LAFIA JOURNAL OF LIBRARY AND INFORMATION SCIENCE
Volume 4, Number 1, 2023.
Available online ***https://journals.fulafia.edu.ng/index.php/ljlis***
ISSN:Print - 2814-0702, Online - 2814-0710
LJLIS

LIBRARIANS' ATTITUDE TOWARDS MARKETING OF LIBRARY SERVICES AND RESOURCES IN DELTA AND EDO STATES

Ogbomo, M. O.
Delta State University, Abraka

Bello, A. O.
Federal University of Petroleum Resources, Effurun

Abstract
This study seeks to explore the perspective of librarians regarding the promotion of library services/ resources in the Nigerian states of Delta and Edo. The study's population consisted of 127 librarians in the universities of Delta and Edo States, Nigeria, including those working in Federal, State, and Private institutions. The method of total enumeration was employed as a result of the population's limited and controllable magnitude. The questionnaire data retrieved were analyzed using descriptive and inferential statistics (mean was placed at 2.50). The study's results indicate that the level of involvement of librarians in marketing services and resources in university libraries is limited. Additionally, librarians' attitude as regards marketing in university libraries located in Delta and Edo States is favorable. The study also identifies several challenges that hinder the effective marketing of services and resources by librarians in these libraries. These difficulties include the lack of a marketing policy, subpar internet capabilities, bandwidth problems, a lack of marketing strategy training, insufficient planning and implementation of marketing strategies, a lack of funding, and inadequate management support. The study's suggestions indicate that library management should create policies that place a high priority on promoting library services and resources through the usage of ICT infrastructure. In order to raise user knowledge of the availability of library services, librarians should also actively engage in forceful marketing and promotion of such resources. These actions are anticipated to improve patron perception and usage of library materials and services.
Keywords*: Librarians, Attitude, Marketing, Library Resources, Library Services*

Introduction
In contemporary times, libraries attached to academic institutions have

garnered widespread recognition as a fundamental component due to their supportive and supplementary functions. University libraries facilitate the institution's curriculum and advance the research initiatives of both staff and students, according to Adeniran (2011). These two responsibilities are interconnected. Kortext Marketing Team (2019) asserts that libraries serve a crucial function in augmenting the educational experience by furnishing students with the necessary resources and amenities to advance their learning. Libraries play a key function in delivering a distinctive university experience by furnishing both on-campus and online students with essential services that enhance their educational pursuits. Library services refer to the wide range of activities and other forms of support provided by information professionals to users, aimed at alleviating the challenges encountered by users in accessing information that aligns with their specific requirements. To meet its customers' varied information needs, university libraries offer services of different types.

Some of the offerings encompass reference, user education, current awareness, Selective Dissemination of Information (SDI), extension, indexing and abstracting, reprographics, information literacy, capacity training for users, orientation, charging and discharging, bibliography compilation, interlibrary loan, among other services. These services are made available to patrons in an effort to help them find content that satisfies their informational and educational needs. According to a recent publication from the Institute of Space Technology (2021), the services offered include circulation, reference, online book reservations, suggestions for library materials, current awareness, interlibrary loan, photocopying/printing, librarian assistance, orientation and information, selective information dissemination, audio-visual and multimedia services.

It is noteworthy that libraries procure a diverse array of materials to cater to the specific curriculum and information requirements of their users, including all members of the academic community (Mohammed, n.d.). Information resources are materials acquired to satisfy library visitors' informational needs. These resources could be offered in diverse formats. In general, university libraries purchase diverse informational resources, such as books, journals, reference materials, audio-visual materials, and materials in CD-ROM format, among others. With social media emergence, materials available in libraries have considerably increased. Universities' academic libraries are now purchasing electronic books, journals, periodicals, and other scholarly software. They are also subscribing to databases. Additionally, university libraries often acquire tools and materials to support independent learning in their designated maker spaces. To guarantee that their offerings and materials are always accessible to patrons,

academic libraries have put in place stringent security procedures. According to Nwachukwu, et al (2014), academic experts have frequently raised worry that the sheer existence of information resources and offerings does not guarantee their easy accessibility and usage. Lack of efficient user promotion of newly obtained materials might result in underuse of books and excessive shelf storage. To increase patronage in the present digital era, it is obvious that librarians must market their offerings and materials to consumers. To increase patronage of library offerings and materials, university libraries should launch advertising initiatives that can enhance patronage.

