significance. The decision rule is that a hypothesis was accepted where the p-value is greater than the level of significance otherwise; the null hypothesis was accepted. The analysis was carried out using SPSS version 23.0.

Results

What product marketing strategy is applied to library and information services in public university libraries in South-East, Nigeria?

Table 1: Respondents’ mean ratings on application of product marketing strategy to library and information services (n = 93)
Data in table 1 reveal that out of the 20 product marketing strategy listed, respondents strongly agreed that items 1, 4 and 5 are applied to library and information services with mean ratings ranging from 3.67 to 3.75 while respondents agree that the remaining 17 items (items 2, 3, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 and 20) with mean scores ranging from 2.67 to 3.42 are applied to library and information services. The grand mean of 2.86 means that librarians and library officers agree that product marketing strategy are applied to library and information services in public university libraries in South-East, Nigeria. The standard deviations for all the items are within the same range which shows that the respondents are homogeneous in their opinions.

**Research Question 2**

What pricing marketing strategy is applied to library and information services in public university libraries in South-East, Nigeria?

**Table 2: Respondents’ mean ratings on application of pricing marketing strategy to library and information services (n = 93)**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Pricing marketing strategies</th>
<th>X</th>
<th>SD</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>My library collect charges on space allocation</td>
<td>2.01</td>
<td>0.85</td>
<td>Disagree</td>
</tr>
<tr>
<td>22</td>
<td>My library collect charges on supplies and services</td>
<td>2.00</td>
<td>0.93</td>
<td>Disagree</td>
</tr>
<tr>
<td>23</td>
<td>My library collect photocopying service charges from the users</td>
<td>2.59</td>
<td>0.96</td>
<td>Agree</td>
</tr>
<tr>
<td>24</td>
<td>My library issue membership ID card to users</td>
<td>3.10</td>
<td>0.93</td>
<td>Agree</td>
</tr>
<tr>
<td>25</td>
<td>My library places fine on overdue books</td>
<td>3.00</td>
<td>0.83</td>
<td>Agree</td>
</tr>
<tr>
<td>26</td>
<td>My library collect printing and scanning service charges from the users</td>
<td>2.55</td>
<td>0.97</td>
<td>Agree</td>
</tr>
</tbody>
</table>
27. My library collects membership fee from the users 2.35 0.99 Disagree
28. My library collects annual subscription charges 2.31 0.90 Disagree
29. My library collect temporary membership charges 1.57 0.80 Disagree
30. My library collect internet charges 2.10 0.93 Disagree
31. My library collect final year students’ clearance charges 2.50 0.77 Agree

**Grand Mean** 2.37 Disagree

Data in table 2 show that out of the 11 pricing marketing strategy listed, respondents agree that items 23, 24, 25, 26 and 31 are applied to library and information services with mean ratings ranging from 2.50 to 3.10 while they disagree that the remaining six items (items 21, 22, 27, 28, 29 and 30) with mean scores ranging from 2.00 to 2.35 are applied to library and information services. The grand mean of 2.37 means that librarians and library officers disagree that pricing marketing strategy are applied to library and information services in public university libraries in South-East, Nigeria. The standard deviations for all the items are within the same range which shows that the respondents are homogeneous in their opinions.

**Hypothesis 1**

Federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the application of product marketing strategy to library and information services.

**Table 3: Summary of t-test analysis of mean ratings of federal and state public university libraries on application of product marketing strategy to library and information services**

<table>
<thead>
<tr>
<th>Ownership of university</th>
<th>N</th>
<th>X</th>
<th>SD</th>
<th>df</th>
<th>t-value</th>
<th>P-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>133</td>
<td>3.29</td>
<td>0.82</td>
<td>191</td>
<td>2.95</td>
<td>0.04</td>
<td>Significant</td>
</tr>
<tr>
<td>State</td>
<td>60</td>
<td>3.07</td>
<td>0.93</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 3 shows that the t-value of 2.95 with p-value of 0.04 is less than the level of significance of 0.05 (0.04 < 0.05) at 191 degree of freedom. This means that federal and state public university libraries in South-East, Nigeria differ significantly in their mean ratings on the application of product marketing strategy to library and information services. Therefore, the null hypothesis was rejected.

**Hypothesis 2**

Federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the application of pricing product marketing strategy to library and information services.

**Table 4: Summary of t-test analysis of mean ratings of federal and state public university libraries on application of pricing marketing strategy to library and information services**

<table>
<thead>
<tr>
<th>Ownership of university</th>
<th>N</th>
<th>X</th>
<th>SD</th>
<th>df</th>
<th>t-value</th>
<th>P-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>133</td>
<td>2.56</td>
<td>0.76</td>
<td>191</td>
<td>1.84</td>
<td>0.12</td>
<td>Not Significant</td>
</tr>
<tr>
<td>State</td>
<td>60</td>
<td>2.30</td>
<td>0.74</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4 shows that the t-value of 1.84 with p-value of 0.12 is greater than the level of significance of 0.05 (0.12 > 0.05) at 191 degree of freedom. This means that federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the
application of pricing marketing strategy to library and information services. Therefore, the null hypothesis was accepted.

