

Perception of and Attitude to Marketing of Library and Information Products and Services by Librarians in Public University Libraries in Bayelsa and Rivers States of Nigeria

Jerry Eyerinmene Friday¹ and Vera Zaccheaus Godfrey²

¹Librarian, University Library, Federal University Otuoke, Bayelsa State, Nigeria

²Librarian, University Library, Niger Delta University, Bayelsa State, Nigeria

E-mail: fridayje@fuotuoke.edu.ng, veragodsfrey7@gmail.com

(Received 7 February 2023; Revised 10 March 2023; Accepted 20 March 2023; Available online 25 March 2023)

Abstract-The study investigated perception of and attitude to marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria. The study adopted descriptive survey research design. The population of the study comprised eighty-one (81) librarians. However, sixty-nine librarians participated in the study. Survey Monkey was used for data collection. Eighty-one soft copies of the questionnaire were distributed to the librarians via their email addresses. Sixty-nine questionnaires were properly completed by the librarians and returned, resulting in a response rate of 85.19%. The data collected were transferred into Google sheets and analyzed by means of weighted mean and standard deviation. The findings revealed that the extent to which the librarians marketed library and information products and services was low; the librarians had widely-varied positive perceptions about marketing of library and information products and services, while the librarians' displayed virtually same negative attitude towards marketing of library and information products and services. The study concluded that a large number of librarians in public university libraries in Bayelsa and Rivers States of Nigeria attach importance to marketing of library and information products and services, yet many librarians have unfavorable approach to it. The study recommended that the librarians should utilize social media and promotional strategies to market library and information products and services in university libraries. It also suggested that the librarians should cultivate a favourable attitude towards the process.

Keywords: Perception, Attitude, Marketing, Library Products and Services, Librarians, University Libraries, Bayelsa State, Rivers State, Nigeria

I. INTRODUCTION

A university can be defined as the most advanced level of tertiary institution of learning which is involved in teaching, learning and research. A university library is a library established as a department or section of a university, which engages in the selection, acquisition, processing of information resources and dissemination of information to enable students, lecturers and researchers meet their information needs for teaching, learning and research. In recent times, the image and patronage of libraries, including university libraries, tend to be on the wane. This is as a result of some challenges or forces which tend to frustrate

or undermine their operations. Such challenges have been identified to include a growing user population, information explosion, complexity in information needs, increasing prices of information resources, mounting competition from allied information service providers, rising library costs, declining budgets and its competing needs from various library departments, networking challenges, widely-available information services and sources, the mismatch between library founding missions and marketplace demands, increasingly-competitive employment and fund-raising initiatives, change in user's mode of satisfaction, emerging new technologies and services (Chegwe & Anaehobi, 2015; Gupta, 2003; Jestin & Parameswari, 2005; Madhusudhan, 2008). These challenges or forces tend to gather momentum and seem to persist. As a result, libraries, including university libraries, appear to lose their relevance and consequently, find it difficult to attract their patrons to use their information products and services as expected. To restore and maintain their relevance and draw the attention of their patrons to use their products and services adequately, university libraries have devised a number of strategies, one of which is marketing of their information products and services.

Marketing of library and information products and services, in the context of this study, can be viewed as an attempt made by libraries to inform the public about what information products and services are available in their collections, where and when they are available and what benefits the public stand to gain from using those products and services. Marketing has been seen as a human activity that is designed to meet the demands of library patrons by means of exchange (Igbeka, 2008). It has also been defined as the process of creating and spreading awareness about the existence of the library and its products and services, through the application of diverse tools and technologies with a view to attracting users to utilize its products and services. It involves going through the public to connect people and to keep them familiar with the products and services of the library (Alkindi & Al-Suqri, 2013). It has also been conceived as an attempt made to understand the aims of the library, needs of library target users through research and organizing the library and its services to meet

users' needs as well as promoting the library and its resources and services to draw the attention of target clients (Aderibigbe & Farouk, 2017). The concept of marketing of library and information products and services began as an idea before it was practiced by libraries. Like every other organizational activity, marketing of library and information products and services has its origin. It has been observed that the idea of marketing library and information products and services is very new (Mugdha, et al., 2016), emerging in the 1960s and early 1970s, during which there was an upsurge in researching patrons' information needs (Arumuru, 2015).

Like every idea that germinates in the human mind and finally takes a physical form, the idea of marketing of library and information products and services has been put to practice by libraries across the world. The impetus to put the idea to practice is probably drawn from the fact that libraries and information centers have started to recognize the importance of marketing of information products and services as an essential part of administration, especially as a means for enhancing user's satisfaction and promoting the use of library services by present and prospective clients (Jestin & Parameswari, 2005). Consequently, there has been a massive growing interest in marketing among nearly all types of libraries across the globe in the past twenty years (Gupta, 2003). Thus, librarians are involved in marketing various information products and services. The information products have been referred to sources of information and knowledge contents that are available in electronic forms such as CD- ROMs, interactive video, films, audio digital products, online publishing, public domain and commercial online databases available through internet and other databases available through various private network providers (Kumar, 2014).

In Nigerian university libraries, some of the information services mostly marketed include online services, photocopying services, lending services, seating and study facilities and reference services (Nwegbu, 2010; Odine, 2011). These information products and services have been marketed by libraries using different approaches including relationship marketing (Besant & Sharp, 2000), internal marketing (Dworkin, 2003), image building (Peggy & Morgan, 2000) and customer loyalty (Gupta, 2003). Marketing of library and information products and services is executed by human beings in libraries. It is typical of humans to view what they do in a particular way and approach it with a certain attitude. This is also characteristic of marketing of library and information products and services. In order words, librarians tend to have a certain perception of and/ or attitude towards marketing of library and information products and services.