According to Lamb (2020) strategies for advertising libraries entails identifying the wants and needs of both current and potential clients, providing them with superior offerings, and evaluating their experiences in order to increase the effectiveness, efficacy, and allure of the marketing strategy. Effective library marketing is essential, as posited by Canzoneri (2015), to ensure that both present and potential users are informed. The purpose of library marketing is to guarantee that patrons are aware of the resources and offerings that are available to them, with the ultimate aim being to persuade them to visit and patronise the library. Various strategies are employed by university libraries to satisfy various marketing requirements. Several methods are utilized to reach users, including one-on-one communication, current awareness services, flyers and memos, phone calls, announcements of new arrivals, extension services, emails, posters, and discussing library services and resources during union meetings such as the Academic Staff Union and Student Union Government.

For librarians to effectively engage in marketing efforts within their universities, it is imperative that they possess a favorable disposition towards marketing. Popoola (2008) asserts that the attitude of librarians is a crucial factor that may impact the efficacy of library service marketing. It is noted that a significant number of librarians exhibit a pessimistic attitude towards library service marketing, which may have implications that may not be favourable. Popoola reiterated that the attitude of librarians encompasses their predisposition and emotions, partialities or predispositions, preconceived concepts, apprehensions, and beliefs regarding the promotion of library services. Hubona and Geitz (2007) claim that attitudes are a person's positive or negative emotional feelings toward carrying out a specific activity. Considering the aforementioned assertions, it is clear that attitude greatly affects the services and resources that university libraries provide. As a result, librarians must be open to marketing library resources if they want to increase user engagement with the library and guarantee the greatest use of its services and resources.

Statement of the Problem

The libraries of academic institutions are no longer the preferred information choice as users may obtain information via the internet and other means. Therefore, it is crucial that libraries implement marketing methods to raise awareness and grasp of the resources and offerings they provide. However, the researcher's initial analysis in Nigeria reveals that university library librarians lack a marketing perspective. This is clear from the inefficient way they promoted library offerings on social media, which led to poor usage of these resources at university libraries. The number of library visitors has decreased, especially in Delta and Edo States, which has led to a reduction in the usage of resources and services. The researcher is worried about this underutilization and questions whether it is a result of librarians' unfavourable attitudes about marketing library resources and services. Therefore, this study was carried out to address this worry and offer insights into the problem.

Objectives of the Study

The overarching aim of this research is to investigate the perspectives of librarians regarding the promotion of library services and resources within the regions of Delta and Edo. The specific objectives are as follows:

1. to find out the degree of participation of librarians in the promotion of resources and services within university libraries;
2. to analyze the perspectives of librarians regarding the marketing of resources and services in universities;
3. to identify the setbacks that impede the successful marketing of resources and services by librarians in university libraries.

Review of Related Literature

The review of literature for this study was done in accordance with the research questions that guided the investigation.

Librarians' Involvement in Marketing of Services and Resources in University Libraries

Effectively advertising libraries and information services in the current digital era needs a methodical strategy. Libraries and information centers devote time, money, and effort to creating and distributing information materials and offerings that cater to the requirements of its patrons. Information is seen as a crucial resource alongside the traditional resources of personnel, technology, money, materials, and time, according to Millie (2020). Effectively promoting

library resources and services is essential for libraries and librarians to meet the demands of today's digital landscape. This involves implementing strategies to meet the diverse needs of users and ensuring their satisfaction, thereby encouraging their ongoing engagement. Marketing libraries encompasses actively advocating for the significance and value of library materials and services to the public. Rather than passively waiting for users to seek out the library, it involves taking a proactive approach to reach and connect with potential users. Librarians from around the world have conducted outreach efforts in public spaces like streets, playgrounds, shopping centers, and markets to connect with potential library users. Via this approach, library can be seen as a commercial enterprise, drawing inspiration from the marketing concept of selling goods to consumers (Dike, 2009 as cited in Millie, 2020).

