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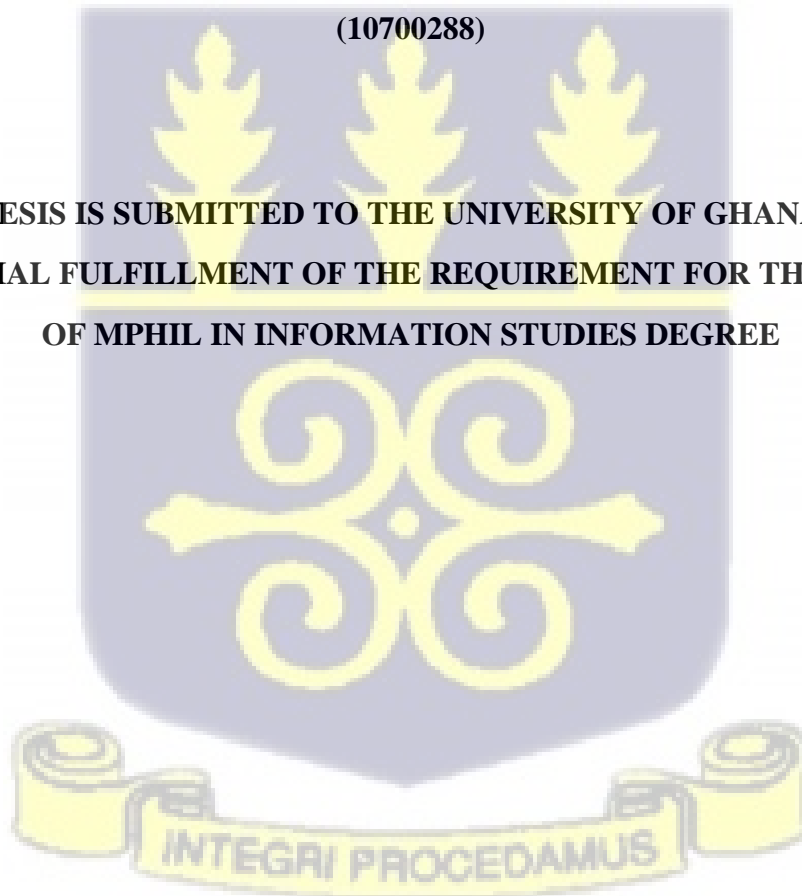
UNIVERSITY OF GHANA
DEPARTMENT OF INFORMATION STUDIES

**MARKETING OF INFORMATION PRODUCTS AND SERVICES OF PUBLIC
LIBRARIES IN GHANA**

BY
EVANS KOFI KORLETEY-TENE

(10700288)

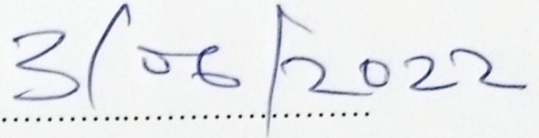
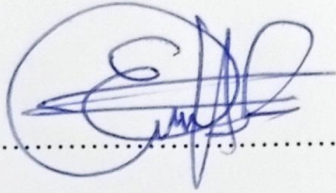
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IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD
OF MPhil IN INFORMATION STUDIES DEGREE**



JULY, 2022

DECLARATION

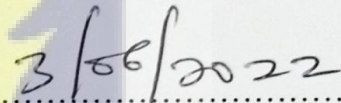
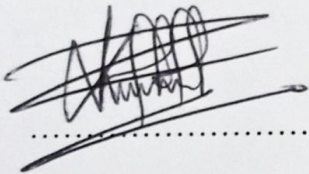
I hereby declare that this work is the result of my research and has not been presented by anyone for any academic award in this or any university. All references used in this work have been fully acknowledged.



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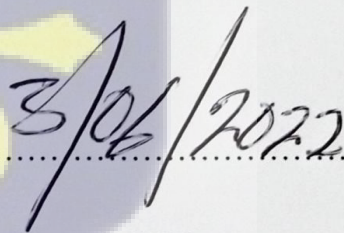
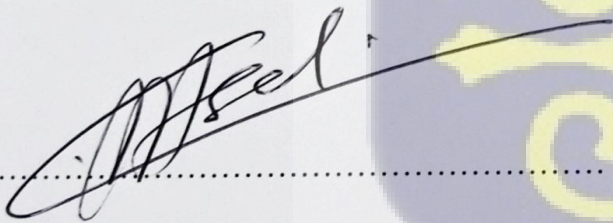
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DEDICATION

This thesis is dedicated to God Almighty who made it possible and my former Executive Director, Mrs. Rebecca Odua Akita who believed in me and supported my academic journey. God bless her abundantly.



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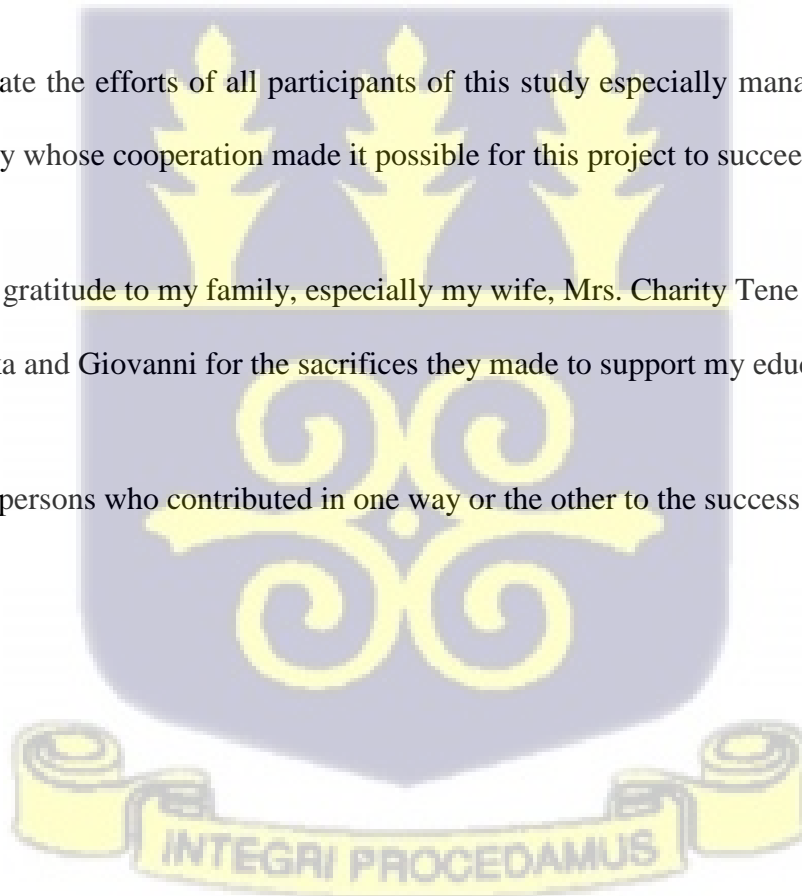


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LIST OF ABBREVIATIONS

CIM	Chartered Institute of Marketing
GLB	Ghana Library Board
GhLA	Ghana Library Authority
IFLA	International Federation of Library Associations and Institutions
KPI	Key Performance Indicators
SNS	Social Networking Site
SPSS	Statistical Package for Social Sciences
UNESCO	United Nations Educational, Scientific and Cultural Organisation



ABSTRACT

Libraries and information provision centres have changed over the years with heavy investments to keep them operational whilst updating their collections. Public libraries specifically have a huge client base ranging from toddlers to the elderly. However, they are faced with intensive competition to keep and grow their clientele as user demands are increasingly making it attractive for businesses to venture into information service delivery.

This study looked into the marketing tools being deployed by public libraries in the marketing of their services and products. It also looked at the challenges librarians faced whilst deploying marketing in their service deliveries. The study surveyed a total of 66 regional and Branch librarians of Ghana Library Authority as well as 270 registered users of the libraries. Questionnaires were used as the main data collection instrument whilst questions were structured based on the objectives for the study.

The findings from the study showed that respondents had knowledge of the benefits of library marketing and had some form of training. It further revealed that some form of marketing is being deployed by the various libraries with social media being the major tool of deployment. Users also affirmed that they have witnessed the deployment of some marketing tools such as usage of Exhibitions and Fairs, Periodic Newsletters, etc. The study also revealed inadequate marketing skills, lack of funding amongst others as the major challenge hindering the full utilisation of the marketing tools. Based on the findings from the study, it was recommended that the library should increase its presence on the most Social Media Network sites whilst also undertaking training for its staff. It was further recommended by all participants for the library to adopt the use of electronic advertisement as well as deployment of Bulk SMS to market the services of the library.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Libraries make knowledge, information and works of imagination easily accessible through a wide range of resources and services, ensuring all members of the community irrespective of race, nationality, age, gender, religion, language, disability, economic/employment status and educational attainment have access. (Oyegade, 2008).

International Federation of Library Associations and Institutions and United Nations Educational, Scientific and Cultural Organisation (IFLA/UNESCO) also defined public libraries to be the local centre of information, making available all kinds of information and knowledge to its users in its public library manifesto (2010). This definition emphasises the category of the public to be served at large.

From the above definition, it can be said that public libraries are fundamentally set up to ensure that information services and resources are made available in various media formats in order to meet the needs of groups or individuals for the purposes of personal development, education and information provision. It can also be said to also be set up to provide leisure and recreation. Public Libraries play important role in the development and maintenance of a democratic society by making available individuals' access to a wide and varied range of knowledge, ideas and opinions (Philip, 2001).

Many factors are reshaping and redefining the fundamental roles of libraries. This has resulted in librarianship experiencing rapid change thereby compelling information scientists to study the marketing concept and adopt it in their operations. The basic challenge of slashed/reduced budgets, massive information explosion, Information Technology demand, information database vendors, rising cost, and the complexity in information requirements as against increasing user/clientele population are pushing information providers such as library and information professionals to deploy marketing to improve libraries and information centres' management (Madhusudhan, 2008).

In order for libraries to overcome some of these challenges, users are made to pay some token for the services in the form of annual membership subscription, overdue fines, penalties for damaged or lost books etc. These charges were to create some form of ownership and also to make the user prompt in using library facilities whilst adhering to the laid down rules. Modern economies have changed the concept dramatically and has placed much value on information and made it a sought after commodity which has led to the emergence of marketing techniques in libraries.

The marketing concept as being generally introduced firstly was propounded in 1969 by Kotler and Levy, however, in 1982, Kotler further stressed the strategies for marketing non-profit organisations such as libraries. This context in library is looked at as an art and science of ensuring users are located, served and retained. According to Kotler, non-profit organizations like libraries are fundamentally set up to engage in services rather than goods. Information resources or services of libraries, like any other commodity, are in demand in the market and this demand is also affected by economic factors like price, reference, income, expectations, populations, seasons, technology, and price of other goods. For this reason, Adelaye in 2003

referred to marketing designed purposely for not-for-profit organizations such as libraries as “the societal marketing”.

Marketing as a concept is currently considered one key component of required competencies critical and needed among professionals of library and information science field (Odiye, 2011). In the same manner, Osinulu, Adekunmisi & Okewale (2017) emphasised that librarians should be much vested in all areas of information management and librarianship which include, readers’ services, information and communication technologies (ICTs) handling and use, basic foundational knowledge in librarianship, reference services etcetera. Before library professionals can effectively and completely market the services of the library and information products, librarians must be skilled, knowledgeable, and must possess good attributes or disposition in these core aspects of librarianship.

Das and Karn (2008) stressed that the failure for most librarians to promote library resources, services and products effectively can be attributed to lack of training and poor knowledge of marketing tools and techniques. They also posited that this can also be due to fear of commercial publicity.

Marketing has been defined by various authors, the American Marketing Association (2017) defined marketing to be an activity, set of institutions, and processes aimed at creating, communicating, whilst delivering and exchanging offerings that are valued by customers, clients, partners, and society at large.”. Sharma and Bhardwaj (2009) defines marketing as a total system of interacting business activities to plan, promote and distribute want satisfying products and services to present and potential customers. Unfortunately, (Alemna (2001), Patange (2013) and Adekunmisi (2013) have posited that several studies have scripted the librarians’ lack of

professional and detailed marketing concept understanding and its applicability to librarianship hence affecting the service delivery to potential users.

Public libraries that adopt marketing in their operations stand a great chance of attaining benefits.

Such benefits as stated by Lucidea (2018) include:

Higher Usage: People are likely to use your services if they know that you offer relevant services that meet their information need. The increase in usage of library materials or resources and services will mean there is high need for the staff of the information facility.

Improved Perceptions: Most people in the current technology age see little relevance of libraries continuous existence, however, the adoption of marketing in the library will change these perceptions since users will be see the publicity of innovative products that will meet their information needs which can not only be provided by the internet. Adoption of innovative means of serving users and publicizing such services will rather change how users perceive the institution.

Increased Organisational Value: Government and donors have to be convinced of a good return on investments. Despite libraries not being for profit making, they need to be sustained and their continued financial support for their operations as already pointed out highly depends on the display of use of the provided services. There is no need financially supporting a service that is not used. Libraries therefore are burdened with the duty of encouraging and promoting the usage of the library services being provided (Martey 2000).

Highly Educated Users: Users of libraries tend to be more educated and abreast with the services being provided and in some instances are able to undertake self-service options thereby automatically charging and discharging resources used. These education is critical when they the clientele are in the known of the kind of services being provided as well as the options they have to benefit from a library.

For effective use of information resources and services in public libraries by users, it was advocated by Parvathamma and Reddy (2009) that public libraries must adopt a proactive approach in motivating and encouraging users to use their resources and services. They further indicated that public libraries need to enrich their information resource collections, and provide access to the Internet and offer community-based services which includes literacy programmes. All such resources will need the effective implementation of marketing tools to bring to the known of the user what the library has in stock.

Information scientists and professionals must ensure libraries are run like commercial firms and professional librarians must be the managers. This narrative is spot on for public librarians who serve varying groups of users hence the need for marketing.

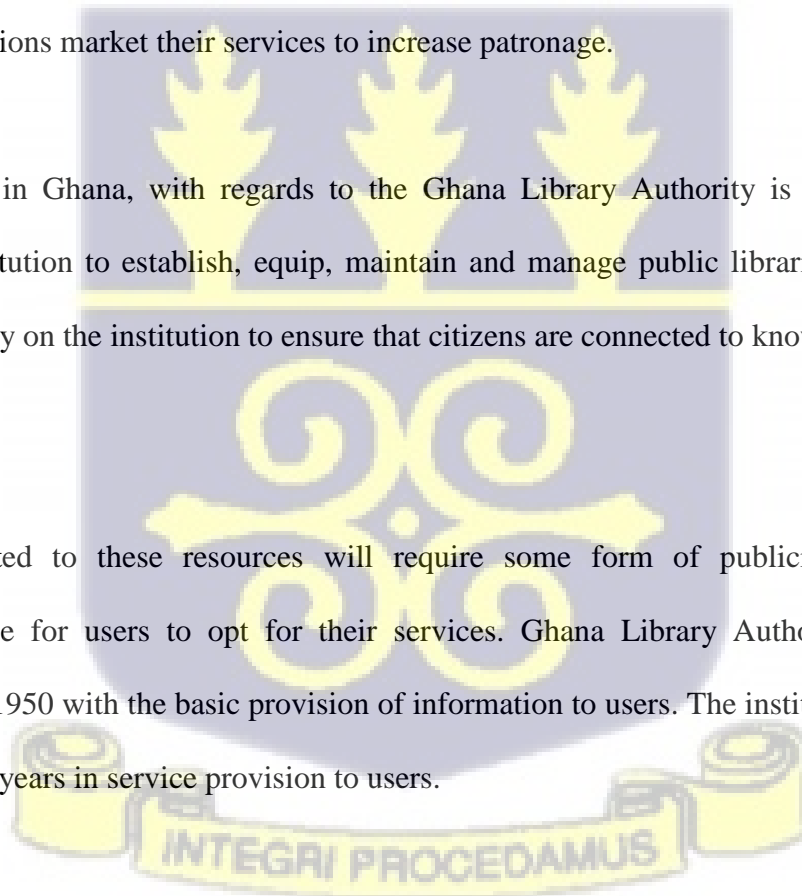
In Ghana, several studies on marketing of information products and services have been conducted and focused on academic libraries with little to none on public libraries by researchers such as (Martey, 2000; Alemna, 2001; Thompson, 2003; Lamptey, 2010; Anafo, 2014; Lamptey, 2016).