Perception can be defined as a value-based judgement someone puts on an activity, action, individual, place or an object. Gray (2004) sees perception as either recognition, organization and meaningful interpretation of sensory stimuli or a tool used to understand and make sense out of

the countless sensation that is continually experienced. Perception involves both the recognition of environmental stimuli and actions in response to these stimuli (Fasae & Adekoya, 2021). Librarians' perception of marketing library and information products and services could also determine their willingness or reluctance to engage in it. Thus, it has been affirmed that perception is a requirement that helps an individual adopt marketing in libraries unless an individual employs it unawares (Chegwe & Anaehobi, 2015). This suggests that librarians' perception of marketing of library and information products and services could translate into certain attitude towards the process.

Attitude could be viewed as behavior expressed or displayed by an individual, showing his or her hate or love for a being, an object or an activity. Consequently, a librarians' attitude can facilitate or frustrate marketing of library and information products and services in university libraries. In this regard, Chegwe and Anaehobi (2015) observe that attitude among academic librarians is likely to affect marketing of library services.

II. STATEMENT OF THE PROBLEM

In the current knowledge economy, there has been a growing trend in library practice whereby university libraries create awareness about their information resources and services with a view to increasing users' patronage of those products and services, attracting prospective patrons, keeping existing clients and improving the public image of the university libraries. This is referred to as marketing of library and information products and services. Through preliminary investigation, the researchers discovered that librarians in the public university libraries in Bayelsa and Delta States of Nigeria are engaged in marketing the information products and services of their libraries by means of user education or library orientation, library tours, book fares and exhibitions, printing of flyers, pamphlets or library use guide, labeling of directional guides, etc. As part of the marketing process, some librarians are also experimenting with social media platforms such as whatsapp, facebook, etc. Although marketing of library and information products and services is an emerging practice in these libraries, it tends to be gaining ground.

Despite this, the researchers observe that some librarians in the libraries seem glued to their routine duties and appear not to create room for marketing of their library and information products and services. The related previous studies available have only concentrated on academic librarians' perception of and attitude to marketing of library and information products and services in Delta, Bauchi and North-Central States of Nigeria (Akpena, 2019; Akporhonor, 2020; Chegwe & Anaehobi, 2015; Hamza & Makama, 2021). No study, to the best of knowledge of the researchers, has delved into academic librarians' perception of and attitude to marketing of library and information products and services in Bayelsa and Rivers States of Nigeria. If a study is not conducted to understand and

correct their perceptions and attitude, academic libraries in Bayelsa and Rivers States of Nigeria may become redundant and irrelevant, considering the upsurge of competing information service providers on campus and off campus and the proliferation of information on the internet. By extension, most students and lecturers in the libraries may stop patronizing information products and services provided in the university libraries. With this, their purpose of supporting the cause of teaching, learning and research in the universities will be defeated. The study, therefore, investigated the perception of and attitude to marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria.

III. RESEARCH QUESTIONS

The following research questions were formulated to guide the study:

1. What is the extent of marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?
2. What is the perception of marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?
3. What is the attitude to marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?

IV. HYPOTHESES

The following hypotheses, which were tested at 0.05 levels of significance, were formulated to guide the study:

HO₁: There is no statistically-significant difference in the mean ratings of the perceptions of librarians in federal and state university libraries of marketing of library and information products and services.

HO₂: There is no statistically-significant difference in the mean ratings of the attitude of librarians in federal and state university libraries to marketing of library and information products and services.

V. LITERATURE REVIEW

The review of literature relevant to the topic of this study was arranged under the following sub-headings: extent of marketing of library and information products and services by librarians in university libraries; perception of marketing of library and information products and services by librarians in university libraries and attitude to marketing of library and information products and services by librarians in university libraries.

A. Extent of Marketing of Library and Information Products and Services by Librarians in University Libraries

Like every other human activity, librarians in university libraries can go to any extent in marketing library and information products and services rendered. This extent can vary from library to library and from librarian to librarian. Expert observation tends to indicate more that the extent of marketing of library and information products and services in academic libraries is generally low. Martey (2000) observes that there are numerous providers of information as a marketable commodity in the information industry in Ghana. However, in a review article, Ubogu (2021) notes that marketing is generally low on the list of preference of libraries. Ubogu further remarks that librarians exhibit enthusiasm in spending much money on acquiring library resources, but only a few librarians educate people on the need to make use of those resources. In the same vein, Okon and Umoh (2014) observe that the level of marketing of library and information services in Nigerian university libraries has been very low. The above observations are not far removed from what the results of empirical studies suggest. From a study that examined Marketing of Academic Library Services for Effective Service Delivery in Delta State University Library, Nigeria, using a sample consisting of professional staff, para-professional staff and non-professional/supportive staff, Arumuru (2015) reveals that the university library is still at the initiation stage of marketing its information services.