In the current era of digital advancements, leveraging information and communication technology is pivotal for the promotion of libraries and information services. Librarians play a vital role in engaging with their specific audience by actively participating in targeted marketing initiatives. In order to satisfy library customers' information demands, this research focuses on analyzing the extent to which librarians are actively marketing libraries and information services in the digital era. The degree to which librarians advertise the assets and offerings of their libraries has been discussed and taken into account. Inadequate training, a lack of familiarity with marketing tools and techniques, and a reluctance to participate in commercial publicity, according to Osinulu et al. (2018) and Das and Karn (2008), are the main causes of why many librarians struggle to effectively promote library resources, services, and products. In a study published Ramadevi (2018), the views of librarians employed in university libraries more especially, those in Ethiopia's Amhara region about promoting information resources and services were investigated. The survey revealed that academic library staff held a positive opinion and attitude towards marketing library materials and services. The study also found that academic library staff possessed knowledge about marketing strategies that could enhance the quality of library services and increase customer satisfaction.

Edewor et al. (2016) did research on the promotion of library and information services in a few African university libraries. The research discovered that university libraries across the world, including those in Africa, advertise their services using a range of marketing strategies. These strategies include books, fliers, activities for new students, websites for libraries, posters, e-mail notifications, Facebook, blogs, and Twitter. The paper claims that it is crucial to inform librarians about the many marketing strategies that are available for

promoting library services. A recent study conducted by Esan and Adeyemi (2022) investigated the usage patterns of postgraduate students in federal colleges in Nigeria and examined the promotional efforts made by librarians to promote library resources and services. The researchers conducted a norm test to assess the level of promotional activities undertaken by library staff members. The test results indicated that scores between 1 and 16 represent low values, scores between 17 and 32 indicate moderate values, and scores between 33 and 48 represent high values. The average score obtained on the marketing scale was 34.35, indicating that library employees were situated in the high value range of 33-48. It was suggested from the result that promoting library resources is a significant priority for librarians working in government institutions.

The attitude of Librarians towards the Marketing of Services and Resources in University Libraries

According to Deeksha (2017), attitude refers to a cognitive or neural disposition that is shaped by past experiences and influences an individual's response to objects and situations. Benson, et al (2016) argue that the attitudes and perceptions of librarians play a significant role in the marketing of library services. Users' perceptions and attitudes towards marketing can impact the effectiveness of library marketing efforts. Chegwe and Anaehobi (2015) conducted a study in Delta State, Nigeria, which revealed that librarians at Delta State University have a positive attitude towards promoting library services. They perceive promotion as a way to identify and fulfil user needs, increase accessibility, change perceptions, and enhance utilization of library services and products. In contrast, Akporhonor (2020) found that librarians in South-South, Nigeria have a pessimistic outlook towards marketing library offerings. The study indicated a connection between librarians' perspectives and the marketing strategies employed by libraries. Eke and Njoku (2012) looked at the opinions of librarians about the marketing of libraries and information services in academic settings. A sizable portion of the librarians who responded to the poll had a favourable attitude toward marketing, indicating that focused advertising can raise user involvement.

A recent study conducted by Esan and Adeyemi (2022) investigated the usage patterns of postgraduate students in federal colleges in Nigeria and examined the promotional efforts made by librarians to promote library resources and services. The researchers conducted a norm test to assess the level of promotional activities undertaken by library staff members. The test results indicated that scores between 1 and 16 represent low values, scores between 17 and 32 indicate moderate values, and scores between 33 and 48 represent high

values. The average score obtained on the marketing scale was 34.35, indicating that library employees were situated in the high value range of 33-48. These findings suggest that promoting library resources is a significant priority for librarians working in government institutions.

Similarly, the study conducted by Daliso, Lumbwe, Greystone, Mwila, and Namunza (2019) explored the perspectives of academic librarians in Lusaka on promoting library services. The findings indicated favorable attitudes towards library marketing and a shared belief in its benefits, such as increased user awareness of available services. In summary, librarians generally hold a positive attitude towards promoting their services and resources through marketing, although there may be variations based on factors such as location, training, and library characteristics.