Kaur and Rani (2008) have stated that several researchers have observed that most libraries do not market their information products and services and this is responsible for the low patronage and non-utilisation of their services. They further empathised information resources for libraries are very expensive but not often accessed and used by clientele as expected resulting in wastage of public fund, time, energy and space. Carrington (2005) observed that one of the major problems faced by libraries is the improper dissemination of information on library services to the target audience and this causes low patronage and usage of library materials and services. Martey (2000) also stated that academic libraries in Ghana have the government as the major source of funding. This narration is similar to public libraries in Ghana and makes it necessary that such institutions market their services to increase patronage.

Public libraries in Ghana, with regards to the Ghana Library Authority is mandated by the Ghanaian constitution to establish, equip, maintain and manage public libraries. This places a key responsibility on the institution to ensure that citizens are connected to knowledge resources (GHLA 2021).

Getting connected to these resources will require some form of publicity or perhaps a competitive edge for users to opt for their services. Ghana Library Authority has been in operation since 1950 with the basic provision of information to users. The institution has evolved over the past 70 years in service provision to users.

It has adopted the user of technology whilst adopting some forms of service trends. Most libraries have placed much focus on one arm of the marketing mix which is promotion which narrows down to publicity. Marketing therefore becomes inevitable in the service delivery of



such institution hence the need to investigate to know what tools are being deployed, whilst looking at ways to effectively serve its users going into the future.

1.1.1 Study Setting

The Ghana Library Authority (previously Ghana Library Board) was set up through the benevolent donation of £1,000 by the late Anglican Bishop of Accra, RT. Rev. John Orfeur Aglionby. In 1946, the Aglionby Library Management Committee in partnership with the British Council Advisory Committee focused on a framework to develop library services in the then Gold Coast. The work of the Committee gave birth to the passing of the Gold Coast Library Board Ordinance, Cap 118, in December 1949, which became operational on January 1, 1950. The then librarian of the British Council, Miss E. J. A. Evans was then assigned. The library then commenced operations with a book stock of 27,000. Later, the Ordinance was re-enacted as the Ghana Library Board Act 1970, Act 327. The then Ghana Library Board (GLB) was charged by the Act with the responsibility of establishing, equipping and managing public libraries throughout the country, and since its inception in 1950, the Ghana Library Authority (GhLA), formerly GLB, has been providing a nationwide public library service. The Regional and District (branch) libraries have respective regional and district advisory boards set up under the Library Service Bill 2018 to give directions in promoting local services of the various libraries as well as other directions of operations. The Ghana Library authority at the end of 2020 had a total of 90 branches with 80 of them being branches and 10 being regional libraries (Ghana Library Authority, 2020).

1.2 Statement of the Problem

The fundamental reason for marketing in libraries is to inform, educate, and bring to the knowledge of the reader on how to use the resources at the library as well as update their knowledge on the various sources of information held. Despite this basic role, libraries are faced with intense competition for their clientele through the increased expectations of users and growing alternative means of information accessibility. Libraries for these reasons have increasingly come to the realisation and acceptance that marketing their services and products is basic to their sustainability and success. Adekunmisi (2013) affirms that information explosion, revolution of technology with the escalation in costs of library management as well as increased competition by information providers are all factors that have made it necessary for the librarian of the public libraries to develop a marketing strategy in its service delivery. Slebodnik (2016) emphatically stated that marketing helps in the determination of who the library users are, the kind of services the library has to offer to them, the techniques in place to publicise the services of the library and finally how to encourage them to use the services offered by the library. There is a significant lack of scholarly research focusing on the marketing of public library services and products.

Despite the availability of much work on academic libraries, same cannot be said of public libraries as in the case of Ghana Library Authority. Majority of literature on the marketing of library products and services are produced by professional librarians in service-oriented publications in the form of practical know-how articles, manuals for training, and similar guides (Burkhardt 2010; Glazer 2012; Hardin, Klug, and Williams 2012; Salomon 2013; Solomon 2013; Yusuf 2019).

Public libraries are faced with a common problem of funding and this is made rather complex by the quick emergence of new information business modules set up to provide similar functions just like libraries with a profit motive. Thus, (Saravanan, 2010) on the other hand stresses the importance of library marketing by saying that information professionals and librarians have the core mandate of enhancing the patronage of their services.

Despite libraries not being profit making organisations, they need their funding to sustain operations hence the need for the user population to be aware that their literacy needs can be provided by the public libraries and this can be done through the adaptation of marketing principles which goes beyond advertisement and publicity. Tanui (1993) in this regard as stated in Saur (2006) indicated that Library and Information managers do not perceive marketing in the broader sense to include advertising, public relations, promotion, sales and distribution but think of it as advertising. He further concluded that marketing as a philosophy and concept is yet to be understood properly in Kenyan Public Libraries. This has become a key problem that this research seeks to address.

According to Nolan as quoted in Martey (2000), Librarians and Information Professionals must be proactive hence not fall back in anticipation of non-library people with no library management skills or ideas and who care less about the information provision profession to change their situations for them.

Aderibigbe and Farouk (2017) therefore stressed the gap created between what is and what should be. They further hinted that urgent attention is needed to ensure these resources are utilized effectively and that users may come to the libraries to increase patronage.

They further stressed that the users may abandon the library and as such could miss out the information that could have made them better scholars. It is against this backdrop that this research is conducted to examine the kind of marketing being undertaken in the public library sector to examine how the users of such facilities are being served.

1.3 Purpose of the Study

The purpose of this study assessed the marketing tools being deployed by the Ghana Library Authority to promote its information services and products. However, the study focused on two (2) of the seven (7) Marketing Mix elements of Promotion and People.

1.4 Specific Objectives

The main objectives of the study were:

1. To determine the role of marketing of information services and products in public libraries.
2. To investigate current tools used by public libraries in Ghana to market their services and products.
3. To examine the required marketing competencies of librarians of Ghana Library Authority in marketing of information services and products.
4. To propose tools for improving marketing of information services and products in Ghana Library Authority.
5. To find out challenges faced by the librarians in marketing of information services and products in Ghanaian public libraries

1.5 Theoretical Framework

Creswell (2012), defined theoretical framework to mean a collection of models or theories from the literature underpinning research. It serves as a basic component of research in explaining the hypothesis or research questions.

In further explanations, he mentioned that this framework provides a deeper explanation for behaviour and attitudes as well as also explains cause and effect.

Various researchers have resorted to some theoretical frameworks to support their work. This study will be based on two (2) of the 7Ps of Marketing Mix Model. The model was first proposed by Edmund Jerome McCarthy in 1960 in his book *Basic Marketing: A managerial approach* with focus on the Products, Price, Place and Promotion. The 4 Ps were originally designed with businesses focusing more on products rather than services. With time, Booms and Bitner (1980), propounded additional three (3) Ps which focused on services marketing which are, Participants, Processes and Physical Evidence. Participants later turned into People. According to the Oxford School of Marketing (2020), The Marketing Mix refers to the marketing activities that are needed to ensure customer needs are satisfied whilst positioning the offerings of the company in the mind of the customer. Singh (2012) in defining the Marketing Mix said it is the combination of different marketing decision variables being used by a business (library) to market its services and products. In order to meet the needs of the customer and be able to challenge competitors, the library or information professional will need to decide on the strategy in his or her next line of action.

In defining services, Rita (2016) stated it as a set of activities undertaken in the library with the aim of meeting the information requirements or needs of users. According to Payne as quoted by

Johann (2015) defined services to be set of activities which comprise some associated elements of intangibility, which also includes some form of customer interactions or with property in their possession, hence does not result in any transfer of ownership. Furthermore, a change in condition may occur and the service production may or may not be closely associated with a physical product. The services of library and information centres can similarly be likened to benefit from all the components of service marketing.

The marketing mix is an important tool that helps in the creation and maintaining of value to customers. The messages being promoted to the customer or potential customer needs to be consistent for them to perceive the services to provide value. This therefore means the promise must match the delivery in order to lead to satisfaction. Wang (2010), indicated that libraries like all information service agencies that store and disseminate information as their core function for various users will require Customer Relationship Management to include comprehensive marketing strategy. The marketing mix components are interdependent and must provide some sort of synergy in messages conveyed. The library or information centre needs to design and combine elements of the marketing mix in ways as to create an offering that differentiates itself from its competitors and creates a competitive advantage.

Marketing strategy with regards to the marketing mix components is a comprehensive, integrated and coordinated plan that combines four product marketing elements, commonly referred to as the 4Ps. These include: Product, Price, Place and Promotion and additional 3Ps of service marketing which are: Participants, Physical Evidence and Process (CIM 2015). Below is an elaboration on the components of the Marketing Mix.

Product (Service): This examines the characteristics of the products and services of the library in order to meet the needs of the customers (users). The products of a library or information centre could include general referral services, document deliveries, online database searches, CD rentals, interlibrary loans etc.

Price: Most library services are free of charge. However, pricing in this regard can also refer to the time and effort spent by the user to get to the library as well as the number of hours/minutes spent at the facility. This point also details the efficiency of the time spent by the staff in ensuring that materials and services are available and it also includes users' time in finding materials.

Promotion: This is critically a very essential component for ensuring the provision of effective information service among users. This point extensively looks at taking advantage of persuasive information about the library and services being rendered by the information centre and propagating this information to segmented targets of the market. Promotion of the marketing mix is historically the most and heavily dependent tool being deployed by librarians (IFLA, 2010).

Place: This points takes into critical consideration location of the library, other distribution channel of service delivery, geographical coverage, telecommunication, coverable distance of travels, etc. Location is very critical for users to identify with the library or information centre. Mobile library service points as well expansion of footprints to get needed information to users as and when needed is critical to the strategy success.

People: This component looks at all the human players from the selection through to the dissemination of information service to the end user. The whole information provision success is dependent on this component.

Process: This explains the way in which the user gets hold of the service. It also concentrates on the procedures, mechanisms and flow of activities by which the information services are acquired by the users.

Physical Evidence: This point explains considering all the details with regards to the environment in which the reference and information services are delivered that facilitates the performance and communication of the service (Koontz and Rockwood, 2001).

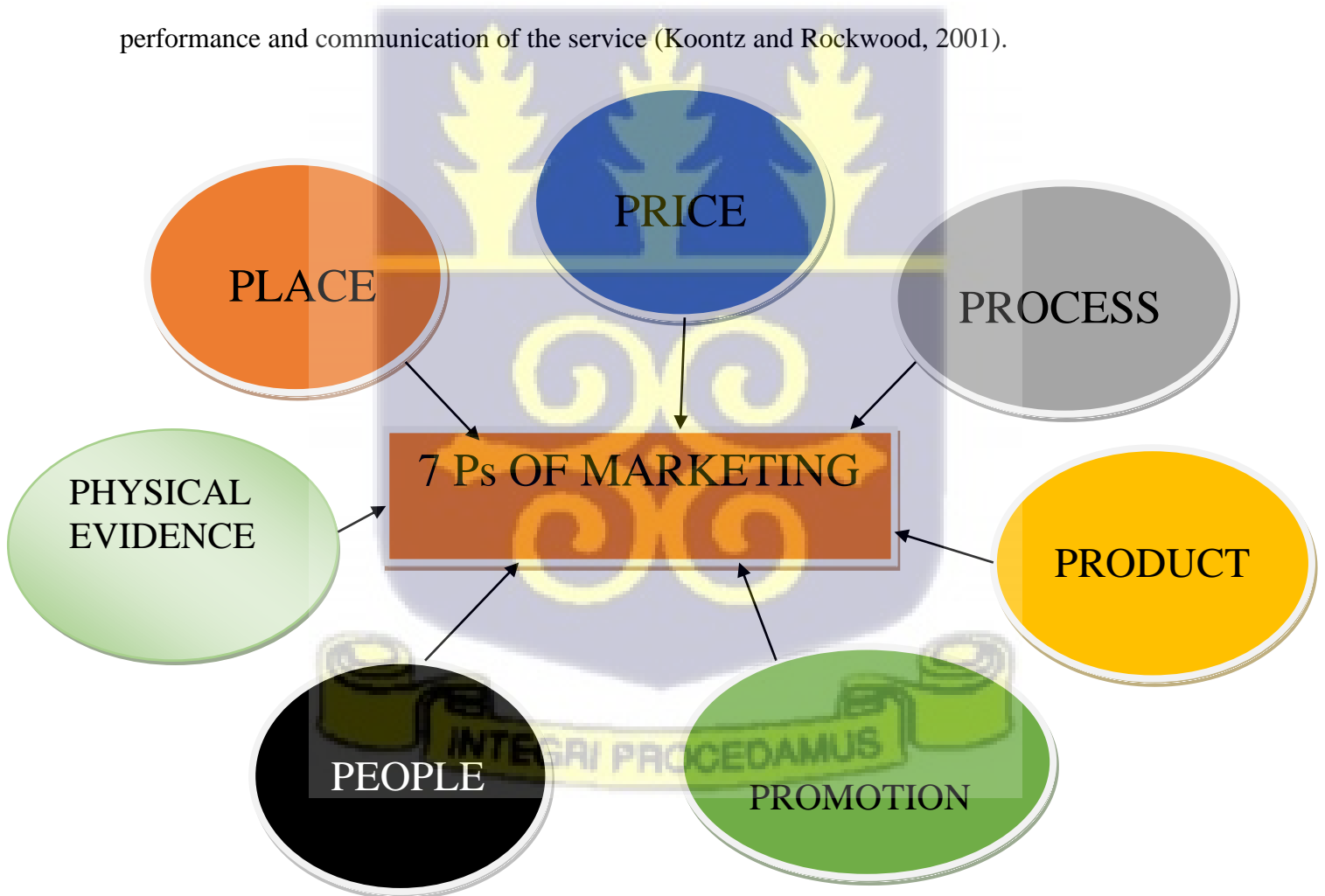


Fig. 1.1 7 Ps of Marketing Mix. (Source: Modified from Oxford College of Marketing (2021))

In order for public libraries and other service marketing firms to succeed and survive in today's competitive market, there is the need to be customer-centred thereby knowing how to create value for customers or users of the library whilst building a resourceful customer relationship. This has become necessary based on the uniqueness of service marketing. Libraries therefore need to adopt customer-driven market strategy such as segmentation, targeting, differentiation and positioning.

Market Segmentation in this regard focuses on putting the market or users into distinct groups with specific user needs, characteristics or behaviours. This in the library will be likened to putting users into various groups with specific needs (demographics, psychographics, behavioural and geographical etc.). The IFLA/UNESCO public library guideline (2010), again looks at library segmentation as by means of grouping users based on materials and services, which can be fiction readers, story-hour attendees, genealogy enthusiasts, online customers. It also went further to segment users based on age groups, such as young adults, juveniles, adults, the elderly. Targeting in the space of libraries will refer to evaluating the attractiveness of each segment and deciding on one or more segments to enter. A target market will then be defined as a group of users for whom a library/information centre designs a particular marketing mix to serve. Positioning as a strategy will require the librarian to have a credible space in the minds of the user with regards to information needs. This becomes possible whilst adopting the differentiation strategy of ensuring the services of the library or information centre differs from competing ones thereby giving users more value.