B. Perception of Marketing of Library and Information Products and Services by Librarians in University Libraries

Different librarians perceive marketing of library and information products and services in different ways. Some view it in terms of its potentials. For instance, Gupta (2003) acknowledges that over the years, events have shown that marketing is necessary for continual existence of libraries, even though librarians hardly recognize it. Onwubiko and Onu (2002) believe that marketing library services in academic libraries can greatly help libraries reach prospective patrons who need library services but are reluctant to solicit library assistance and thus, remain unsatisfied.

Other librarians perceive that library products and services can be marketed. In connection with this, there has been the contention that academic libraries have many services and products that can be marketed, noting that what is required of every library is to identify the respective service needs of users at a given time and how to market the service and meet the demand (Sharma & Bhardwaj, 2009). Similarly, findings from a study by Chegwe and Anaehobi (2015) show that academic librarians in Delta state, Nigeria, admit that library services are marketable to library users. With respect to what constitute marketable library resources and services, Sharma and Bhardwaj (2009) point out that library's collections or products, services, personnel and mission statement are marketable to library clients. On a

clearer note, Martney (2009) opines that marketable library resources include books, periodicals, videos and films, while the marketable services are circulation, inter-library loan and document delivery, online searches, reference services and contracted services from other providers and bibliographic instructions provided by library personnel.

Some librarians also view marketing in terms of profit-making organizations. In this regard, Okogwu (2006) remarks that numerous librarians see marketing either in terms of profit intentions or in terms of trading on physical goods. Consequently, Olorunfemi and Ipadeola (2018) observe that many librarians feel that marketing is somehow inappropriate for a public service institution such as library and see no need for such practice in a non-profit organization like library. They further note that most library management view that it is only applicable to profit-making organizations and not applicable to libraries (Olorunfemi & Ipadeola, 2018). Similarly, Gupta (2003) notes that many librarians associate marketing with profit and think that libraries are not meant for profit-making. Gupta attributes this line of reasoning to their experience of not being taught marketing in their Library and Information Science programme. He concludes that this results in their impression that marketing has no relationship with library management. As a result, many librarians, according to him, have reservations about marketing and hold the opinion that it is a practice that belongs to other professions or disciplines. In the same vein, Arumuru (2015) states that librarians always see marketing as a set of techniques and strategies that pertains to administrators outside the library profession. Jestin and Parameswari (2005) state that some information service managers feel that marketing is dangerous to the nature of their activities. Consequently, the perception of the library as a social and non-profit service provider has greatly undermined the ability of library administrators to identify, develop and exploit alternative sources of revenue (Uzoigwe, 2004).

On the contrary, some librarians opine that marketing of library and information products and services is useful to libraries. For example, Estall and Stephens' (2011) study reveals that academic librarians in universities in the United Kingdom see marketing of academic library services as immensely vital. In a subsequent research, Pathak and Jain (2013) show that Indian librarians perceive marketing as important to libraries. Findings from a study by Chegwe and Anaehobi (2015) reveal that academic librarians in higher institutions in Delta State, Nigeria, have a high perception of marketing library services. In a recent study, Akpkorohnor (2020) reveals that librarians in colleges of education libraries in South-South Nigeria have positive perception about marketing of library services. Similarly, result from a more recent research by Hamza and Makama (2021) indicates that 93% of library staff at Abubakar Tafawa Balewa University Library, Bauchi State, Nigeria, have very positive perceptions about marketing library services. However, Alemna (2001) remarks that many librarians narrowly think library resources and services are

so important that that they do not need to make extra effort to get patrons to use them. Alemna concludes that it is wrong for these librarians to judge clients' satisfaction on the basis of their use of the library.

C. Attitude to Marketing of Library and Information Products and Services by Librarians in University Libraries

A number of observations and empirical studies have revealed librarians' attitude to marketing of library and information products and services. Some of these observations and findings indicate a positive attitude. For example, Gupta (2003) observes that the idea of marketing of library and information products and services has increasingly captivated the attention of all kinds of libraries around the world in the past two decades. In the same vein, Dongardive (2013) notes that, in the past few decades, the level of interest libraries have shown in marketing their products and services can be compared to that obtainable in others sectors such as transportation, education, banking, health, insurance, etc. A critical review of literature suggests that more empirical findings indicate a favourable attitude to marketing of library and information products and services among librarians in academic libraries. Kanaujia's (2004) study shows that Indian librarians have a positive attitude towards marketing of library and information products and services. Pathak and Jain (2013) reveal that, generally, Indian library professionals with 6-10 years of experience have more positive attitude towards marketing library services. Findings from a study by Chegwe and Anaehobi (2015) indicate that academic librarians in higher institutions in Delta State, Nigeria, have a positive attitude towards marketing of library services. Findings further reveal that these librarians are not afraid of commercial publicity, are not poor at communicating what they do, are not confused about marketing concepts or feel awkward about marketing. A subsequent research by Akpena (2019) reveals that most librarians in university libraries in North-Central Nigeria have positive attitude towards marketing of information resources and services. However, findings from a study by Akphorohnor (2020) suggest that academic librarians in colleges of education in South-South Nigeria have negative attitude towards marketing of library services.