Challenges Militating against Effective Marketing of Services and Resources by Librarians in University Libraries

Librarians face various challenges when it comes to effectively promoting their resources and services. Kendameta (2011) argues that there is a general hesitancy within the library and information industry to embrace marketing practices. Additionally, many librarians lack familiarity with marketing concepts and techniques. Furthermore, some individuals in the industry still hold the belief that certain marketing strategies are unsuitable for nonprofit organizations. A research of the marketing techniques university libraries in Niger State employ to advertise their services was done by Odine (2011). The research highlighted issues including scarce financial resources, poor patron-librarian contact routes, and a lack of infrastructure for promoting and publicizing library services.

In their study, Otobrise and Omagbon (2019) investigated the utilization of digital marketing techniques by librarians in South-South Nigerian institutions to promote their libraries and information-based businesses. They identified several challenges, including a lack of digital competence among both librarians and users, the high expenses associated with digital technologies, the frequent obsolescence of hardware and software, power outages, and inadequate network infrastructure. Similarly, Gupta, Koontz, and Massimo (2013) highlighted issues such as ineffective marketing strategies, a lack of marketing policies, a shortage of skilled staff, and inadequate infrastructure, which hinder the successful marketing of library resources and services. Baro and Ebhomeya (2013) further emphasized the exacerbating factors of limited funding for marketing initiatives and restricted access to comprehensive marketing training in library schools.

A research on enhancing information resources and services in federal university

libraries was done by Aderibigbe and Farouk (2017). They came into issues including insufficient funding, erratic power supply, poor infrastructure, a lack of personnel, low computer literacy among employees, and a lack of formal marketing training. According to Odine (2011), inadequate financing and irregular budget distribution for academic library management are additional issues. In their 2010 study of library service barriers in Nigeria, Igbokwe, Ezeji, and Obidike identified issues like scarce financial resources, erratic power supplies, poor infrastructure, a lack of staff, low computer literacy, a lack of specialized marketing training, restricted media access, and the absence of library materials on the market. Aderibigbe and Farouk (2017) conducted a study focusing on the challenges faced in marketing informational products and services at Federal University Libraries in the North-West Zone of Nigeria. The research identified several key obstacles in library marketing, including low patronage, inadequate institutional support, a scarcity of qualified personnel, limited funding for resources and services, and low user engagement.

Research Methodology

The survey used a descriptive research design. 127 librarians who worked in academic libraries in the Nigerian states of Delta and Edo comprised the target group. These libraries comprised three federal, six state, and eight private institutions, totaling 17 universities. The researchers chose to survey the entire population of librarians as it was a manageable size. Data was collected using a structured questionnaire, and statistical analysis was conducted, including simple percentages, descriptive statistics, and inferential statistics. The mean value was set at 2.50 as a reference point for analysis.

Findings

Research Question 1: To what degree do librarians participate in the promotion of services and resources within academic libraries?

Table 1: Extent of Involvement in Marketing Library Offerings

S/N	The extent of Librarians Involvement with Marketing of Services and Resources	VHE	HE	LE	VLE	Mean
a.	I often market the library services and resources to staff and students	20	30	40	43	2.20
b.	I market library services and resources to students on Whatsapp via Student Union Whatsapp group	20	30	60	23	2.35
c.	I market library services and resources to Staff on Whatsapp via Staff Union Whatsappgroups such as ASUU, SANNU, NAT, NASSU, etc.	10	10	27	86	1,.58
d.	I market library services and resources to students during library orientations.	50	83	0	0	3.38
e.	I market library services and resources to students and staff on my personal Facebook page.	0	0	47	86	1.35
f.	I market library services and resources to students and staff on my personal Instagram page.	0	0	47	86	1.35
g.	I market library services and resources to students and staff on my personal Twitter page.	0	0	80	53	1.60
h.	I use the library notice board to market new arrivals to students and staff.	30	50	19	34	2.57
i.	I market library offerings to users during their registration in the library	70	30	20	13	3.18
Aggregate Mean						**2.17**

Criterion Mean 2.50

According to the findings in Table 1, the average rating for librarian engagement in marketing the offerings of the university library is 2.17. The observed value is less than the intended mean threshold of 2.50. Thus, it may be concluded that there is little librarian involvement in marketing the offerings and materials of the university library.

Research Question 2: What is the perspective of librarians regarding the promotion of services and resources through marketing strategies in academic libraries?