1.6 Scope and Limitations

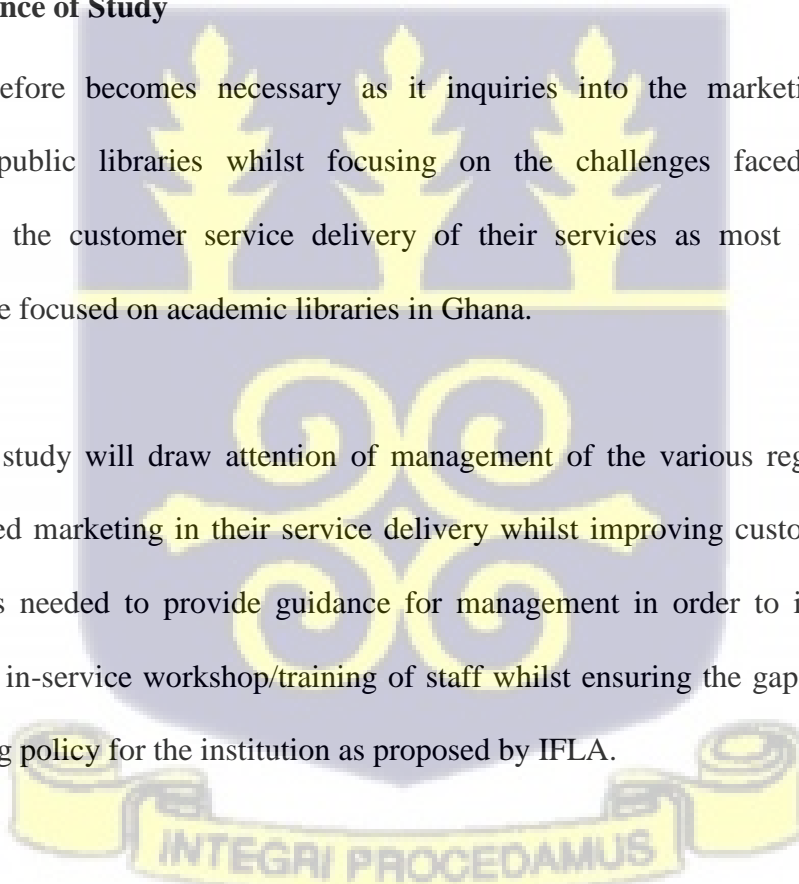
The study focused on the staff of Ghana Library Authority Specifically Regional Librarians and Branch Librarians as well as the registered users. It looked at the tools deployed by the Authority in marketing its services and products to the users. There are 10 regional libraries despite Ghana having a total of 16 regions. The new regions are currently managed by the traditional regional librarians from whose regions the new ones were created. The study also focused on only two (2) of the 7 Marketing Mix elements for service marketing.

1.7 Significance of Study

This study therefore becomes necessary as it inquires into the marketing efforts being undertaken in public libraries whilst focusing on the challenges faced by information professionals in the customer service delivery of their services as most library marketing research work are focused on academic libraries in Ghana.

In addition, the study will draw attention of management of the various regional and branch libraries to embed marketing in their service delivery whilst improving customer service. This research work is needed to provide guidance for management in order to include marketing principles in the in-service workshop/training of staff whilst ensuring the gaps are filled with a written marketing policy for the institution as proposed by IFLA.

Furthermore, it will also help focus on the marketing of public library information products and services in Ghana and beyond.



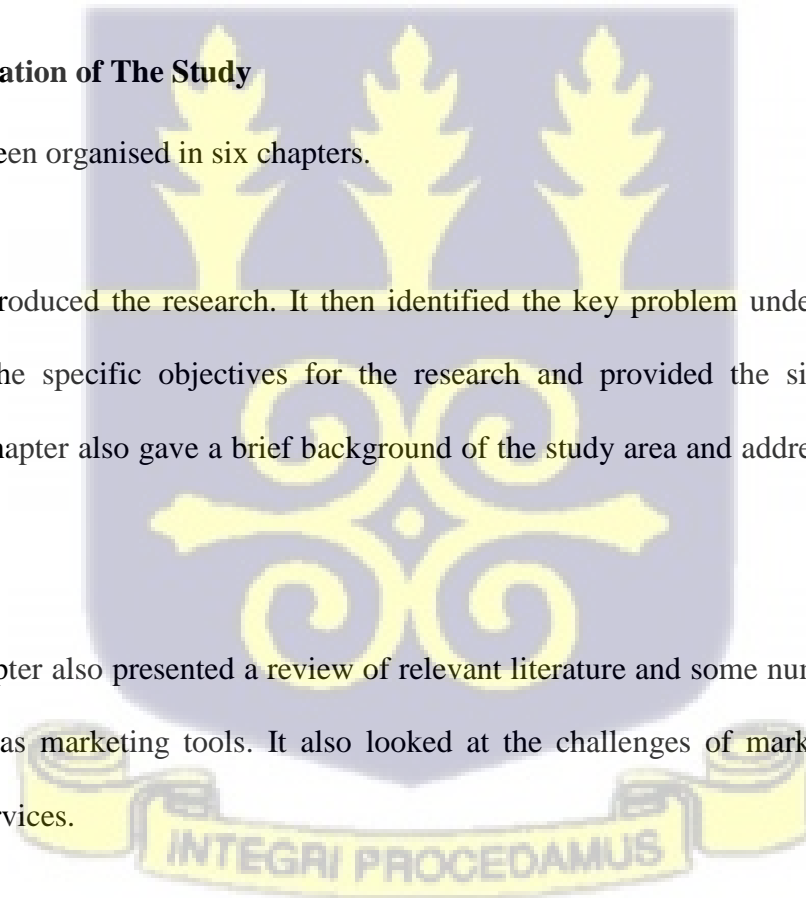
Marketing as a concept is generally known to most librarians and information professionals. However, most librarians only see marketing as an additional burden of practice for public libraries as they are not for profit organisations. This study will help librarians and information professionals have a newer and better conception about marketing thereby having a deep insight into ways to improve library and information service marketing. This research will also strengthen the courses undertaken at the various Library Schools in the country. The findings will serve as a working document for public librarians in Ghana whilst also serving as a reference document in further research work.

1.8 Organisation of The Study

The study has been organised in six chapters.

Chapter one introduced the research. It then identified the key problem under investigation. It further stated the specific objectives for the research and provided the significance of the research. The chapter also gave a brief background of the study area and addressed some ethical issues.

The second chapter also presented a review of relevant literature and some number of studies on library as well as marketing tools. It also looked at the challenges of marketing information products and services.

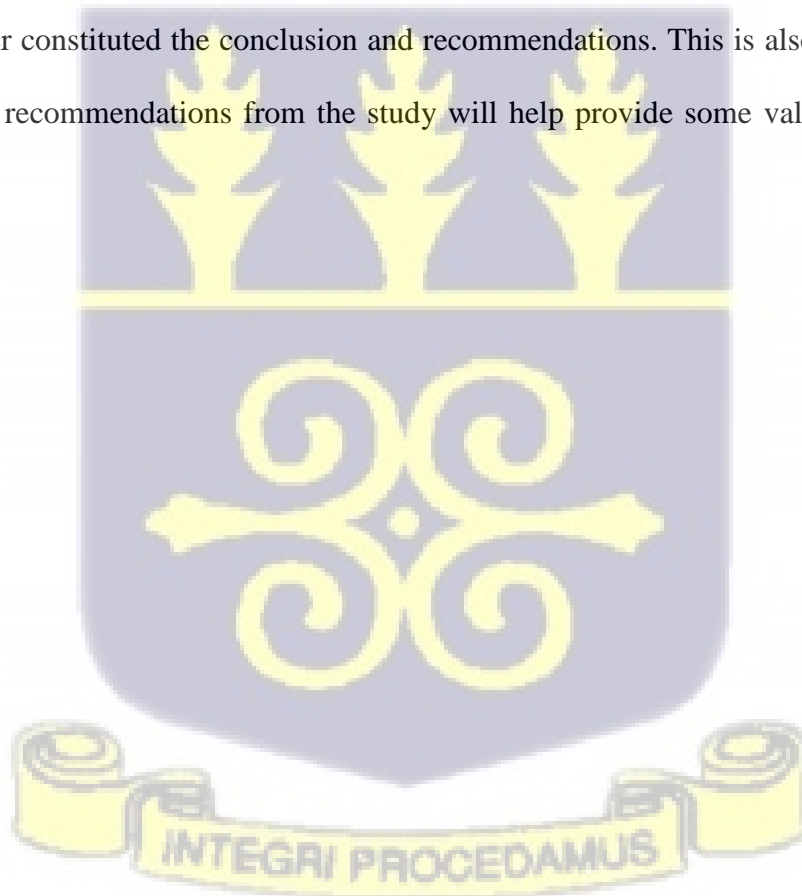


Chapter Three provided the research methodology that comprised of the research design, the data collection tools employed, sources of data collection, the sampling technique, sample size and population.

Chapter four of the study involved data analysis, interpretation of findings. This is a very important part of the research because it provided information to answer the stated objectives.

The fifth chapter also concentrated on discussion of the major themes of chapter four.

The sixth chapter constituted the conclusion and recommendations. This is also another relevant chapter because recommendations from the study will help provide some valuable information for the resource.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

According to Creswell (2008), a review of the literature is a written summary of journal articles, books and other information documents that gives a description of the past and current state of information whilst organizing the literature into topics and documents that are needed for a proposed study.

The Review of Literature according to Gay, Mills & Airasian (2006), involves the systematic identification, location and analysis of documents containing information which is related to the research problem under study. They further posited that the literature review has several important purpose that make it so much worth the effort and time.

Literature review when conducted appropriately, reviews articles that present powerful information sources for practitioners looking for state-of-the art evidence to guide their decision-making and work practices (Paré et al., 2015).

Gay et al. (2006) further gave some advantages of undertaking literature review which includes:

- Provides you the understanding and insight needed to place the research topic within a logical frame
- Previous studies make available the rationale for the research hypothesis

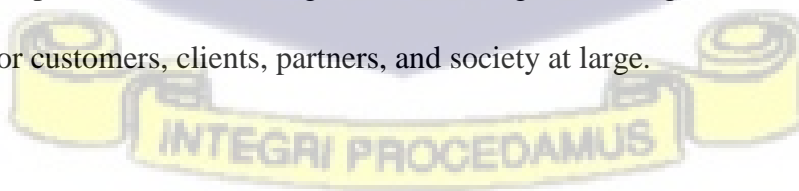
- To discover research strategies and specific data collection approaches that have or have not been productive in investigations of similar topics.
- It may suggest approaches and procedures that the researcher previously had not considered.

Major areas discussed include:

- The Concept of Marketing
- Library and Information Marketing Policy
- Marketing of Information Services and Products
- Marketing tools for Library and information professionals
- Librarians' attitudes towards marketing
- Required Skills and competence in marketing of library services
- Reasons for marketing library and information services
- Challenges of library and information marketing

2.2 The Concept of Marketing

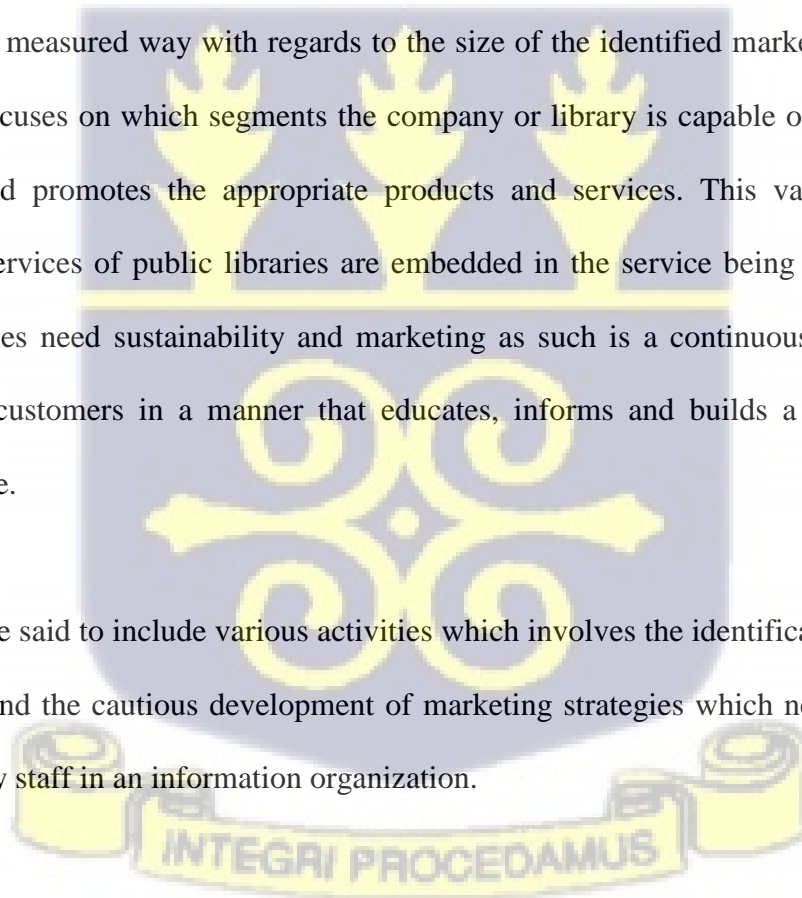
According to the American Marketing Association (2017), Marketing is defined as the activities, set of institutional processes for creating communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



The Chattered Institute of Marketing (CIM 2009), defined Marketing to be the “management process responsible for identifying, satisfying customer requirements profitably”. Despite marketing being a non-profit organisation, it requires funding to sustain its service provision. It also requires publicity to get clientele to know their services available hence the need to adapt such tools in order to survive.

Phillip Kotler defined Marketing to mean the science that are used in exploring, creating, and delivering value to satisfy the needs of a target market at a profit. One role played by marketing is the identification of need and desires of unfulfilled customers. It defines the profit potential in a quantified and measured way with regards to the size of the identified market. Furthermore, it pinpoints and focuses on which segments the company or library is capable of serving best and then designs and promotes the appropriate products and services. This value creation with regards to the services of public libraries are embedded in the service being provided by such libraries. Libraries need sustainability and marketing as such is a continuous communications exchange with customers in a manner that educates, informs and builds a relationship with readers over time.

Marketing can be said to include various activities which involves the identification of wants and needs of users and the cautious development of marketing strategies which needs to be a daily activity for every staff in an information organization.



Opportunities and an array of new concepts and policy met the dawn of the 21st century. The information sector was not left out especially with the emergence of technology in service delivery such as techniques in ICT, e-library services, digitized and virtual library and so on.

This new era also increased the expectations from the ordinary library user. Singh (2006) defined Marketing culture to refer to the unwritten guidelines and policies, instituted in an organisation to provide employees with behavioural norms, to the importance the library as a whole place on the marketing function, and to the manner in which marketing activities are executed.

Librarianship has experienced drastic change from a lot of factors, both internal and external. This changes have caused librarians and information professionals to debate the idea of marketing for the information sector.

2.3 Library and Information Marketing Policy

Ranganathan's Five Laws of Library Science since its publishing in 1931 have been core to several discussions by library and information professions. These discussions interestingly have intrinsic marketing where the reader mostly the clientele is sometimes referred to as the customer is King and the focal point for all service delivery (S. K. Patil and Pranita Pradhan 2014). A marketing policy provides laid down guidelines for promotions, corporate affairs/PR, customer relationship management and other marketing implementation elements. Therefore, the purpose of this guideline is to provide a roadmap for the delivery of all library services such as membership registrations, library loans, events, community partnership and engagement etc.

2.3.1 Five Laws of Library and Marketing Policy

Books are for use: The first law clearly depicts that each available book at the library is for use hence books kept in the library should be made readily available for users. It is therefore the responsibility of the library and information professionals to ensure that some marketing tools are devised and deployed to attract users to the library. Agboke and Effiong (2020) posited that marketing is more about the librarian keeping in touch with the clientele and getting them well informed about the available resources and services that are of interest to their information needs.

Every Reader his Book: The reader in this regard is the focal point and every staff must ensure their satisfaction is ultimate. Information professionals must ensure that efforts are being made to satisfy such needs.