VI. METHODOLOGY

The study adopted descriptive survey research design. The population of the study comprised all the eighty-one (81) librarians in seven public university libraries in Bayelsa and Rivers States of Nigeria. However, sixty-nine librarians participated in the study. The instrument for data collection was the Survey Monkey version of an online questionnaire. The instrument was titled "Librarians' Perception and Attitude to Marketing Questionnaire (LPAMQ)". The questionnaire consisted of two parts: Part A and B. Part A elicited information on the background of the respondents while Part B had three sections with Section A dealing with "Librarians' Extent of Marketing of Library and Information Products and Services", Section B with

“Librarians’ Perception of Marketing of Library and Information Products and Services”, while Section C covered “Librarians’ Attitude to Marketing of Library and Information Products and Services”. The instrument adopted a four-point response category of “Very Great Extent (4)”, “Great Extent (3)”, “Low Extent (2)” and “Very Low Extent (1)” for Section A, while a four-point Likert-type response category of “Strongly Agree (4)”, “Agree (3)”, “Disagree (2)” and “Strongly Disagree (1)” was adopted for Sections B and C.

The instrument was validated by two experts in the Department of Library and Information Science in Niger Delta University, Bayelsa State, Nigeria. Reliability test was not conducted on the instrument based on the strength of the assertion of Nworgu (2015) that once a test is valid, it tends to be reliable. The researcher distributed eighty-one soft copies of the draft of the validated questionnaire to the librarians via their email addresses. The respondents were re-directed to web links through which they had access to the questionnaire and filled in the questionnaires. This was facilitated by a series of reminder calls and emails made and sent to the respondents. Sixty-nine questionnaires were properly completed by the librarians and returned, producing a response rate of 85.19%. A period of two months was used for data collection. The data collected were transferred into Google sheets and analyzed using weighted mean and standard deviation.

To interpret “Librarians’ Extent of Marketing of Library and Information Products and Services”, response categories of “Very Great Extent (4)”, “Great Extent (3)”, “Low Extent (2)” and “Very Low Extent (1)” were equated to the real limits of “3.50-4.49”, 2.50-3.49, 1.50-2.49 and “0.50-1.49” respectively. Questionnaire items whose means fell into the four limits of “3.50-4.49”, 2.50-3.49, 1.50-2.49 and “0.50-1.49” were interpreted as “Very Great Extent”, “Great Extent”, “Low Extent” and “Very Low Extent”

respectively. The same rule was applied in interpreting the grand mean in this section. To interpret “Librarians’ Perception of Marketing of Library and Information Products and Services”, an item with a mean equal to 2.50 and above was regarded as “Agreed” and viewed as “Positive Perception”, while an item with a mean less than 2.50 was regarded as “Disagreed” and viewed as “Negative Perception”. The same rule was applied in interpreting the grand mean in this section. Lastly, to interpret “Librarians’ Attitude to Marketing of Library and Information Products and Services”, an item with a mean equal to 2.50 and above was considered as “Agreed” and viewed as “Positive Attitude” while an item with a mean less than 2.50 was interpreted as “Disagreed” and viewed as “Negative Attitude”. The grand mean in this section was also interpreted using the same rule.

The hypotheses formulated for the study were tested with Z-Test Statistic. According to Onyeizugbe (2013), the Z-test is used when each sample size in a study is equal to or greater than thirty (30). The decision rule for the acceptance or rejection of the hypotheses formulated to guide the study stipulated that if the Z-calculated value was less than the Z-critical value, which was -1.96 or 1.96, then, the null hypothesis was to be accepted. On the other hand, if the Z-calculated value was greater than or equal to the Z-critical value, -1.96 or 1.96, the null hypothesis was to be rejected.

VII. RESULTS OF THE STUDY

This section presents the results of data analysis in tables in line with the research questions and hypotheses earlier formulated to guide the study.

Research Question 1: What is the extent of marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?

TABLE I MEAN RATINGS OF RESPONSES ON THE EXTENT OF MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES BY LIBRARIANS IN PUBLIC UNIVERSITY LIBRARIES IN BAYELSA AND RIVERS STATES OF NIGERIA

| Sl. No. | Rate the extent to which you execute the following? | \bar{X} | SD | Remarks |
|---------|--|-----------|------|------------|
| 1 | Marketing all types of your library products and services | 2.43 | 0.99 | Low Extent |
| 2 | Using all social media in marketing your library products and services | 2.33 | 0.56 | Low Extent |
| 3 | Employing both physical and electronic means of marketing your library products and services | 2.35 | 0.71 | Low Extent |
| 4 | Marketing your library products and services both in office and outside it | 2.30 | 0.81 | Low Extent |
| 5 | Marketing your library products and services every time and everywhere | 2.41 | 0.12 | Low Extent |
| 6 | Training agents to help you reach out to a larger group of clients | 2.14 | 0.31 | Low Extent |
| 7 | Adopting promotional strategy | 2.41 | 0.65 | Low Extent |
| | Grand Mean and Standard Deviation | 2.34 | 0.71 | Low Extent |

Key: \bar{X} =Mean, SD=Standard Deviation

Table I shows the extent to which the librarians market library and information products and services is generally low. The library and information products and services have

only enjoyed little coverage in terms of marketing; the process has negligibly pushed back the frontiers of space and time and promotion and agency marketing are still at

infancy. Statistically, the table reveals that the grand mean is 2.34. This figure falls into the range of 1.50-2.49, which was earlier interpreted as “Low Extent”.

Research Question 2: What is the perception of marketing of library and information services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?