Table 2: Attitude of Librarians towards Marketing of Services and Resources

S/N	The attitude of Librarians Towards Marketing of Services and Resources	SA	A	D	SD	Mean
a.	I like to market services and resources often in my university libraries.	60	40	33	0	3.20
b.	I feel that applying technology has more relative advantages than traditional marketing strategies	80	30	23	0	3.43
c.	I think I can market services and resources effectively while interacting with Users.	70	50	13	0	3.43
d.	I found it easy to engage in marketing activities	60	50	10	13	3.18
e.	I feel that applying technologies for marketing will enable library activities to become more pronounced than traditional means of marketing.	100	20	13	0	3.65
f.	I perceive that e-communication channels are effective for library marketing	90	30	13	0	3.58
g.	I feel by attending to users politely is a marketing strategy on its own.	50	30	25	28	2.77
h.	I feel social media would enable librarians to get more marketing results.	90	30	13	0	3.58
i.	I feel that using the library webpage makes it easier to do announcements and current awareness services of library resources and services	100	20	13	0	3.65
j.	I think that Facebook has made announcements and user education easier.	100	33	0	0	3.75
k.	I like to update my knowledge to enhance my marketing skills	80	37	16	0	3.48
l.	I feel I will like to apply technologies for my library marketing needs	90	43	0	0	3.68
Aggregate Mean		**3.45**				

Criterion Mean 2.50

Table 2 displays the positive attitudes of university librarians in Delta and Edo states towards promoting their resources and services. The average mean value of 3.45, which surpasses the criteria mean of 2.50, strongly supports this assertion.

Research Question 3: Pinpointing the obstacles impeding the successful promotion of services and resources by librarians in university libraries?

Table 3: Challenges Militating Against the Effective Marketing Services and Resources

S/N	Challenges Militating Against the Use of Social Media	Agree		Disagree		Total	
		No.	%	No.	%	No.	%
a.	No Marketing Policy in my University Library	133	100.0	0	0.00	133	100.0
b.	No Internet Facility in my University Library	133	100.0	0	0.00	133	100.0
c.	Bandwidth Issues	133	100.0	0	0.00	133	100.0
d.	Inadequate Time	20	15.0	113	85.0	133	100.0
e.	Unavailability of Digital Devices	7	5.3	126	94.7	133	100.0
f.	Users are not Interested to Listen	7	5.3	126	94.7	133	100.0
g.	No Interest	37	27.8	96	72.2	133	100.0
h.	Insufficient Training on Marketing of Services and Resources	133	100.0	0	0.00	133	100.0
i.	Inadequate Funds	120	90.2	13	9.8	133	100.0
j.	Marketing is too time-Consuming	90	67.7	43	32.3	133	100.0
k.	Poor Management Support	120	90.2	13	9.8	133	100.0
l.	Poor Planning and Implementation of Marketing Strategies	133	100.0	0	0.00	133	100.0

Table 3 presents the survey results where all 133 participating librarians unanimously agreed on various factors contributing to the marketing challenges faced by university libraries. These factors include the absence of a marketing policy, limited Internet access, bandwidth limitations, inadequate training on service and resource marketing, and inadequate planning and execution of marketing strategies. Furthermore, a significant majority of respondents, 120 individuals (90.2%), expressed concerns regarding a lack of managerial support and insufficient financial resources. Based on these findings, it can be concluded that the absence of a marketing policy, limited Internet resources, bandwidth issues, and inadequate marketing training are the primary obstacles preventing librarians in university libraries of Delta and Edo States from effectively promoting their services and resources.

Discussion of Findings

The results of this study show that university libraries' librarians are not aggressively advertising the services and resources offered. This stands in stark contrast to a research by Edewor, Okite-Amughoro, Osuchukwu, and Egreajena (2016), which found that university libraries in Africa, like those in other nations, use a variety of marketing techniques to publicize their offerings. leveraging flyers, planning orientation programs, keeping up library websites, publishing materials, putting up posters, sending email alerts, and leveraging social media sites like Facebook, blogs, and Twitter are a few of these tactics. A contrary viewpoint is presented by Esan and Adeyemi (2022), who recommend that librarians in federal colleges in Nigeria actively engage in selling their offerings, which contradicts what is commonly stated in the literature.