Discussion of Findings

Findings of the study showed that librarians and library officers agree that product marketing strategy is applied to library and information services in public university libraries in South-East, Nigeria. The study showed that items such as providing lending services to users, providing seating and study facilities to users, carrying out reference service functions to users among others are applied by librarians and library officers in public university libraries in South-East, Nigeria. The findings of this study agree with that of Kutu and Olabode (2018) which revealed that the academic libraries market their products and services such as lending of materials, user education, school services, and referral services. Kutu and Olabode posited that librarians highly apply product marketing strategy to library and information services.

The fact that librarians in both federal and state universities in the area of the study agree that they applied product marketing strategy to library and information services could be as a result of having undergone training and retraining programmes through conferences, workshops and seminars which have exposed them on how to apply product marketing strategy to library and information services. It could also be due to their aware of the benefits of applying product marketing strategy to library and information services. In agreement, Madhusudhan (2008) asserted that products is the most important factor in marketing, products which provide benefits for users and which answer users’ most important needs are the core business of the library and information service. Therefore, without products, no academic library has reason to exist, there is no task to perform; hence, product is the most important factor of marketing strategies. The findings in hypothesis one revealed that Federal and state public university libraries in South-East, Nigeria differ significantly in their mean ratings on the application of product marketing strategy to library and information services. The findings of this study disagree with that of Odine (2011) which revealed that public university libraries apply mainly product marketing services such as lending services, seating, inter-library loan and document delivery services for users, reprographic services and study facilities and reference services.

Findings of the study revealed that librarians and library officers disagree that they collect charges on space allocation, collect charges on supplies and services, collect annual subscription charges, collect temporary membership charges, collect membership fees from the users and collect internet charges. However, library staff agree that they collect photocopying service charges from the users, issue membership ID card to users, place fine on overdue books, collect printing and scanning service charges as well as collect final year students’ clearance charges. The findings of this study concur with that of Bamigbola (2013) which revealed that all the library and information services are free except the use of facilities like e-classroom for seminar, loan of laptop, printing of documents, photocopying of documents and scanning of documents that are paid for. Bamigbola stated that though people feel it is repulsive to pay for library and information services, but in recent years there have been studies supporting, canvassing and embracing payment of small amount of money for library and information services. Similarly, Kumar (2013) posited that most public university libraries charge tokens for membership deposit, annual Subscription fee, duplicate borrowers ticket, /ID card, overdue charges, photocopying charge, printout charges, and Internet charges.

The fact that library staff agree that they charge fixed price for some library products and services could be to cover expenses that relate to the library’s total operations, or to acquire new library equipment and maintain existing ones considering dwindling government funding to public university libraries in Nigeria. This assertion was confirmed by Nazifa (2019) who noted that the
The essence of university library is to meet the information needs of students, lecturers and other non-teaching staff for free, however, in the course of providing these library and information services, university libraries charge small fixed amount of money to cover their operational costs. Additionally, Goodluck, Oyeronke, Ilogho, Asaolu and Michael-Onuoha (2016) reported that users especially at the university level view the library as an agency which offer library and information services free of charge. The findings of the study also revealed that federal and state public university libraries in South-East, Nigeria do not differ significantly in their mean ratings on the application of pricing marketing strategy to library and information services. This finding could be as a result of the fact that both federal and state public university libraries charge some small price to cover operational cost. In agreement, Nwegbu (2010) revealed that public universities in south-east Nigeria charge fixed price to cover overall operational cost.

Conclusion

The findings of the study disclosed that librarians and library officers applied majority of the items listed under product marketing strategy. However, there are still some items on these strategies which the respondents disagree that they are applying. Similarly, respondents disagreed that they applied majority of the items listed on pricing marketing strategy to library and information services. Based on these findings, the researcher concludes that a lot still need to be done by librarians and library officers to increase the application of product and pricing marketing strategies to library and information services in order to attract and retain users.

Recommendations

Based on the finding of the study, the following recommendations are made:

1. Library management in public universities should expose librarians and library officers to marketing library services through regular trainings, conferences, seminars, workshop and symposiums. This will enable them to up-date their skills in the application of product and pricing marketing strategies to library and information services.

2. Government at federal and state levels should provide library resources that are needed for effective marketing of library and information services in public universities.

3. Marketing courses should be introduced in university education library’s curriculum and should be made compulsory for library students. This will expose them to effective application of product and pricing strategies to library and information services when employed after graduation.

References


Nazifa, B. Y. (2019). Marketing strategies used for promotion of library information services in Kaduna State Public Library, Nigeria. (Published masters degree thesis), School of Education, Kenyatta University.