TABLE II MEAN RATINGS OF RESPONSES ON THE PERCEPTION OF MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES BY LIBRARIANS IN PUBLIC UNIVERSITY LIBRARIES IN BAYELSA AND RIVERS STATES OF NIGERIA

| Sl. No. | Librarians’ Perception of Marketing of Library and Information Products and Services | \bar{X} | SD | Remarks |
|---------|--|-----------|------|----------------------|
| 1 | Marketing is important to providing library products and services | 2.87 | 1.09 | Agreed (Positive) |
| 2 | Marketing adds no value to library products and services | 2.34 | 0.98 | Disagreed (Negative) |
| 3 | Library products and services are not marketable | 2.32 | 1.03 | Disagreed (Negative) |
| 4 | Library products and services are marketable | 2.97 | 1.11 | Agreed (Positive) |
| 5 | I do not have to market my library products and services before clients use them | 2.71 | 0.35 | Agreed (Positive) |
| 6 | Marketing is meant for profit-oriented organizations | 2.45 | 1.06 | Disagreed (Negative) |
| | Grand Mean and Standard Deviation | 2.62 | 0.94 | Agreed (Positive) |

Key: \bar{X} =Mean, SD=Standard Deviation

Table II reveals that more of the librarians’ responses on their perception of marketing of library and information products and services are remarked or indicated as “positive”. It suggests that a greater number of the librarians have a good impression about the activity. Thus, librarians in public university libraries in Bayelsa and Rivers States of Nigeria have a positive perception of marketing of library and information products and services. Statistically, the

grand mean is 2.62. This figure is greater than 2.50, which was earlier interpreted as positive perception.

Hypothesis One (HO₁): There is no statistically-significant difference in the mean ratings of the perceptions of librarians in federal and state university libraries about marketing of library and information products and services. Hypothesis 1 was tested using Z-test statistic and the result was presented in table III.

TABLE III SUMMARY OF Z-TEST TABLE FOR THE SIGNIFICANT DIFFERENCE IN THE MEAN RATINGS OF THE PERCEPTIONS OF LIBRARIANS IN FEDERAL AND STATE UNIVERSITY LIBRARIES ABOUT MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES

| Variables | \bar{X} | SD | N | Sig | DF | Z- cal | Z-crit | Remark |
|--------------------|-----------|-------|----|------|----|--------|--------|--------|
| State Librarians | 29.4 | 2.93. | 44 | 0.05 | 67 | 3.26 | 1.96 | S. |
| Federal Librarians | 27.1 | 2.75 | 25 | | | | | |

Table III reveals that the Z-calculated, 3.26, is greater than the Z-critical, 1.96. Therefore, there is a significant difference in the mean ratings of the perceptions of librarians in state and federal university libraries about marketing of library and information products and services. In other words, librarians in both tiers of government-owned

university libraries see marketing of library and information products and services from diverse perspectives.

Research 3: What is the attitude to marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria?

TABLE IV MEAN RATINGS OF RESPONSES ON THE ATTITUDE TO MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES BY LIBRARIANS IN PUBLIC UNIVERSITY LIBRARIES IN BAYELSA AND RIVERS STATES OF NIGERIA

| Sl. No. | Librarians’ Attitude to Marketing of L and I Products and Services | \bar{X} | SD | Remarks |
|---------|--|-----------|------|----------------------|
| 1 | I am always excited at the idea of marketing my library products and services | 2.46 | 0.87 | Disagreed (Negative) |
| 2 | I feel indifferent about the idea of marketing my library products and services | 2.57 | 0.75 | Agreed (Positive) |
| 3 | I always like to play an active role in marketing my library products and services | 2.44 | 1.03 | Disagreed (Negative) |
| 4 | I like to market my library products and services anytime and anywhere I have opportunity to do it | 2.34 | 0.47 | Agreed (Negative) |
| 5 | I put all my being into marketing my library products and services | 2.43 | 0.67 | Agreed (Positive) |
| 6 | I learn how to use electronic/social media to improve my library marketing activities | 2.30 | 0.14 | Disagreed (Negative) |
| | Grand Mean and Standard Deviation | 2.42 | 0.66 | Disagreed (Negative) |

Key: \bar{X} =Mean; SD=Standard Deviation; L and I=Library and Information

Table IV reveals that more of the responses on the attitude of the librarians to marketing of library and information products and services are remarked or labeled as “negative”. In other words, a better part of the librarians display a negative attitude to marketing of library and information products and services. Statistically, the grand mean is 2.42. This figure is less than 2.50. A mean less than 2.50 was earlier interpreted as a “negative attitude”.

TABLE V SUMMARY OF Z-TEST TABLE FOR THE SIGNIFICANT DIFFERENCE IN THE MEAN RATINGS OF THE ATTITUDE OF LIBRARIANS IN STATE AND FEDERAL UNIVERSITY LIBRARIES TOWARDS MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES

| Variables | \bar{X} | SD | N | Sig | DF | Z-cal | Z-crit | Remark |
|--------------------|-----------|------|----|------|----|-------|--------|--------|
| State Librarians | 21.5 | 3.58 | 44 | 0.05 | 67 | 0.24 | 1.96 | N.S. |
| Federal Librarians | 21.3 | 2.99 | 25 | | | | | |

Table V reveals that the Z-calculated, 0.24, is less than the Z-critical, 1.96. Therefore, there is no significant difference in the mean ratings of the attitude of librarians in federal and state university libraries towards marketing of library and information products and services. To put it simply, the librarians tend to display almost the same attitude to marketing of library and information products and services.