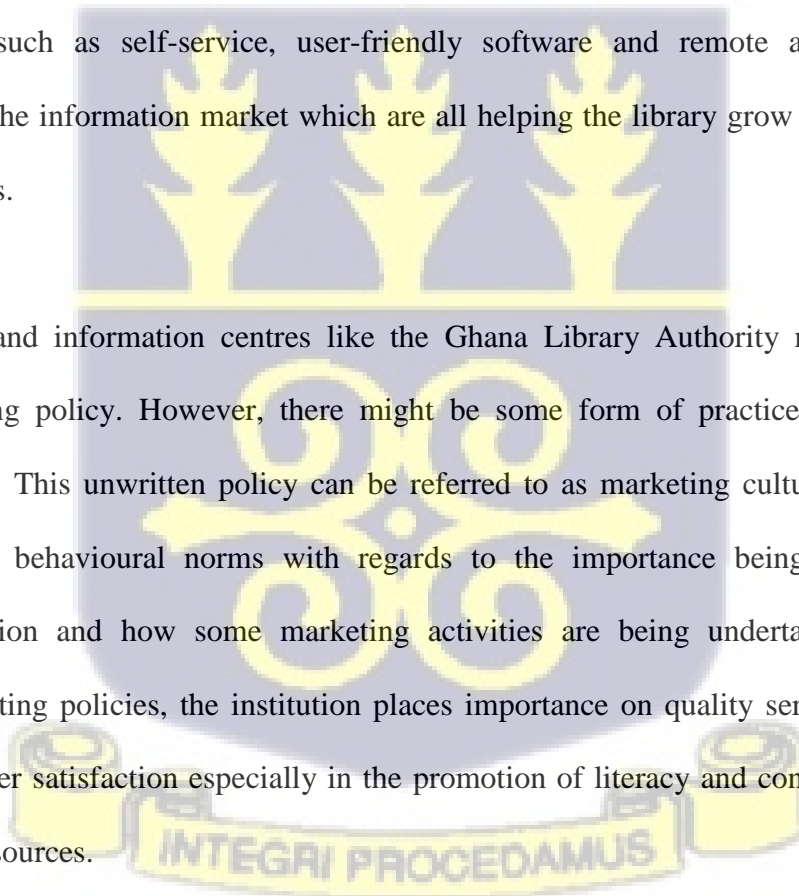
Every Book its Reader: Ranganathan expressed that every book in the library or information centre procured by the library must get a reader. This emphasises that customer needs must be taken into consideration in the book collection process for public libraries. Robinson (2012) in backing this assertion indicated that for libraries to remain relevant, they need to adopt marketing orientation to understand their users, what they need and what they do.

Save the Time of a Reader: The time of the user is precious hence library staff should organise the information to ensure it is readily available when needed. Searching for information by the user should not be time consuming.

It has been proposed by Andreason and Kotler (2003) that the customer should be at the centre of all marketing analysis and planning hence the librarian in implementing effective marketing must ensure that the right offerings are in the right place at the right time and at the right price. This will ensure the time of the clientele is not wasted.

Library is a Growing Organism: More emphasis is placed on the evolving nature of information provision as libraries are changing their ways of serving their clientele. The use of e-books and computers for information search and provision has changed the way librarianship commenced. There are new ways of information being made available to users. Martey (2000), indicated that some services such as self-service, user-friendly software and remote access have been introduced into the information market which are all helping the library grow to meet the needs of their clientele.

Some libraries and information centres like the Ghana Library Authority might not have a written marketing policy. However, there might be some form of practice that may mimic marketing skills. This unwritten policy can be referred to as marketing culture. This provides employees with behavioural norms with regards to the importance being attached to the marketing function and how some marketing activities are being undertaken. Despite the unwritten marketing policies, the institution places importance on quality service delivery and ensuring customer satisfaction especially in the promotion of literacy and connection of people to knowledge resources.



According to the IFLA/UNESCO policy guideline, (2010) for public libraries, the library should have a written communication, marketing and promotions policy to enable it to undertake planned programmes of same to the public. The policy should include considerations of any legal factors; stated responsibilities for media interaction; technology barriers or opportunities; appropriate written and oral communication methods; and overall marketing and communication strategies of the organisation which facilitate the mission. However, this is not the case as stated above.

2.4 Marketing of Information services and Products

Most international information centres and libraries started acceptance and deploying marketing in their service deliveries didn't happen until the 1970s and 1980s. It has gradually migrated from the mere promotion of services to other marketing techniques. This hasn't been the case in Africa as some countries are now trying to adopt marketing in their service delivery. The slow nature of marketing adaption in African libraries and information centres can be blamed on poor funding, infrastructure unavailability as well as the lack of marketing skills by information professionals and librarians.

According to Niels Ole Pors as described in his paper entitled Marketing Public Libraries in Denmark in Saur (2006), shares his experiences about the adaptation and deployment of the marketing concept by libraries and information services institutions in Denmark. It presented some of the Danish Public libraries' marketing strategies.

It also indicated how library authorities have employed marketing during last few years and also presents the attitude of library managers concerning the relationship between the library and environment and its far reaching marketing implication. Sissel Nilsen, also in Saur (2006) in her contribution through Marketing LIS in Norway - An Overview also gave a clear overview of efforts of the Norwegian librarians to market library and information services.

Despite this grappling of marketing in global libraries, recent studies in Africa justified why marketing should be deployed in libraries with emphasise on meeting the needs of the users.

Martey (2000), in a recent study discussed some marketing principles that are adaptable for library management and indicated the reasons why Ghanaian libraries need to embrace marketing.

The literature reviewed has shown that most libraries in developing countries do not develop their own library marketing views or concepts. Most African libraries and information centres share published literature on the marketing concept of the developed world. There is therefore little comparison on the extent to which marketing has been practised in Ghana with those of the developed countries.

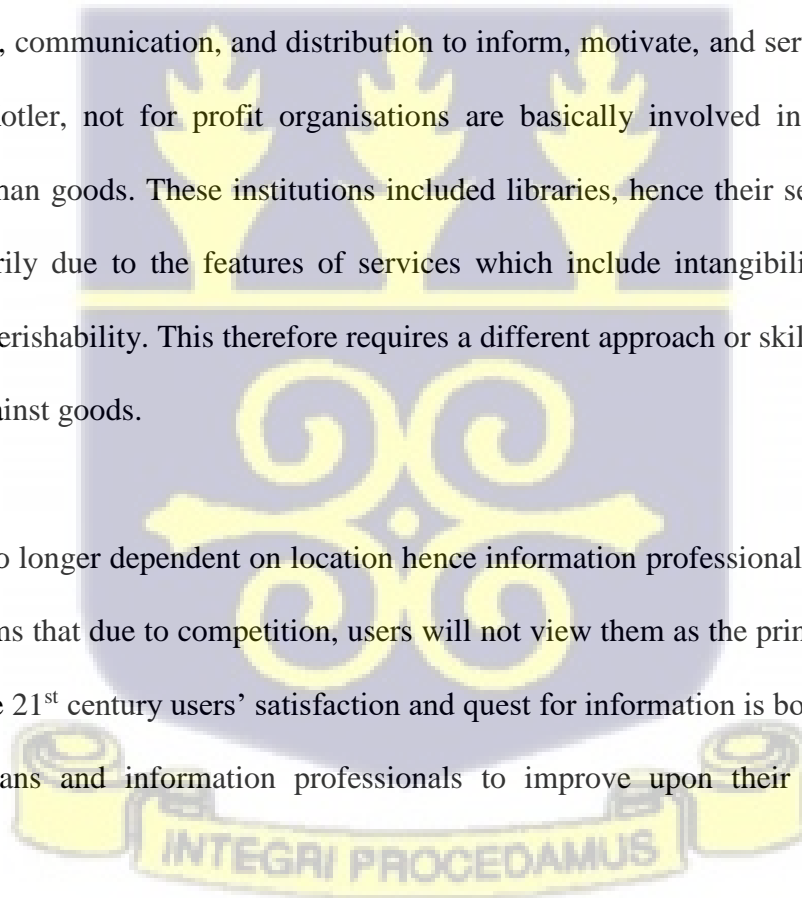
Marketing of information or library services includes all the set of activities undertaken to get information services to the end users or potential users. Marketing is basically centred on the user hence all activities undertaken have the reader at its core. Marketing when applied at the library or the information centre has the potential of increasing patronage as well as increasing user satisfaction levels. This assertion as backed by Gupta in Kutu & Olajide (2018) states that effective marketing provides the means by which users are aware of the services of the library and their value.

Library professionals have defined the concept of marketing in several forms with the underlying factor being providing library and information resources and services using varying techniques, tools and technologies. These techniques and tools aim at creating awareness whilst attracting and improving the patronage of the library or information centre's resources and services.

According to Kotler (Kotler 1985), "Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It tries heavily on designing the organization's offering in terms of target markets needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets."

According to Kotler, not for profit organisations are basically involved in the provision of services rather than goods. These institutions included libraries, hence their services are unique in nature primarily due to the features of services which include intangibility, inseparability, variability and perishability. This therefore requires a different approach or skill set towards their marketing as against goods.

Information is no longer dependent on location hence information professionals must understand and come to terms that due to competition, users will not view them as the principal providers of information. The 21st century users' satisfaction and quest for information is borderless hence the need for librarians and information professionals to improve upon their customer service delivery.



The users' knowledge of Online Public Access Catalogue of bigger and international libraries and information centres means their local libraries need to do more to meet their information needs. This will require the intensive adoption of marketing tools to continuously attract users to such local public libraries. Kutu & Olajide (2018) in backing this statements emphasised that the survival and success of the library or information centre is strongly dependent on getting the clientele (both actual and potential) to use the services and products. They further indicated that to succeed, users need to be in the known of the existence of the library services.

In Ghana, most academic libraries have off campus access to their university libraries as in the case of international libraries. However, until 2020, the Ghana Library Authority did not have an online catalogue which meant users had to physically be present at a library to know their resources present.

2.5 Marketing Tools for Library and Information Professionals

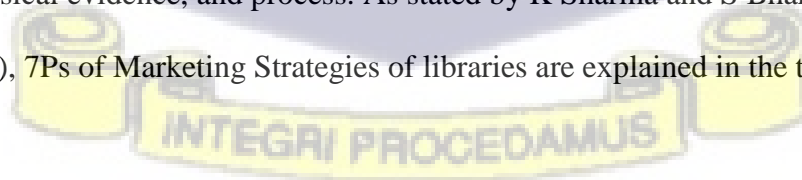
Strategy can be looked basically as a long-term management approach to planning with a basic aim of gaining a sustained competitive advantage for the institution. Library and Information professionals in this regard can see marketing strategy as designing a defined plan of action with the ultimate aim of achieving stated goals of connecting people to knowledge resources whilst promoting their libraries or information centres. Sharma and Bhardwaj (2009) in this way defined marketing strategy to be the instruments through which processed and unprocessed information are transmitted to clientele or users. Marketing therefore bridges the gap between the producer and the customer. This goes to say that marketing is the way library and information professionals should go in order to get their resources to their readers.

Jestin and Parameswari (2002) made suggestions that the active and proper use of marketing techniques directly provides the possibility of creating a market. They proposed that:

- Existing patronage volume increase can help create a market
- Market creation can mean waking up a sleeping market; in this case non-functioning information centres.
- Market creation can also involve creating a non-existent demand.

All types of libraries can market several products and services that are available to them. The fundamental duty with regards to marketing is each library needs to uniquely identify what it wishes to market and how it hopes to do so. Marketing in the broader sense encompasses the developing and promotion of new services and products whilst bringing to the clientele the awareness of existing services and products and determining their appropriateness.

Many libraries around the world have gradually come to accept the application and contribution that marketing concepts can make in their service delivery. For firms to be successful in developing the marketing plan for services and designing the marketing mix, the proposed 7Ps have become core to libraries, these components include product, price, place, promotion, participants, physical evidence, and process. As stated by K Sharma and S Bharadwaj (Sharma & Bharadwaj 2009), 7Ps of Marketing Strategies of libraries are explained in the table below:



7 PS	Meaning
Product	Products or services of the general reference and information service department. This is, of course, the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan.
Price	Pricing of use of the library is usually that of the time and effort the user spends traveling to the library, as well as the time and effort spent
Place	Place of service, based upon knowledge of the market of J library, is essential in order to identify users and their discrete information needs and wants. To expand the service area, the library may have branches, bookmobiles, or electronic access, etc.
Promotion	Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, advertising, and sales promotion.
Participants	All human actors who play J part in reference and information services delivery, namely the library's personnel.
Physical Evidence	The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.
Process	The procedures, mechanisms and flow of activities by which the reference and information services are acquired.

Table 2.1 7 Ps of marketing (Source: Journal of Commerce & Management Thought 2015)

2.5.1 Major Marketing Tools Used by Libraries

In ensuring that libraries and information provision centres remain relevant in this era of competition from other information service providers, there is the need to create a strong bond with communities through marketing of their services. For libraries and information providers to remain viable as stated by Yi, (2016), it is imperative that they fuse marketing strategies and techniques in their services delivery strategies to help meet their stated goals, objectives and institutions mission.

In essence, the importance of marketing evolves around inquiring about the needs and wants of the users or clienteles and making deliberate attempts at meeting such needs. Some scholars such as Odunlade, Akinde, and Ojo (2014) indicated two important purposes of marketing which includes: (i) achieving organisational objectives or goals of libraries and (ii) ensuring clientele satisfaction with regards to their needs and wants.

Most libraries are deploying a combination of traditional and digital tools in the bid to reach out to their users, some of such tools in their service delivery to their users include:

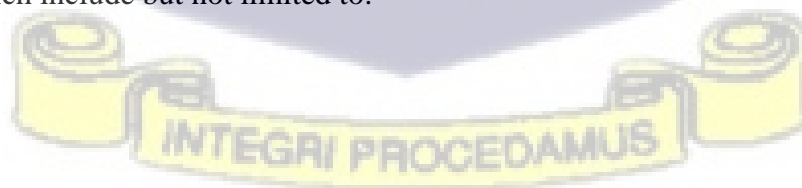
SMS Marketing Tool: Several libraries have adopted the use of Short Text Message Service (SMS) as a means of communicating with their users. A study conducted by (Mapsofword.com, 2016) showed that 83% of the Indian population use mobile phones and it is ranked 2nd globally. This service is one of the fastest growing marketing tools being deployed by some libraries worldwide. Bundelkhand University Library and Alliance University Libraries in India are known university libraries that heavily deploy the use of SMS in marketing to their users. SMS marketing is known to come with benefits such personalised service messages, easy and targeted alerts for over dues, time saving etc.

Social Media Marketing tool: according to Safko and Brake (2009), social media refers to the activities, behaviours and practices among communities of people who present themselves online for the purposes of information sharing, knowledge, and opinions sharing using conversational media. This definition was further backed by Kaplan and Haenlein (2010), who defined socialmedia to mean the group of internet based applications and software that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.

The above definitions clearly show that it is possible for businesses as well as libraries to use such tool to market their services. Some of social media tools being deployed include Facebook, LinkedIn, Twitter, flicker Myspace, Instagram etc. social media grants libraries the opportunity to market their services at a cheaper cost with high rate of effectiveness. Social media presents some advantages which include instantaneous reach of information to more users, easy circulation of information, user response feedback etc.

Direct Marketing Tools: Nkanga, (2002) indicated that direct tools for marketing such as exhibition displays, telephone calls, bulk mailings, circulars, personal contacts (vis a vis) and meetings were deemed more effective marketing communication tools used by several libraries to promote their services. This assertion was affirmed by Bhardwaj and Jain (2016) citing Dodsworth noticed that there were several other forms of tools and techniques that were generally accepted by libraries in their service promotion. They indicated that these tools and techniques included advocacy, lectures, exhibitions, bibliotourisms etc.