The study's findings indicate that librarians at university libraries in Delta and Edo states have a strong inclination to promote their offerings. This aligns with the earlier research conducted by Daliso, Lumbwe, Greystone, Mwila, and Namunza (2019), which also found positive attitudes towards library marketing among academic librarians in Lusaka. The librarians in the study demonstrate enthusiasm towards marketing and believe it can bring advantages to the library. They perceive marketing as a means to enhance users' awareness of the library and its information resources. Furthermore, the study's findings are supported by the results of Eke and Njoku (2012), which similarly revealed favorable attitudes among librarians towards promotion.

This study identified several barriers that hinder the effective promotion of services and resources in university libraries located in the states of Delta and Edo. These obstacles include the absence of a marketing policy, limited Internet facilities, bandwidth issues, insufficient training on marketing services and resources, inadequate planning and implementation of marketing strategies, insufficient funding, and a lack of management support, among other challenges. These findings align with the research conducted by Aderibigbe and Farouk (2017), which identified similar barriers to efficient library service marketing, such as lack of funding, unreliable power supply, inadequate infrastructure (such as photocopiers, computers, and air conditioners), staff shortages, low computer literacy among staff, and a lack of professional marketing training.

Conclusion and Recommendations

The study's findings imply that university libraries' librarians aren't actively advertising their facilities' resources and services. However, the current study demonstrates a favorable propensity for marketing services and resources among librarians in the university libraries of the Delta and Edo States. Inadequate

training in marketing services and resources, ineffective planning and implementation of marketing strategies, a lack of a marketing policy, limited access to internet facilities, bandwidth restrictions, a lack of sufficient financial resources, and insufficient management support are among the challenges that prevent effective promotion. Based on the findings discussed, the scholars offer the following recommendations:

1. Library management should motivate and encourage librarians to actively engage in marketing library services and resources. This can be accomplished by providing the necessary resources and tools for utilizing social media platforms effectively, as well as offering incentives for successful promotional efforts.
2. The library administration should develop policies that prioritize the promotion of library resources and services through the strategic use of information and communication technology (ICT) tools. This can include strategies like creating compelling online content, utilizing social media platforms, and leveraging digital marketing techniques.
3. Librarians should play an active role in proactively marketing and promoting library resources to increase user awareness of the available services. This can involve organizing promotional campaigns, conducting outreach activities, and actively engaging with the target audience to emphasize the value of library resources.
4. The library administration should prioritize the creation of a technology-friendly environment within the library premises. This can be achieved by ensuring uninterrupted power supply, reliable internet connectivity, and providing the necessary technological infrastructure. These measures will facilitate the seamless use of ICT by librarians for effective promotion of the library's resources and services.

References

Adeniran, P. (2011). User satisfaction with academic library services: Academic staff and students' perspectives. *International Journal of Library and Information Science, 3* (10), 209-216.

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

Akporhonor, B. (2020). *Attitude and perception of librarians towards attitude and perception of librarians towards marketing of library services in colleges of marketing of library services in colleges of education libraries In South-South,*

Nigeria. Retrieved from https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=7539&context=libphilprac

Baro, E. E. and Ebhomeya, L. (2013) Marketing the library resources and services to users: a survey of twenty two university libraries in Nigeria. *Information Impact: Journal of Information and Knowledge Management, 4* (1) 44-63.

Benson, O., Udo-Anyanwu, A., &Onuoha, C. (2016). Strategies used in marketing library and information services in tertiary institutions in Imo State. *Journal of Applied Information Science and Technology, 9*(1), 144-152. https://jaistonline.org/vol9_no1_Benson_Anyanwu_Onuoha.pdf

Canzoneri, B.R. (2015). *Why a marketing background is a good fit for the library profession*. Retrieved from https://www.sciencedirect.com/book/9780081000632/skills-to-make-a-librarian

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 (e-journal). Paper 1282.* Retrieved from http://digitalcommons.unl.edu/libphilprac/1282

Daliso, L., Mwenya, M., Greystone, M., Mwila, K., &Namunza, S. (2019). *Investigating the attitudes of librarians towards marketing of library services: A case study of 3 selected libraries*. Retrieved from http://lis.unza.zm/archive/handle/123456789/16

Deeksha, S. (2017). *Attitude: Meaning, concept and formation psychology*. Retrieved from http://www.psychologydiscussion.net/attitudes/attitude-meaning-concept-and-formation-psychology/1360