VIII. FINDINGS AND DISCUSSION

One of the findings of the study indicates that the extent to which librarians in public university libraries in Bayelsa and Rivers States of Nigeria market library and information products and services is low. The result agrees with the finding of Okon and Umoh (2014) which shows that marketing of library and information services in Nigerian university libraries has been at very low ebb. It is also in consonance with the offshoot of the research by Arumuru (2015) which reveals that the Delta State University Library, Abraka, Nigeria, is still at the initiation stage of marketing its information services. It is also in line with Ubogu (2021) who notes that libraries attach little importance to marketing of their products and services among the activities they are engaged in. However, the finding disagrees with Martey (2000) who acknowledges the rush of individuals into the business of selling information as a good in Ghana. The current finding may be attributed to the fact that many librarians in the above university libraries tend to view library services as non-profit oriented services and as such, do not feel obliged to engage in extensive marketing of library and information services in the university libraries.

Another outcome of the study shows that the librarians perceive marketing of library and information products and services positively. The finding is in agreement with that of the study by Pathak and Jain (2013) which reveals that Indian librarians generally see marketing as important to libraries. It is also in line with Chegwe and Anachobi’s (2015) findings which reveal that academic librarians in higher institutions in Delta State of Nigeria have a high perception of marketing library services. Moreso, the result

Hypothesis Two (HO₂): There is no statistically-significant difference in the mean ratings of the attitude of librarians in federal and state university libraries towards marketing of library and information products and services. Hypothesis 2 was tested using Z test statistic and the result was presented in table V.

agrees with that of a study by Hamza and Makama (2021) which indicates that the majority of library personnel at Abubakar Tafawa Balewa University Library, Bauchi State, Nigeria, have very positive perceptions about marketing library services. Furthermore, it is in consonance with Akpkorohnor’s (2020) finding which shows that librarians in colleges of education libraries in South-South Nigeria have positive perception about marketing of library services. On the contrary, the result varies from observations which claim that marketing is an inappropriate and extraneous function of the library (Arumuru, 2015; Gupta, 2003, Olorunfemi & Ipadeola, 2018). The current result could be associated with the fact that many of these librarians are witnesses to the low patronage of university library services, and probably see marketing as an essential tool to draw the attention of patrons to make effective and regular use of the university library products and services.

Factors such as the seeming awareness of the rising competition from allied information providers such as computer business centres or cybercafes, mass communication professionals, publishers, book vendors, etc; declining budget cuts in university annual allocations from government; the proliferation of electronic information resources which increasingly diverts the attention of students and lecturers from patronising university library information resources and services, etc. could have caused the librarians to see a reason for marketing of library products and services and consequently, develop a positive perception of the activity.

While the librarians’ perception of marketing of library and information products and services is positive, they, however, view it much differently, etc. The diverse backgrounds of the librarians, whereby some librarians were exposed to Marketing of Information Services as a course in their Library and Information Science programme, while others were not opportune to do such a course; the in-born marketing drive which is typical of some entrepreneurial librarians as against the non-marketing spirit of other librarians, the seeming gulf in the introvertism and extrovertism evident in the lifestyles of librarians, lack of

awareness of infopreneurship as a viable vocation for librarians among most librarians, etc, may explain the diversity in the librarians' perception of marketing of library products and services.

Finally, the result of the research suggests that the librarians' attitude to marketing of library and information products and services is negative. This agrees with the outcome of the study by Akpkorohnor (2020) which reveals that academic librarians in colleges of education in South-South Nigeria have negative attitude towards marketing of library services. However, it disagrees with Dongardive (2013) who observes that interest in marketing in libraries has greatly increased over the past few decades. The outcome also disagrees with that of a research by Kanaujia (2004) which indicates that Indian librarians have a positive attitude towards marketing of library and information products and services. It is also inconsistent with the observation by Gupta (2003) that all types of libraries across the world have been displaying growing interest in marketing of library and information products and services in the past two decades. Furthermore, it contradicts the result of Chegwe and Anaehobi's (2015) study which shows that academic librarians in higher institutions in Delta State of Nigera have a positive attitude towards marketing of library services.

It is also at variance with the fall-out of the study by Akpena (2019) which reveals that most librarians in university libraries in North-Central Nigeria have positive attitude towards marketing of information resources and services. This finding may be due to the fact that many librarians in the public university libraries have lived an inert approach to providing library products and services to their clients, not knowing that they are required to be proactive in their approach. Moreso, they find it almost impossible to drop the idea that the library is not designed to make profit. Consequently, many librarians jettison the idea of marketing library and information products and services and rather behave like robots in the library. Such behaviour is displayed in the form of avoiding and reluctantly playing the role of providing user education to patrons, avoiding direct reference services, current awareness services, selective dissemination of information, shying away from communication with library users and avoiding the use of social media in rendering library services, etc.

Despite the fact that the librarians' attitude to marketing of library and information products and services is negative, there is no significant difference in their attitude. This may be attributed to the general view by librarians that it is not necessary for libraries to engage in marketing of library and information products and services. A better part of the librarians tend to be reluctant to engage in it, and rather, prefer to be committed to their routine functions in the university libraries, feeling that library clients will always patronize the library products and services without any marketing effort on their part.. The few who are eager about the activity have been experimenting with the use of social

media and other related technological devices in marketing library products and services. The greater number of librarians who show no enthusiasm about marketing of library products and services probably explains why there is no significant variation in the attitude of the librarians towards the activity.