Various authors have suggested several ways that librarians and information professionals can market their libraries and services. According to Igwela and Owate (2016), they suggested that in order for information professionals to market their services effectively, they need to follow some simple ways which include but not limited to:



- Promotion (Personal Selling): this they mentioned that can arouse reading interest and create a desire for users whilst instantly sparking customer reactions. They stated that the purpose for this tool is its ability to attract more users of library products thereby increasing the number of clientele of the libraries. Yi (2016) quoted Nkanga that numerous techniques have been used to promote library services and resources. He further stated that he found that promotional techniques with respect to circulars, direct mailing, personal contacts, memos, meetings, displays, talks, newsletters, telephone calls, leaflets and library tours were widely deployed.
- Market Research: this point they enumerated also can be used by information professionals to enquire and find out about the needs and wants of the reading population before entering into production of both goods and services that would meet the desired needs of users.
- Advertising: They defined advertising to be any form of non-presentation of goods, services or ideas for action, openly paid for by an identified agency or sponsor. They posited several channels that advertising can be used to market library services which includes television, newspapers and journals, radio etc. the main purpose of this tool is to increase the number of service purchase and use by the public.
- Distribution: this here refers to the channel being deployed by the library. Here, the benefits of the channel must be taken into consideration. The role of this tool is critical since the provision of library services are mostly dependent on intermediaries.

- Product: the usage of a particular library is dependent on the type of products available. This they mentioned meant the library should be stocked with the right resources for the right clientele or user. eg. Library for law, Library for Science, Engineering Library, Children's Public Library, Public Library, National Library, Academic Library, etc.
- Modernised ICT Channels: they posited that for the effectiveness of marketing in the library to be felt, information professionals must apply the use of modern ICT facilities such as Social Media (LinkedIn, Tweeter, Facebook, WhatsApp etc.). they stated that libraries that respond to the influence of the external factors of the world in which they operate mostly understand the value presented by the digital transformational tools.

2.6 Librarians' Attitudes towards Marketing

The Public Library is known to be a very critical social and community project or infrastructure which serves as a community space for literacy promotion. The collection of the public library is stored to help maintain or sustain literacy, stimulate the creativity or imagination, expand the personal horizon as well as provide information and empowerment for the citizenry (Liv, 2004). This is stressed in the vision of the Ghana Library Authority to connect Ghanaians to knowledge resources (GhLA 2021).

Marketing as a concept has not been fully accepted and adopted by most librarians both in the private and public sectors in the delivery of their services despite a few being positive to the concept. Several studies have proven this assertion and this is confirmed by Estall and Stephens (2011), who conducted a study about the variables influencing academic librarians or staff attitude with regards to marketing focusing on 54 respondents from 16 UK universities.

It was found from the study that all the library staff in different age group has a very positive attitude towards marketing. However, the 55-65 year age and respondents with more than 20 years' experience had the most positive attitude but with a low completeness of marketing training percentage. The study also revealed that respondents with lower resistance to change tended to have higher levels of extroversions and more positive attitude towards marketing. Their study further revealed that library staff were unclear on the definition of marketing hence leading to a possible misunderstanding and mistrust of the terminology but however feel that it is vital in the current environment.

Majority of library and information professionals deem it unnecessary and unsuitable for libraries and information centres to be marketed, therefore the proposal that the adoption of the marketing concept should be subject to individual professionals (Grunenwals, Felicetti & Stewart 2015). However, some professionals who have some form of marketing background prefer to use the concept in the promotion of their services and facilities which in turn enhances their library or information centres reputation.

In a study conducted by Yi (2016), he found out that librarians and information scientist actually use a various forms of effective techniques and tools to promote services and resources and offered. He gave some examples of how human capital, demographics, and library characteristics relate to the perceptions of effective promotion techniques deployed. This finding therefore demonstrates that some librarians despite not being positive about the adoption of marketing in their service delivery actually deploys a little bit of marketing strategies in their service delivery.

In furtherance to the attitude of librarians towards the deployment of marketing, Anyanwu, Chikezie & Ossai-Onah (2012) in a study clearly stated that the wrong marketing behaviour of

information professionals has a higher chance of resulting to consumer dissatisfaction. For this reason, he stated that the behaviour of library users should be studied appropriately since the approach of marketing used in one type of library may not necessarily work when applied to a similar library due to uniqueness of each library.

2.7 Required Skills and Competence in Marketing of Library Services

Library and information resource marketing is very critical to keeping the information clientele as well as potential ones notified and educated and informed about the resources/products and services that match their information needs and reading interests. Effective marketing skills are needed to fundamentally increase awareness of the library's value and to expand its user base as well as being core to the sustainability of its operations. With these skills being handy to a young information professional, you are holding the keys to your new career. Lowe-Wincentsen (2015) posited that a marketing background for an information/library professional ultimately becomes an excellent fit for the library and information profession. Having an experience in marketing or background prior to entering the library profession is a highly valuable asset; in fact, it can be the deciding factor for a hiring committee.

Library staff needs three major professional abilities and understanding for advertising data and library services (Rita et al. 2019).

- Customers' requirements perception and capacity to receive feedback from customers
- Technology know-how such as the capacity to use the Internet especially in this era of digital libraries
- Ability to understand the different marketing approaches to promote data skills and barriers to library marketing

In a study conducted by Habib and Abass (2021) on some universities in Ghana with regards to library marketing, it was found out that low numbers of staff strength and their competencies in information resource marketing proved serious challenges the selected libraries encountered in Ghana with this situation not being different from public libraries in Ghana. This challenge on the part of staff affects their ability to fully grasp the concept of marketing and fully implement it in their discharge of services to users.

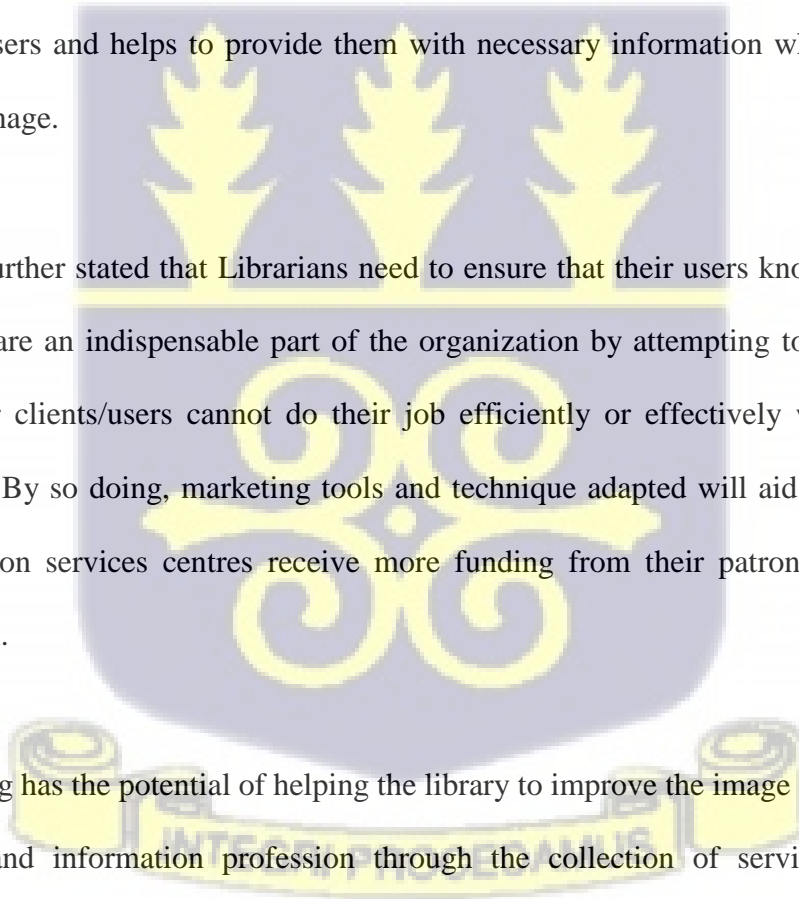
Olorunfemi and Ipadeola, (2018) cited Chandra where in his views competency as individuals' skill or character will affect his/her job performance and attitude. They further mentioned that the leading impact of the competence of staff to the marketing of information and library resources in libraries and information centres include but not limited to the transparent manner of dynamism in the library information administration, whilst also fostering strong and positive interpersonal relations, effective team work, enhance innovativeness in the information resources, adaptability and flexibility in attitudes and the provision of quality information and library services.

2.8 Reasons for Marketing Library and Information Services

Considering libraries and information centres as social firms with a non-profit-making motives, these centres cannot do away with marketing practices and concept. Kumar (2017; 221) added that, Libraries or information centres as non-profit organization have stakeholders, which include but not limited to clients to whom they make services available to, the parent institutions (donors) they receive funds from, etc.

Such information centres need to deploy marketing in their services for reasons such as:

- Marketing allows librarians and information professionals to understand the actual needs of users thereby reflecting in the making of quality management decision, which invariably helps in delivering optimum information services quality to users effectively and efficiently.
- Information Professionals do not only have keen interest in the users who use the services regularly (actual/existing users), but are also interested in non-user groups. It must be noted that marketing is very vital to the identification of the information needs of non-library users and helps to provide them with necessary information whilst wooing them for patronage.
- Kumar further stated that Librarians need to ensure that their users know that the library services are an indispensable part of the organization by attempting to justify the claim that their clients/users cannot do their job efficiently or effectively without a Library services. By so doing, marketing tools and technique adapted will aid the Libraries and information services centres receive more funding from their patrons through service provision.
- Marketing has the potential of helping the library to improve the image of the information facility and information profession through the collection of service point revenue through the performing of different additional services to users.



Marketing plays some other significant role in the library and information marketing through the supporting of library services through:

Competition for Customers: Libraries are into competition just like other institutions. These competition comes from similar service providers such as multi-national bookstores, free and pay online book suppliers, the World Wide Web etc. Libraries no longer have the monopoly over information provision hence the need to compete with such super powers for the same customer.

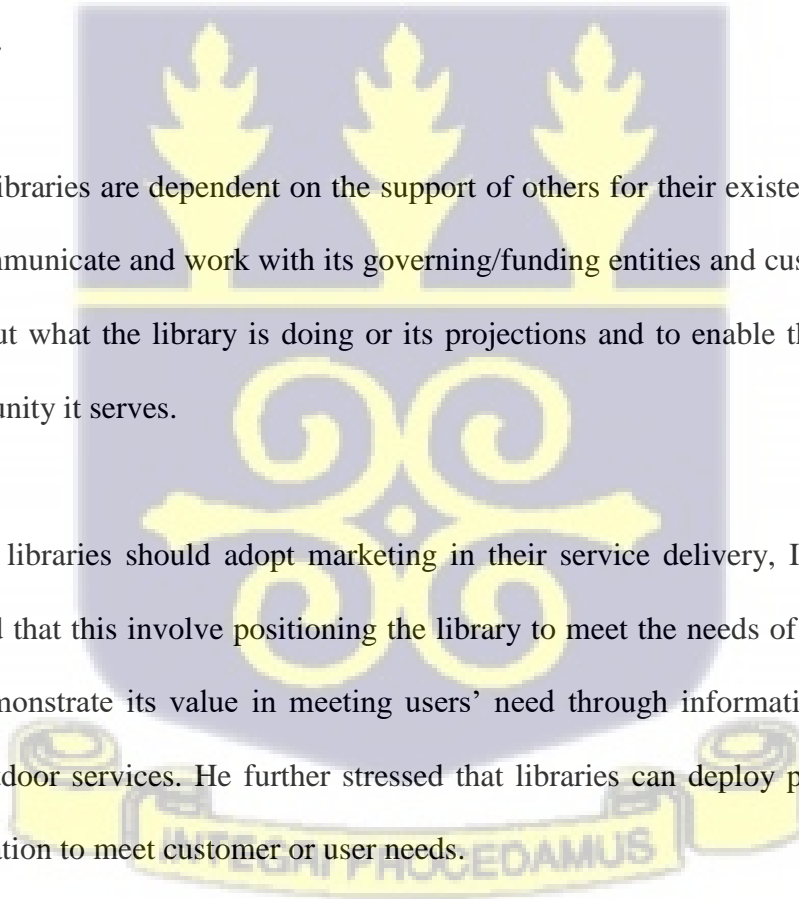
Competition for Resources: Public libraries mainly operate from funding from government and same can be said of the Ghana Library Authority. These libraries compete with other government institutions for their part of the budget which means libraries must market their facility and services in order to sustain their operations and serve the public. Gupta (2006) emphasised that some major reasons why library and Information Professionals need to apply marketing in their libraries is not with the intention to increase profit but with the objective of increasing the satisfaction derived by users as well as ensuring the increase in funding in turn. This is because, an increase in the satisfaction of the customer will automatically reflect in increased their willingness to use and pay for services offered thereby increasing revenue.

Relevance: Marketing makes it possible for libraries to market themselves and remain relevant whilst being connected with their target users whilst helping solve current economic issues such as unemployment and illiteracy.

Branding: As defined by the Cambridge Advanced Learners dictionary, can be said to be an act of giving a company particular design or symbol in order to advertise its products and services. Lawton (2016) stressed that Having a brand that is easily recognisable is crucial to help increase awareness of the libraries existence and makes the librarian and the library instantly visible. Librarians are mostly not perceived by the public to be well-trained and technologically inclined. However, marketing of libraries will place the library and information professionals on a reputable state in the mind-set of users. Effective marketing has the great ability to: provide an increase in usage of services, increase library funds, provide a positive perception, help educate customers and non-customers and enhance the clout and reputation of the library and its staff (Steadley, 2003).

Survival: Most libraries are dependent on the support of others for their existence or survival. A library must communicate and work with its governing/funding entities and customers to provide information about what the library is doing or its projections and to enable the library to learn about the community it serves.

In tackling why libraries should adopt marketing in their service delivery, Ian Ruskin-Brown (2013) explained that this involve positioning the library to meet the needs of the clientele. The library must demonstrate its value in meeting users' need through informational, educational, research and outdoor services. He further stressed that libraries can deploy personal selling as well as segmentation to meet customer or user needs.



In a study conducted by Ukwoma (2014) on strategies deployed by library and information science (LIS) professionals in library service marketing in Nigeria, she identified the major strategies being deployed by libraries to include good communication skills, face to face interaction with the user community. She also identified good networking among professional colleagues, the use of notice boards, seminars and workshops, frequent newsletters, publicity through advertisements and announcements as well as through the use of website.

2.9 Library and Information Marketing in Ghana and Africa

A study conducted by Abdurrahman and Rita (2021) on Scopus database showed that a total of 38 countries contributed to library marketing research over a 25-year period with the United States of America having 122 being the most documents on the subject. India came second with 32 documents followed by the United Kingdom. However, Nigeria leads the African documents with 15 whilst Ghana had only 4 documents. This finding demonstrates the low contribution being made by African libraries on this topic to the international field and the inadequacy of literature on public library marketing in Ghana.

It has been argued by Kiily and Otiye (2016), that the emergence of online revolution of information provision has alternatively made available lots of information and made accessibility much easy. This therefore makes it much less desiring for students to see the benefits of using the institutions libraries and their resources as against those provided online. The central role of libraries in academic institutions becomes much challenged hence the staff are compelled to effectively compete for their interest (Wilcox and Chia, 2013). The above assertion cannot be

different from the public libraries. Libraries need to make sure they are making available a great number of electronic resources due to the easier nature to access remotely and almost every one with a Smartphone can access these resources.

Adegoke (2015) in a study of marketing in Nigerian university libraries concluded that based on the significant importance being played by marketing in the promotion and delivery of library and information services in creating awareness in library services, information professionals must ensure that they exhibit extra efforts in the area of library/information marketing and promotion. She further reiterated that this can be done by means of advertisement, exhibitions and displays, publicity, public relations to amongst others.