Edewor, N., Okite-Amughoro, F., Osuchukwu, N.P., &Egreajena, D. E (2016). Marketing Library and Information Services in Selected University Libraries in Africa. *International Journal of Advanced Library and Information Science, 4*(1), 291-300

Eke, F. M., &Njoku, I. S. (2012). *A survey of Librarians attitude towards marketing of Library & Information services in Academic Libraries*. Retrieved from https://www.researchgate.net/publication/333114877_A_survey_of_Librarians_attitude_towards_marketing_of_Library_Information_services_in_Academic_Libraries_in_Imo_State_Nigeria

Esan, A. O., &Adeyemi, I. O. (2022). Influence of marketing on use of library services by postgraduate students in selected federal universities in Nigeria. *Library Philosophy and Practice (e-journal). 6954.* Retrieved from https://digitalcommons.unl.edu/libphilprac/6954

Gupta, D.K., Koontz, C., &Massisimo, A. (2013). *Marketing library and information Service 11: A Global Outlook*. Munich: K.G. Saur Verlag Publishers.

Hubona, G., &Geitz, S. (2007). *External variables, beliefs, attitudes, and information technology usage behavior*. In R. Sprague (Ed.), Proceedings of the 30th Annual Hawaii International Conference on System Sciences (Vol. 3, pp. 21–28). Washington, DC: IEEE Computing Society Press.

Igbokwe, J.C., Ezeji, E.C., &Obidike, N.A. (2010). Problems Militating against Marketing of Library Services in Selected Nigerian Libraries. *Journal of Applied Information Science and Technology, 4*, 7-12.

Kendameta, G. C. (2011). *Marketing of library and information service*. http//:www.agropedia./tk/openacess/sites/defaultfilespdf.

Kortext Marketing Team. (2019). *The importance of university libraries*. Retrieved from https://www.kortext.com/blog/the-importance-of-university-libraries/

Lamb, A. (2020). *Marketing for Libraries*. Retrieved from https://eduscapes.com/wp/marketing-for-libraries/

Millie, N. H. (2020). Marketing of library and information services in the digital age: Challenges, strategies and implications. *Information Impact: Journal of information and Knowledge management, 11*(2), 13-20.

Nwachukwu, V.N., Abdulsalami, T.L., & Salami, P.F. (2014). Availability, accessibility and use of information resources and services among information seekers of Lafia Public Library in Nasarawa State. *Information and Knowledge Management, 4*(10), 1-11.

Odine R. O. (2011) *Marketing library andinformation services in academic libraries In Niger State*. Retrieved from http://www.unn.edu.ng/publications/files/images/Rita%20Project%20(2).pdf

Osinulu, L.F., Adekunmisi, S.R., Okewale, O.S., &Oyewusi, F.O. (2018). Marketing strategies used by librarians in a state university libraries. *University of Dar es Salaam Library Journal, 13*(2), 18-32.

Otobrise, H., &Omagbon, A. (2019). Digital marketing of library, information and knowledge products and services among librarians in selected university libraries in South-South, Nigeria. *Journal of ICT Development, Applications and Research*, *1*, 47–60. https://credencepressltd.com/journal/uploads/archive/20191564387652 5738098514.pdf

Popoola, S. O. (2008) Faculty awareness and use of library information products and services in Nigerian Universities. *Malaysian Journal of library and information science, 13*(1): 91-102.

Ramadevi, V. (2018). Librarian's perception on marketing of information

resources and services in academic libraries with special reference to Amhara Region, Ethiopia. *International Journal of Scientific Research and Management, 6*(5), 1-8. Retrieved from https://doi.org/10.18535/ijsrm/v6i5.lis01

Shontz, M. L., Parker, J. C., & Parker, R. (2021). What Do Librarians Think about Marketing? A Survey of Public Librarians' Attitudes toward the Marketing of Library Services. *The Library Quarterly, 74*(1). *The Library Quarterly*. https://www.journals.uchicago.edu/doi/abs/10.1086/380854?journalCode=lq

Yi, Z., Lodge, D., &McCausland, S. (2013). Australian academic librarians' perceptions of marketing services and resources. Library Management, 34(8/9), 585-602. https://doi.org/10.1108/LM-01-2013-0002