IX. RECOMMENDATIONS

In the light of the findings of the study, it was recommended that:

1. Social media and promotional strategies should be employed by the librarians to increase the extent to which they market library and information products and services in university libraries.
2. Librarians should develop a positive attitude to marketing their library and information products and services as the right attitude would help them market such products and services effectively.

X. CONCLUSION

The study examined the perception of and attitude to marketing of library and information products and services by librarians in public university libraries in Bayelsa and Rivers States of Nigeria. The study concluded that, while the librarians have positive but diverse perceptions of marketing of library and information products and services, they engage in it minimally. In contrast, the librarians have almost the same negative attitude to marketing of library and information products and services. Despite the fact that the majority of the librarians believe that the activity is central to provision of library and information products and services, they generally have unfavourable attitude towards it. This is in striking contrast to the global trend whereby librarians display a positive attitude towards marketing of library and information products and services. The trend in obtainable in African countries like Ghana where a growing number of information professionals are involved in marketing information as a commodity. In countries in other continents such India in Asia, librarians attach not only importance to marketing of library and information products and services but also show positive attitude to it. Similar trend is observed in developed countries such as the United Kingdom, where the librarians in university libraries acknowledge the centrality of marketing of library and information products and services. In most of these countries, there seem to be a growing positive perception of and attitude to marketing of library and information products and services. Even the extent to which it is executed by librarians in university libraries in these developed countries appear to be high. This is usually evident in digital marketing of library and information products and services by many of the librarians in these countries. The practice in these countries often involves taking the library and information products and services to the patrons, rather than expecting the users to visit the physical university library. Consequently, these librarians are more willing to engage in proactive marketing of library

products and services by exploiting the potentials of information and technological media such as social media, blogs, library websites, etc in providing readers services such as current awareness services, direct reference services, selective dissemination of information, document delivery services, etc. In other words, librarians in university libraries in these countries often have unilateral positive perception of and attitude to marketing of library and information products and services.