Kotler as quoted by Bhardwaj and Jain (2016), gave five key gaps that have been noted to be responsible for the unsuccessful service delivery hence having negatively affected quality of library service delivery. The first gap they identified was between the users and management's perception. This they attributed to management not understanding the exact needs of users hence their inability to satisfy such needs. This gap they identified was also due to libraries unwillingness to conduct survey prior to the commencement of new service introduction for their clientele.

They further identified other gaps to be managements perception and the quality of service specifications. This they gave the reason to be management does not most often times meet the service quality specifications. Their third gap noticed was quality specifications and delivery service.

In furtherance, the fourth gap was linked to library promises and actual deliveries to users. In ending, they gave the fifth gap to be the perceived service and the likely service being delivered.

In narrowing the service delivery and adoption of marketing to Ghana, most academic libraries have deployed marketing in one way or the other. Several tools have been deployed as quoted by a study of Habib (2019) on private university libraries in Ghana with fresher (new) students' orientation as being notably the major tool used by the such universities to bring to the knowledge the services being offered. The study also found that other techniques such as librarian-user encounters and the attractiveness of dress code or appearance by library staff were also considered to be tools used. Surprisingly social media was less effective at these university libraries.

In a study conducted by Asante, Martey and Kwakye (2017) on impact that promotional tools have on library services in some technical universities in Ghana, they concluded that, all the components of the promotional tools which included personal selling, sales promotion, public relations and advertising have significant positive relationship with marketing of library services which directly affirms and supports another study by Norton and Kwong's (2007) research which also showed that advertising have an increasingly positive effect on the patronage of users of library services. This assertion was further supported by a study conducted by Nazish et al (2011) that promotion positively affects the perception of library users.

In an earlier study conducted by Kavulya (2004), the deployment of marketing tools in University libraries activities in Kenya tend to be more geared and focused on promotion and advertising activities.

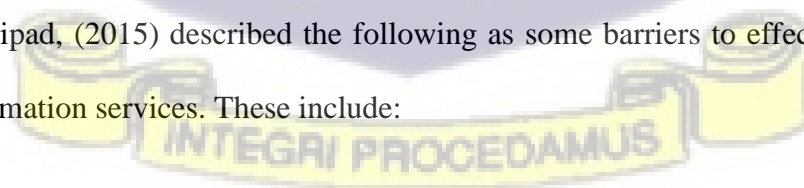
He stated that the institutions surveyed mostly used these tools as efforts to raise awareness of available library services to users through the information of users about the collection available at the library through the use of brochures, periodic newsletters and notice boards. This is not different from other studies conducted on Ghanaian University libraries.

Mutongi and Chiwanza (2016) asserted that libraries in order to be able to survive must adapt the use of differentiated strategy. This strategy is a situation which allows libraries to distinguish themselves from other libraries based on their own unique products or services which is different from all services being provided by other libraries with a key focus on taking advantage of competitive advantage. Again, the authors considered the differentiated strategy to be an exceptional advantage over other libraries and other business modelled competitors offering the same product or service.

Librarians in Mustapha Abba Library have emphasised that there are two main needs for information resources to be marketed. These they said are: to achieve the objectives of the Library and to identify the information needs of users (Daksiri & Dauda, 2020).

2.10 Challenges of Library and Information Marketing

Shripad and Shripad, (2015) described the following as some barriers to effective marketing of library and information services. These include:



There is seemingly lack of agreement and low level of knowledge as well as acceptance of client requirements, wants, and needs. Libraries do not delve to know what their users' needs are. This challenge according to a study conducted by Rita (2016), the three most worrying factors affecting libraries and information marketing included lack of funds, infrastructural unavailability and ineffective user interaction by librarians.

According to Gupta, Koontz and Massimo (2013), they enumerated several possible factors negatively affecting the effective marketing of library and information resources and services. These they mentioned included absence of marketing policies, poor marketing strategy, the lack of skilled manpower and infrastructural deficiencies. Others according to Baro and Ebhomeya (2013), included the unavailability of exposure of information professional during their training in schools as well as inadequate funding to engage in marketing activities.

Studies have shown that most libraries globally are still facing major challenges in ensuring they adopt effective marketing of their services. This is affirmed by a study of Edewor, Okite-Amughoro and Egreaajena (2016) such that inadequate ICT facilities which includes Computers, Printers, Scanners and others are key to affecting effective library and information marketing.

Librarians and information scientists' lack of business expertise affects their marketing interest. Casual approach in disseminating information to the users and potential users' Lack of perception of how much information services and products can contribute to boost research and development activity.

Libraries must change and adapt to the emerging trend in the changing environment in order not to be left behind as the pace of development and change is likely to affect libraries. Marketing, irrespective of the form of change will add value to the services provided and the ultimate utilization of resources.

Zauha, Samson and Christin (2001) brought to bare the need for libraries and information centres to keep themselves marketed for relevance in their communities. In the same regard, Weigand (2002) posited that libraries and information centres are faced with huge challenges which makes it necessary to embrace change demonstrate be proactive in demonstrating leadership through the adaptation of marketing strategies. Boakye (1999) in his opinion indicated that poor marketing strategies by libraries highly affects the ease and ability of library users in the utilization of services and resources at the library.

There are several problems that hinder librarians and information professionals from effectively marketing their services. Some of these challenges include, unavailability of funds. Adebayo (2004) reported that funding has been the worst and common problem Nigerian libraries faced. The problem with regards to funding in academic libraries cannot be very different from public libraries in Africa as well as those in Ghana. This problem affects the adaptation of creativity and other strategies to market the libraries in Ghana.

Aderibigbe and Farouk (2017) affirmed that the key problems affecting the full implementation of marketing in library spaces were poor funding, unreliable power supply, poor infrastructure like photocopier etc.

They further gave low computer literacy among staff, lack of computers, unavailability of staff, air conditioner for the marketing of library services, lack of professional training in marketing, limited media access, under staffing, death of library materials to market, and also library management do not have marketing policy as some of the other challenges faced by libraries in marketing their services.

2.11 Summary of Literature

The literature reviewed above has clearly demonstrated the need for librarians to either have a marketing background or be trained in marketing in order to be able and readily ensure their users are served right.

Libraries are faced with enormous challenges with the ultimate of being inadequate funding. However, in order for librarians to be able to stand the test of time and ensure their libraries sustainability, there is the need to adapt some marketing tools to boost their service delivery to their users.

Public libraries unlike academic libraries are set up to serve a diverse group of users from toddlers, and this places a great responsibility on the shoulders of the information professional of such institutions. Public libraries need to incorporate a well-defined marketing policy into their long term strategic plans to ensure they enjoy the most of customer satisfaction which will reflect in extra funding form donors and government since that is where majority of their funding comes from.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

Research methodology primarily refers to how a researcher systematically designs a study to ensure effective reliability and validity of results with respect to the objectives and aims. Kothari & Garg (2014) defined it to be the systematic way of finding or solving a research problem at hand. In further explanations, they described the procedures which are necessary to be used for the collection of data and further analysis. For this study, the methodology includes research design, selection of cases and subjects, research approach and instrumentation.

3.2 Research Design

Kumar (2017) defined research design to mean the road map that a researcher follows to find answers to research questions as validly, objectively, accurately and economical as possible.

According to Grove, Burns, and Gray (2013), descriptive designs may be used by a researcher to develop a theory, identify problems with current practices or justify current practices, make judgments or determine what others in similar situations are doing. Descriptive designs further collect information about variables without changing the environment or manipulating any variables, so they do not look at possible cause and effect.

This study was conducted with the use of the descriptive survey design. According to Akuezulo and Agu (2003) the survey research is used for collection of standardized information from a sample considered to be representative of a particular population or group. This therefore makes the selected research design appropriate for the study due to its ability to generate the relevant and useful data from a representative sample of the population for generalization.

Descriptive as implied in its name refers to describing something. Descriptive design as stated by Anaekwe (2007) is focused on the collection of data for the purpose of defining and interpreting existing conditions on practice, beliefs, attitudes, etc. this study deemed descriptive research design a suitable approach due to its ability to be regarded as a reliable actual world measure for the problem under investigations in which facts, characteristics or quantities of a given population, area of interest or event concerning, that is appropriate when problems of real life are been investigated.

Descriptive research design is mostly suitable when the aim of the study is to identify the characteristics, frequencies, trends, categories and the behaviour of people. It comes with the advantage of:

- Allowing the researcher to analyse facts and help in the developing of in-depth understanding of the research problem
- It also helps the researcher to determine the behaviour of people in a natural setting and can be used in both quantitative and qualitative studies.
- It further grants the advantage of cost effectiveness and quick in research conducting.

Due to its versatility of method in data gathering, it can be used for different purposes

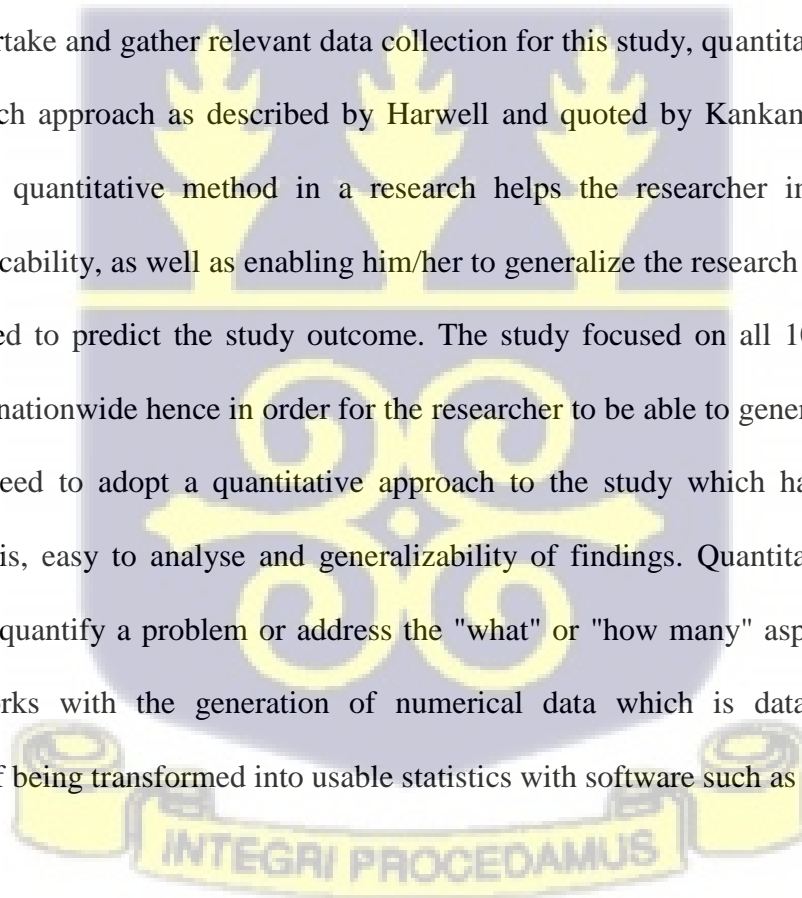
(www.reserachtopic.com 2021)

This design aided the researcher to be able to assess the Marketing tools deployed by Ghana Library Authority in its service delivery.

This design has been deployed in similar studies by Asante et al (2020) in which they assessed the impact of promotional tools on the patronage of library services in selected polytechnics in Ghana.

3.3 Research Approach

In order to undertake and gather relevant data collection for this study, quantitative approach was adopted. Research approach as described by Harwell and quoted by Kankam (2016) indicates that the use of quantitative method in a research helps the researcher in maximizing the objectivity, replicability, as well as enabling him/her to generalize the research findings, and they are typically used to predict the study outcome. The study focused on all 10 regional and 66 branch libraries nationwide hence in order for the researcher to be able to generalise the findings, there was the need to adopt a quantitative approach to the study which had the benefits of objective analysis, easy to analyse and generalizability of findings. Quantitative research is a process used to quantify a problem or address the "what" or "how many" aspects of a research question. It works with the generation of numerical data which is data that is has the characteristics of being transformed into usable statistics with software such as SPSS.



The quantitative approach was suitable for this study since it sets to generalise the findings from across the country. Creswell (2003) states, quantitative research employs inquiry strategies such as experimental and surveys, and ensures predetermined data is collected with the use of instruments that yield statistical data. He further stated that the findings from quantitative research can be predictive, explanatory, and confirming. Leedy and Ormrod (2001) confirmed that the intent of quantitative research approach is to establish, confirm, or validate relationships whilst developing generalisations that will contribute to the theory hence making it very suitable for this study.

3.4 Selection of Cases

The study was undertaken across the 10 Regional Libraries of the Ghana Library Authority and selected branch libraries. These Regional Libraries were Tamale, Wa, Bolgatanta, Sunyani, Sekondi, Cape Coast, Kumasi, Koforidua, Accra and Ho libraries. The selected branch libraries are also located in the 10 regions.

3.5 Selection of Subjects

3.5.1 Population

Cooper & Schindler, (2003) states that population is the total collection of elements or participants about which the researcher makes some inferences. Kumeckpor (2002) in his assertion defined population to include the entirety of the group of all individuals or objects which the researcher has interest in and also to generalize its finding.

Therefore, the population for this study included all Regional Librarians and Branch Librarians of the Ghana Library Authority as well as all registered adult users of the Authority.

Table 3.1 Population of the study

SN.	Target Population	Total Number
1.	Regional Librarians	10
2.	Branch Librarians	80
3.	Registered Adult Users	10,011

Source: GhLA 2020 KPI

Table 3.2 Population breakdown

SN.	Regional Libraries	Total Population (Registered Users)	Population (Branch Librarians)
1.	Ashanti (Kumasi)	680	7
2.	Bono (Sunyani)	747	9

3.	Central (Cape Coast)	1,208	17
4.	Eastern (Koforidua)	4,624	17
5.	Greater Accra (Accra)	1271	9
6.	Northern (Tamale)	174	2
7.	Upper East (Bolgatanga)	152	3
8.	Upper West (Wa)	425	1
9.	Volta (Ho)	453	8
10	Western (Sekondi)	277	7

Source: GhLA 2020 KPI

3.5.2 Sample Size

Sampling can be described to mean the process of choosing or selecting units from a population of interest in order to be able to generalize the results to the population from which they were chosen.

Census was used to study the population of the Ten (10) Regional Librarians since it is a finite population (researcher covered every member of the first population) whilst deploying convenient sampling technique for both branch librarians and the library users based on the registration databases of the various libraries since each element of the user population due to users' availability. Selection of the sample size was done with reference to the Krejcie and Morgan sample size determination table which has a 5% precision level and 95% confidence level. This therefore meant that the sample size was 370 from a total population of 10,011 users.

Table 3.3 Sample size determining table

Table for Determining Sample Size of a Known Population									
<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377

75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
Note: <i>N</i> is Population Size, <i>S</i> is Sample Size									

Source: Krejcie and Morgan (1974)

In the case of the Regional Librarians, the researcher used all the ten (10), and also used a sample of 66 for the Branch librarians who were 80 in all. A total of 370 registered readers were used from a total population of 10,011 based on the above table.

In summation, four hundred and thirty-six (436) as sample size for library users and branch librarians and the ten (10) regional librarians summed up to a sample total for the study to be four hundred and forty-six ($370 + 66 + 10 = 446$).

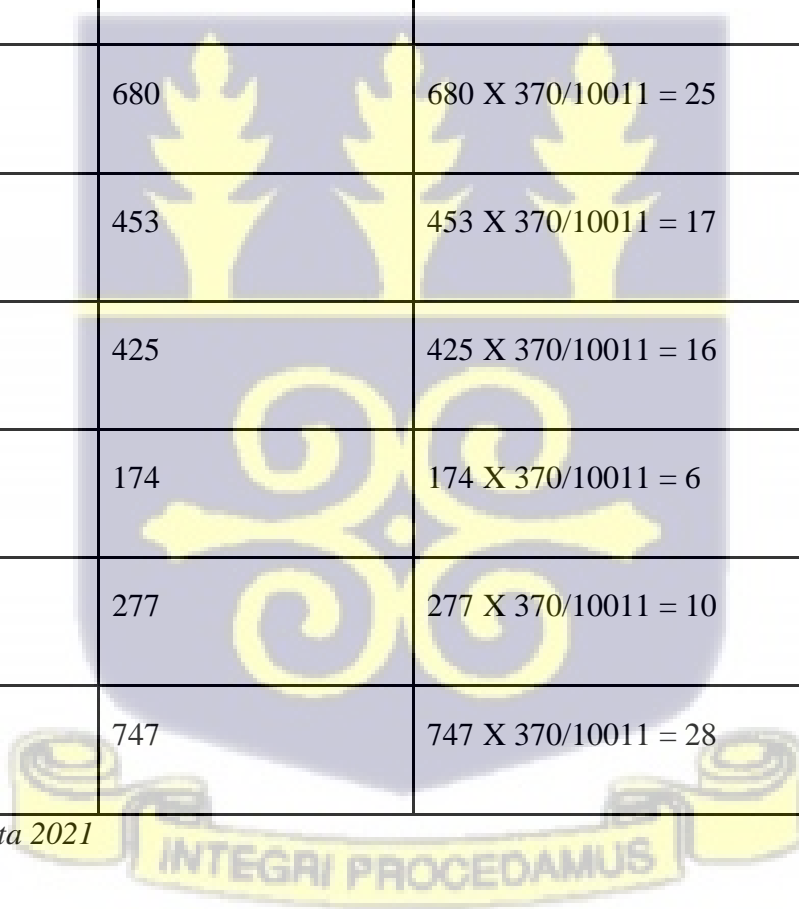
3.5.3 Sampling Techniques

In ensuring there is an equal and fair representation of the population of the users, the researcher proportionately distributed the sample size of (370) of the registered users to each of the regional libraries.

Table 3.4 Breakdown of users Sampled from each regional library

Regional Library	Reader Population	Sample size	Percentage
Accra	1,271	$1271 \times 370/10011 = 47$	12.70
Bolgatanga	152	$152 \times 370/10011 = 6$	1.62
Cape Coast	1,208	$1208 \times 370/10011 = 45$	12.16
Koforidua	4,624	$4,624 \times 370/10011 = 170$	45.95
Kumasi	680	$680 \times 370/10011 = 25$	6.76
Ho	453	$453 \times 370/10011 = 17$	4.59
Wa	425	$425 \times 370/10011 = 16$	4.32
Tamale	174	$174 \times 370/10011 = 6$	1.62
Sekondi	277	$277 \times 370/10011 = 10$	2.70
Sunyani	747	$747 \times 370/10011 = 28$	7.57

Source: *Field data 2021*



Convenient sampling was deployed for the study of the registered users and branch librarians. Saunders, Lewis, & Thornhill, (2012) defined Convenience sampling to be a specific type of non-probability sampling method which is dependent on data collection from population members who are conveniently available to participate in study. They also concluded that convenience sampling provides simplicity of sampling and the ease of the research, it also helps and makes data collection facilitated in a short duration of time. This sampling technique was adopted by the researcher due to the scattered nature of respondents nationwide.

3.6 Instrumentation

Data collection instruments as defined by Fraenkel and Wallen (2003) involves the whole processes and steps of gathering data. The instrument used for this study was questionnaire for both library staff and users. In the preparation of the questionnaires, the objectives of the study were the main points of reference. This study used questionnaires due to the adoption of the quantitative approach.

Research approach as defined by (Crotty 2008) states that, it is an approach that provides guidance to a researcher to choose the suitable methods that shapes the use of chose methods. For this study, the researcher used the Quantitative approach with a focus on the survey design.

3.6.1 Questionnaire

According to Debois (2019), a questionnaire is defined to be an instrument for the collection of data, which inadvertently always includes asking a given subject to respond to a set of written or oral questions.

Two sets of questionnaires were designed by the researcher for the study. The first set of questionnaire, titled “Staff application of marketing in Public Libraries” was addressed to librarians, whilst the second set named “Users observation of Marketing practices in Public Libraries” was targeted at library users. Questionnaires are great instruments for data collection due to the advantages of being inexpensive and practical, they also offer a quick way to get results and can be used on a large scale. Questionnaires also provide the researcher with ease of data analysis and visualisation and protects the anonymity of the respondent.

The use of this tool in data gathering provided for easy analysis since data was analysed with Statistical Package for Social Sciences (SPSS) software, version 22.

3.6.2 Data Collection Procedure

Data collection is defined to be the gathering of specific information aimed at countering or making available some facts and also clarifying any puzzling facts or issues a researcher may encounter (Anaekwe 2007). The researcher contacted the Executive Director of library services with an official letter and further contacted regional librarians through telephone conversations to seek their consents prior to sending questionnaires through their personal WhatsApp numbers. The researcher also got hold of branch librarians and the registered users through the regional librarians as the regional libraries have user databases. Respondents had a two-week period to answer questions through google forms and in the case of the Eastern Regional library, hand delivery was done.

However, most respondents in Koforidua and surrounding communities completed their questionnaires in person and delivered at the Eastern Regional Library despite a few having preference for electronic questionnaires. All other regional, branch respondents as well as users from the other regions (Ashanti, Bono, Central, Greater Accra, Western, Upper East, Upper West, Northern and Volta) were electronically (google form) delivered with all questionnaires being received by 31st October 2021.

3.7 Analysis of Data

Data analysis involves the process of extraction of relevant information from a given data, with a further action of summarization and formulating a comprehensible numerical description. Data analysis is undertaken to reduce, organize and give meaning to the data (Burns & Grove, 1999). Data obtained through the administered questionnaires were assigned numbers and sorted out.

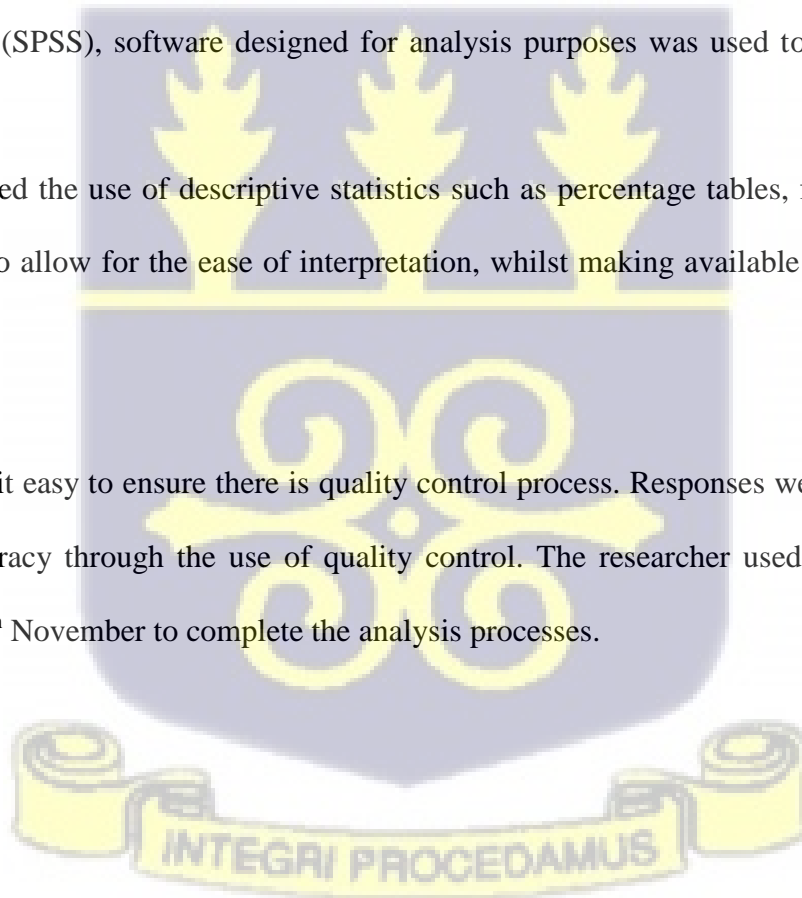
The researcher used the multiple response frequencies from the SPSS to analyse the data. By so doing to properly analyse the multiple questions in the SPSS, the data set followed a specific structure where each case represented one survey response or subject. For a given multiple response question, each answer option was represented in a separate column or variable. The multiple response variables were numeric in that those that were string were converted into numeric codes. The data values followed numeric codes representing present and not present such as 1 for present and 0 for absent or not present.

All received electronic questionnaires were marked with codes and close variables were fixed out hence making analysis easier which gave opportunity for the researcher to undertake quality control which allowed for the editing of responses for accuracy hence accepted ones were easily transferred unto Microsoft excel.

Hardcopy questionnaires were also manually entered to add up to the electronic ones. For example, some questions and responses on extent of marketing being deployed were analysed in the Likert Scale and were given numbers alphabetically in a way that 1=Strongly Agree – 4 = Strongly Disagree. Some other questions received multiple responses. Statistical Package for Social Sciences (SPSS), software designed for analysis purposes was used to analyse obtained data.

The study adopted the use of descriptive statistics such as percentage tables, frequency and pie charts in order to allow for the ease of interpretation, whilst making available conclusion of the findings.

This then made it easy to ensure there is quality control process. Responses were edited in order to confirm accuracy through the use of quality control. The researcher used a period of two-weeks ending 9th November to complete the analysis processes.



3.8 Validity and Reliability

3.8.1 Validity

In ensuring the questionnaires' ability to collect the required information and data from the respondents, the instruments were subjected to validation by making sure all the objectives and variables of the study were fully covered in the questionnaires. Moreover, the researcher presented a draft instrument to the supervisor for corrections, observations and necessary amendments in ensuring the instrument was strong enough to elicit the needed information.

3.8.2 Reliability

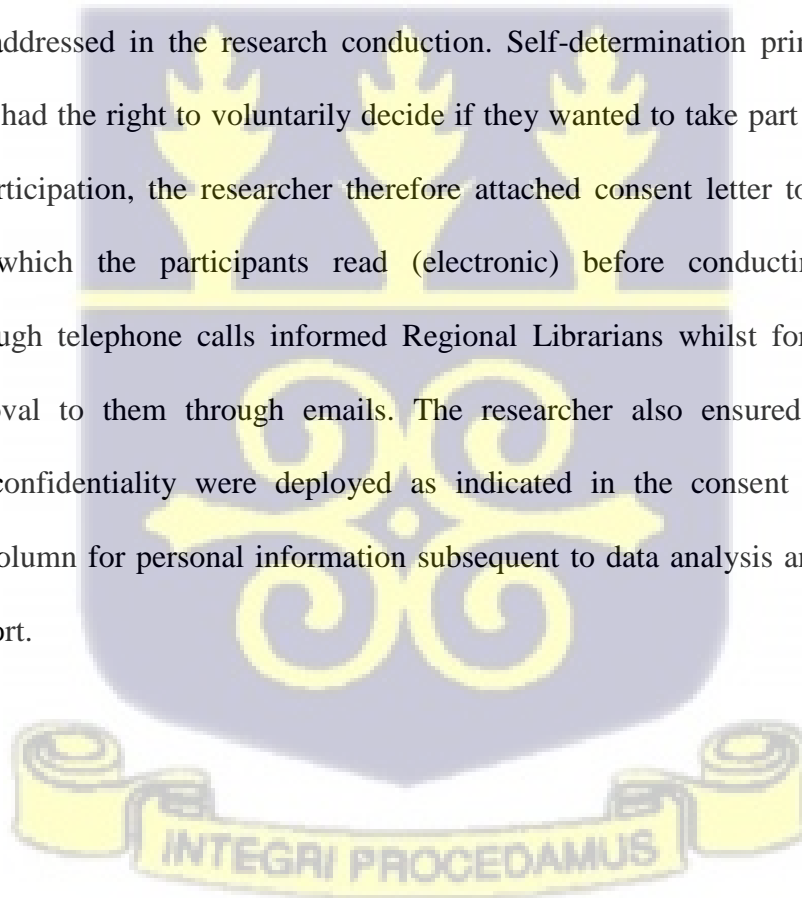
Quantitative research places a high consideration on three key areas such as the validity, objectivity and reliability. This is to ensure the inquiry is trustworthy. Qualitative research on the other hand considers other factors such as the transferability, dependability, creditability and conformability as trustworthiness and transferability criteria. The pilot study's result was used to measure reliability of the research instruments through the application of Cronbach alpha coefficient and "split half-test".

3.9 Ethical Considerations

In every research, ethical consideration is very critical as it utilizes scientific approach in a systematic way of problem solving situations. The researcher adhered to and took into consideration strict ethical norms thereby avoiding infringing on the privacy of respondents.

Respondents had ample time to complete the questionnaire, whilst the researcher maintained confidentiality of information hence not requesting for respondents' identity. In ensuring that plagiarism is avoided, all works were cited and duly acknowledged in references using 7th edition of APA style.

In order to make sure a higher research quality was attained, the researcher took into consideration ethical and logistical issues by avoiding plagiarism, armchair researching, infringement and over citation of a particular work. Issues with logistics such as obtaining permit to undertake a research by obtaining a research permit from the headquarters of Ghana Library Authority was addressed in the research conduction. Self-determination principle means that each participant had the right to voluntarily decide if they wanted to take part in the study or to decline their participation, the researcher therefore attached consent letter to the copy of the questionnaires which the participants read (electronic) before conducting the research. Researcher through telephone calls informed Regional Librarians whilst forwarding copy of letters of approval to them through emails. The researcher also ensured that appropriate procedures of confidentiality were deployed as indicated in the consent letter hence non provision of a column for personal information subsequent to data analysis and compilation of the research report.



CHAPTER FOUR

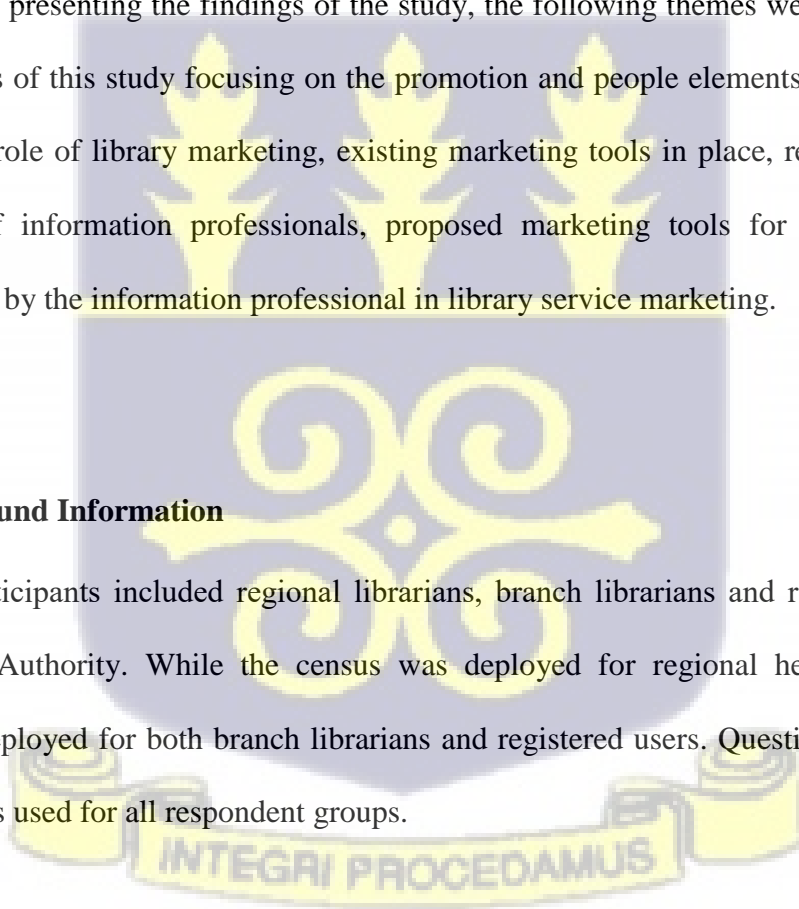
DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter provides the analysis of the collected data from participants included in this study. Data obtained from the Regional Directors and Branch Librarians were analysed together with the use of SPSS since they both answered the same questions. Users' questionnaires were also analysed with SPSS. Furthermore, tables and pie charts were deployed for obtained data interpretation. In presenting the findings of the study, the following themes were regarded based on the objectives of this study focusing on the promotion and people elements of the theoretical framework: the role of library marketing, existing marketing tools in place, required marketing competencies of information professionals, proposed marketing tools for libraries and the challenges faced by the information professional in library service marketing.