REFERENCES

- [1] Aderibigbe, O. A. & Farouk, B. L. (2017). Challenges on marketing of information resources and services in federal university libraries in North-West zone of Nigeria. *International Journal of Academic Library and Information Science*, 5(3), 92-96.
- [2] Alkindi, S. S. & Al-Suqri, M. N. (2013). Social networking sites as marketing and outreach tools of library and information services. *Global Journal of Human Social Science*, 13(2), 1-14.
- [3] Akpena, J. E. (2019). *Attitudes of librarians toward marketing information resources and services in university libraries in North-Central Zone, Nigeria*. (Unpublished Ph.D. dissertation). Ahmadu Bello University. Retrieved from <https://www.semanticscholar.org/paper/attitudes-of-librarians-toward-marketing-resources-Akpena/05cd4be889e324895ea0b87e1822b59c09fa57a3>.
- [4] Akporhonor, B. A. (2020). Attitude and perception of librarians towards marketing of library services in colleges of education libraries in South-South Nigeria. *Library Philosophy and Practice*, 1. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1292>.
- [5] Alemna, A. A. (2001). User education in university academic libraries in Ghana. *Education Journal*, 33(1), 40-47.
- [6] Arumuru, I. (2015). Marketing of academic library services for effective service delivery in Delta State University Library. *Developing Country Studies*, 5(20), 43-47. Retrieved from <https://core.ac.uk/download/pdf/234682635.pdf>.
- [7] Besant, L. & Sharp, D. (2000). Upsize this down! Libraries need relationship marketing. *Information Outlook*, 4(3), 17-22. Retrieved from <https://eric.ed.gov/?id=EJ611624>.
- [8] Chegwe, A. O. & Anaehobi, S. E. (2015). Academic librarians' perception and attitude towards marketing of library services in Delta State, Nigeria. *Library Philosophy and Practice*, 1-20. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1282>.
- [9] Dongardive, P. (2013). Marketing library and information services. *International Journal of Science and Research*, 2(2), 227. Retrieved from <https://www.ijsr.net/archive/v2i11/MDIwMTM0NDg=.pdf>.
- [10] Dworkin, K. (2003). Internal marketing: Breaking the barriers. In Dinesh, K. G. and Ashok J. (Ed.s). *An integrated approach to services marketing: A book of readings for library and information service*, pp. 272-218. Allied.
- [11] Estall, C., & Stephens, D. (2011). A study of the variables influencing academic library staff's attitude towards marketing. *New Review of Academic Librarianship*, 17(2), 185-208. DOI: 10.1080/13614533.2011.610217.
- [12] Fasae, J. K., & Adekoya, C. O. (2021). Awareness and perception of the academic staff of private universities towards the use of institutional repositories in Nigeria. *Library Philosophy and Practice*, 6. Retrieved from <https://digitalcommons.unl.edu/libphilprac/6120>.
- [13] Gray, P. (2004). *Psychology*. (2nd Ed.). Worth Publisher.
- [14] Gupta, D. K. (2003). Marketing of library and information services: Building a new discipline for library and information science education in Asia. *Malaysian Journal of Library & Information Science*, 8 (2), 96-99. Retrieved from https://www.researchgate.net/publication/228582317_Marketing_of_library_and_information_services_Building_a_new_discipline_for_library_and_information_science_education_in_Asia.
- [15] Hamza, A. & Makama, A. M. (2021). Awareness and perception of librarians on marketing of library services in Abubakar Tafawa Balewa University Library, Bauchi. *African Scholars Journal of Contemporary Education Research*, 23(8), 139. Retrieved from https://www.africanscholarpublications.com/wp-content/uploads/2022/03/AJ CER_Vol23_No8_Dec2021-10.pdf.
- [16] Igbeka, J. U. (2008). *Entrepreneurship in library and information services*. Stirling-Horden Publishers.
- [17] Jestin, K. K. J., & Parameswari, B. (2005). Marketing of information products and services for libraries in India. *Library Philosophy and Practice*, 1. <https://digitalcommons.unl.edu/libphilprac/32/>.
- [18] Kanaujia, S. (2004). Marketing of information products and services in India research and development library and information centres. *Library Management*, 25 (8/9), 350-360. DOI: 10.1108/01435120410562844.
- [19] Kumar, A. (2014). Marketing of information products and services in Kurukshetra University library in the discipline of social Marketing science: A study. *IOSR Journal of Humanities and Social Science*, 1 (2), 72-85. DOI: 10.9790/0837-19217285.
- [20] Madhusadhan, H. (2008). Marketing of libraries and information services and products in university libraries: A case study of GOA University Library. *Library Philosophy and Practice*, 1. Retrieved from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1178&context=libphilprac>.
- [21] Martey, A. K. (2000). Marketing products and services of academic libraries in Ghana. *Libri*, 50, 261-268.
- [22] Martey, A. K. (2009). Marketing products and services in academic libraries in Ghana. *Libri*, 50, 261-268. DOI: 10.1515/LIBR.2000.261.
- [23] Mugdha, A. R., Swati, S. B. & Satish, S. M. (2016). *Marketing of library resources and services: New challenges and opportunities*. https://www.researchgate.net/publication/305619546_Marketing_of_Library_Resources_and_Services_New_Challenges_and_Opportunities.
- [24] Nwegbu, M. U. (2010). *Strategies for marketing library services in universities in South-East Nigeria*. (Unpublished Ph. D Dissertation). University of Nigeria Nsukka. Retrieved from <https://www.modishproject.com/strategies-for-marketing-library-services-in-universities-in-south-east-nigeria>.
- [25] Nworgu, B. G. (2015). *Educational research: Basic issues and methodology*. (3rd Ed.). University Trust Publisher
- [26] Odine, R. O. (2011). *Marketing library and information services in academic libraries in Niger State of Nigeria*. (Unpublished MLS Thesis). University Of Nigeria Nsukka. Retrieved from [http://www.unn.edu.ng/publications/files/images/Rita%20Project%20\(2\).pdf](http://www.unn.edu.ng/publications/files/images/Rita%20Project%20(2).pdf).
- [27] Okon, M. E. & Umoh, M. O. (2014). Marketing of information and library services in Nigerian university libraries: The way forward. *Information and Knowledge Management*, 4(6), 29-33.
- [28] Okogwu, F. (2006). Marketing: A challenge for librarians. *The Research Librarian*, 1 (1), 105-115.
- [29] Olorunfemi, M., & Ipadeola, D. A. (2018). Marketing library and information services in selected university libraries in South-West Nigeria. *Library Philosophy and Practice*, 2-6. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1975>.
- [30] Onwubiko, C. P. C., & Onu, B. C. (2002). Marketing library services in the 21st century Africa: A strategic framework for survival. In E. C. Madu & M. B. Dirisi (Eds.) *Information science technology for library schools in Africa*. Evi-Coleman.
- [31] Onyeizugbe, C. U. (2013). *Practical guide to research methodology in management*. Good Success Press.
- [32] Pathak, M., & Jain, A. (2013). Marketing of library and information services: A study of librarians' perception. *NACLIN*, 1-22.
- [33] Peggy, B. B. & Morgan, S. (2000). Creatively marketing the corporate library. *Marketing Library Services*, 14(4), 34. Retrieved from <https://www.infoday.com/mls/mar00/bridges&morgan.htm>.
- [34] Sharma, A. K., & Bhardwaj, S. (2009). *Marketing and promotion of library services*. Retrieved from http://crl.du.ac.in/ical09/paper/index_files/ical-79_73_172_2.RV.pdf.
- [35] Ubogu, J. O. (2021). E-marketing of library resources and services. *Library Progress*, 41(1), 135. DOI: 10.5958/2320-317X.2021.000167.
- [36] Uzoigwe, C. U. (2004). Information technologies in libraries: The Nigerian case. *Coal City Libraries*, 1 (1), 28-41.
- [37] Wu, J. (2012). *A case study of library professionals' attitude towards marketing electronic resources in Oslo and Akershus University College of Applied Science*. (Unpublished Master's thesis). Oslo and Akershus University College of Applied Science. Retrieved from <https://oda.oslomet.no/oda-xmlui/bitstream/handle/10642/1279/WuJing.pdf?sequence=2&isAllowed=y>.

APPENDIX: Distribution of Respondents of the Study

| Sl. No. | Names of Institutions | States Located in Nigeria | Number of Respondents |
|----------------|--|----------------------------------|------------------------------|
| 1 | Federal University Otuoke | Bayelsa State | 10 |
| 2 | Niger Delta University | Bayelsa State | 14 |
| 3 | University of Africa, Toru-Orua | Bayelsa State | 4 |
| 4 | Bayelsa Medical University | Bayelsa State | 3 |
| 5 | University of Portharcourt | Rivers State | 15 |
| 6 | Rivers State University | Rivers State | 13 |
| 7 | Ignatius Ajuru University of Education | Rivers State | 10 |
| | Total | | 69 |