4.2 Background Information

The study's participants included regional librarians, branch librarians and registered users of Ghana Library Authority. While the census was deployed for regional heads, convenience sampling was deployed for both branch librarians and registered users. Questionnaires were the main instruments used for all respondent groups.



4.2.1 Response Rate for Staff and Users

The main participants for the study were staff and Users of the libraries. However, staff included Regional Librarians and Branch Heads. The total number of questionnaires administered for the Regional Librarians were 10 and a total response rate of 90% was received. 66 total questionnaires were also administered for branch librarians, however a total of 57 usable responses were received. This therefore meant that a total of 66 questionnaires for both Regional and Branch Librarians were used for this study indicating an 86.84% response rate.

A total of 370 questionnaires were administered to users of the various public libraries. A 72.97% response rate was recorded as 270 responses were received from across the various regions. The Ashanti libraries had 12 (48.0%), Bono with 15 (53.6%) and Central libraries with 40 (88.9%). The Eastern libraries with highest respondents also had 132 (77.6%). Greater Accra libraries had 37 being 78.7% and Northern libraries had 6 (100%). The libraries' respondents from the Upper East regional had 2 (33.3%) and 9 (56.3%). Volta and Western had 11 (64.7%) and 6 (60%) respectively

4.2.1.1 Regional and Branch Librarian Response Rate

Statement	Administered	Response
Regional Librarians	10	9
Branch Librarians	66	57
Total	76	66

Source: *Field Data, 2021*

Table 4.1 above shows the number of questionnaires administered for this study for the staff of the Ghana Library Authority as well as the response rate received for each group. A total of 10 questionnaires were administered for Regional Librarians and 66 for Branch Librarians, however a total of 66 were received which is an 86.84%. Regional Librarians therefore represent 9 (14%) whilst the branch heads were 57 (86%) of total staff respondents used for this study.

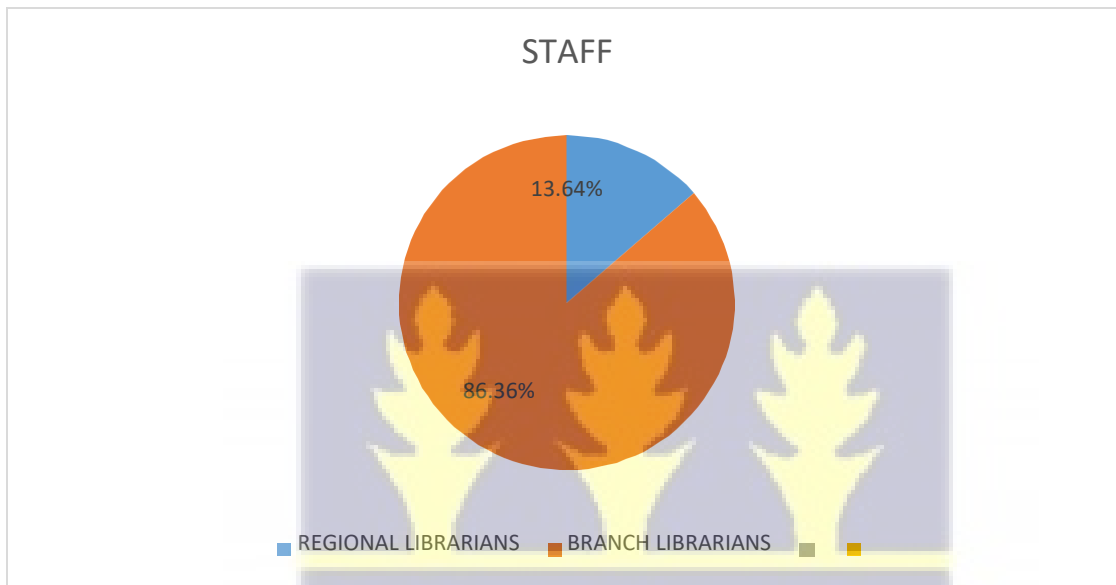


Fig. 4.1 Regional and Branch Librarians response rate

4.2.1.2 Regional Breakdown of Response rate of staff

REGION	SAMPLE	RESPONSE	PERCENTAGE
ASHANTI	7	6	85.71%
BONO	8	6	75.00%
CENTRAL	15	14	93.33%
EASTERN	15	14	93.33%
GREATER ACCRA	8	7	87.50%

NORTHERN	3	3	100.00%
UPPER EAST	3	1	33.33%
UPPER WEST	2	2	100.00%
VOLTA	8	7	87.50%
WESTERN	7	6	85.71%
TOTAL	76	66	86.84%

Table 4.2 Regional Breakdown of Staff Response rate

4.2.1.3 Regional Breakdown of Response rate of Users

REGION	SAMPLE	RESPONSE	PERCENTAGE
ASHANTI	25	12	48.0%
BONO	28	15	53.6%
CENTRAL	45	40	88.9%
EASTERN	170	132	77.6%
GREATER ACCRA	47	37	78.7%
NORTHERN	6	6	100.0%
UPPER EAST	6	2	33.3%
UPPER WEST	16	9	56.3%

VOLTA	17	11	64.7%
WESTERN	10	6	60.0%
TOTAL	370	270	72.97%

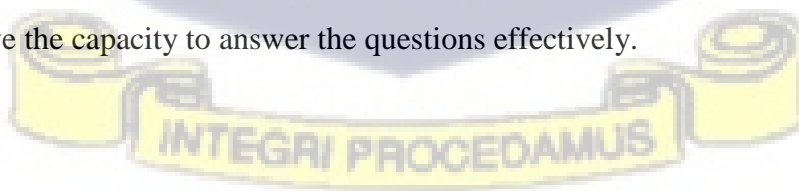
Table 4.3 Regional breakdown of response rate of users

4.2.2 Work experience

Statement	Frequency	Percent
1 - 10 years	23	34.8
11 - 15years	17	25.8
16years – above	26	39.4
Total	66	100.0

Source: *Field Data, 2021*

Table 4.4 shows how long the staff had worked with the library, out of the 66 participants 23 representing 34.8% has between 1 – 10years working experience. 17 had worked between 11 – 15 years representing 25.8% of the total respondents. Finally, 39.4% had worked for more than 16 years. The data showed that most of the staff had worked with the library for quite a long period hence have the capacity to answer the questions effectively.



4.2.3 Academic Qualification

Academic Qualification	Frequency	Percent
Diploma in Library/information studies	6	9.1
First Degree in Library/Information Studies	24	36.4
Master Degree in Library/Information Studies	17	25.8
Others (Specify)	19	28.8
Total	66	100.0

Source: *Field Data, 2021*

Table 4.5 also indicates the academic qualification of staff of the library, 9.1% of the respondents had diploma in library/information services, 36.4% had first degree in library/information service. 25.8% had obtained Master’s degree in library/information studies and 28.8% had other certificates other than librarianship or information studies certificates. To conclude it could be said that most of the staff have the pre-requisite to manage a library. The other 28% with different certificates (mostly SHS and Middle School Leaving Certificates) need to also work hard to get the pre-requisite since it is quite substantial.

4.3 Relevance and Role of Marketing

4.3.1 Do you think library and information marketing is important to the library?

	Frequency	Percent
Yes	66	100.0

Source: *Field Data, 2021*

Table 4.6 shows whether it is important to market the activities of the library, all respondents answered Yes which makes 100% of the total responses.

4.3.2 The extent to which Ghana Library Authority adopts marketing

Statements	Frequency	Percent
Great extent	40	60.6
Medium extent	21	31.8
Little extent	3	4.5
Not available	2	3.0
Total	66	100.0

Source: *Field Data, 2021*

Table 4.7 shows that extent to which Ghana library authority adopts marketing, of the total of 66 respondents 60.6% agree to a great extent that Ghana library authority adopts marketing activities. 31.8% said to a medium extent. 4.5% said to a little extent. only 3% said there is no available marketing. A substantial portion of the respondents agreed that the library had marketing tools which shows a positive perception of marketing at the library amongst staff.



4.4 Types of Marketing Tools Being Deployed

Respondents were required to select the type of marketing tools being deployed by the Ghana Library Authority.

Tools the library Currently adopts to market its information service

Tools	Responses		Percent of Cases
	N	Percent	
Social Media Use	63	15.6%	95.5%
Bulk SMS	25	6.2%	37.9%
Periodic Library Orientation	43	10.6%	65.2%
Creating Electronic Advertisement	32	7.9%	48.5%
Public Announcement	48	11.9%	72.7%
Exhibitions and Displays	47	11.6%	71.2%
Seminars and Workshops	45	11.1%	68.2%
Excellent Customer service	36	8.9%	54.5%
Library Extension services	43	10.6%	65.2%
Newsletters	23	5.7%	34.8%
Total	405	100.0%	613.7%

Source: *Field Data, 2021*

Table 4.8 shows the tools adopted in marketing of information of services 15.6% agreed that the library use social media. 6.2% said the library use Bulk SMS as a marketing. Periodic Library

Orientation 10.6%. Creating Electric Advertisement 7.9%. Public Announcement 11.9%. Exhibitions and displays 11.6%. Seminars and workshops 11.1%. Excellent Customer service 8.9%. Library Extension services 10.6% and Newsletters 5.7%. these findings show that the library adopts a little bit of each of the marketing tools identified. The reasons for this is that regional managers and district managers are also given discretion to choose some marketing tools within their purview hence reasons for the use of a bit of all tools.

4.4.1 Regional Breakdown of Types of Marketing Tools Being Deployed (Social Media)

Based on the general responds of tools being deployed by the library, the responses were broken down based on the libraries from each region and how they fall within the general responses for each tool.

Social Media Usage

Statements	Responses	
	N	Percent
Ashanti	5	7.94%
Bono	5	7.94%
Central	14	22.22%
Eastern	14	22.22%
Greater Accra	7	11.11%
Northern	3	4.77%

Upper East	1	1.59%
Upper West	2	3.17%
Volta	7	11.11%
Western	5	7.94%
Total	63	100.00%

Source: *Field Data, 2021*

Table 4.9 Indicates that all libraries across the country deploy social media with Central and Eastern responses of 14 (22.22%) each, libraries in Greater Accra and Volta with 7 (11.11%) and Bono and Ashanti and Western libraries with 5 (7.94%) each. The Northern library recorded 3 (4.77%) and Upper West 2 (3.17%) with Upper East recording 1 (1.59%).

4.4.2 Regional Breakdown of Types of Marketing Tools Being Deployed (Bulk SMS)

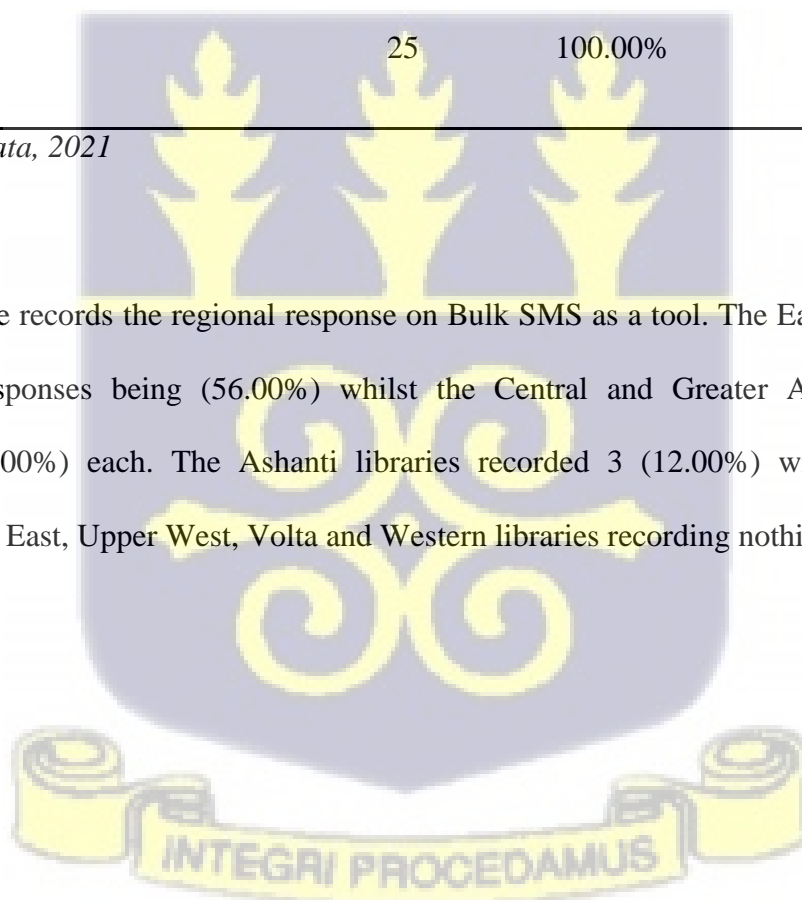
Bulk SMS

Statements	Responses	
	N	Percent
Ashanti	3	12.00%
Bono	0	0.00%
Central	4	16.00%

Eastern	14	56.00%
Greater Accra	4	16.00%
Northern	0	0.00%
Upper East	0	0.00%
Upper West	0	0.00%
Volta	0	0.00%
Western	0	0.00%
Total	25	100.00%

Source: *Field Data, 2021*

Table 4.10 above records the regional response on Bulk SMS as a tool. The Eastern libraries recorded 14 responses being (56.00%) whilst the Central and Greater Accra libraries recorded 4 (16.00%) each. The Ashanti libraries recorded 3 (12.00%) with the Bono, Northern, Upper East, Upper West, Volta and Western libraries recording nothing.



4.4.3 Regional Breakdown of Types of Marketing Tools Being Deployed (Periodic Orientation)

Periodic Orientation

Statements	Responses	
	N	Percent
Ashanti	5	11.63%
Bono	2	4.65%
Central	10	23.26%
Eastern	10	23.26%
Greater Accra	7	16.28%
Northern	1	2.33%
Upper East	0	0.00%
Upper West	0	0.00%
Volta	5	11.63%
Western	3	6.98%
Total	43	100.00%

Source: *Field Data, 2021*

Table 4.11 above also had staff of the libraries responding from the Eastern and Central Libraries with 10 (23.26%) each, the Greater Accra recording 7 (16.30%). The Ashanti and Volta libraries recorded 5 (11.60%) each and the Western libraries recorded 3 (6.98%).

The Bono libraries also recorded 2 (4.7%). The Northern libraries also recorded 1 (2.33%) with the Upper East and West libraries recording zero each.

4.4.4 Regional Breakdown of Types of Marketing Tools Being Deployed (Electronic Advertisements)

Electronic Advertisements

Statements	Responses	
	N	Percent
Ashanti	3	9.38%
Bono	3	9.38%
Central	7	21.88%
Eastern	7	21.88%
Greater Accra	6	18.75%
Northern	1	3.13%
Upper East	0	0.00%
Upper West	1	3.13%
Volta	2	6.25%
Western	2	6.25%
Total	32	100.00%

Source: *Field Data, 2021*

Table 4.12 depicts that the libraries in the Central and Eastern regions recorded 7 (21.88%) with Greater Accra recording 6 (18.75%). The Ashanti and Bono libraries recorded 3 (9.38%) each with the Volta and Western libraries also recording 2 (6.25%) each. The northern and Upper West libraries also recorded 1 (3.13%) each with the Upper East libraries recording zero.

4.4.5 Regional Breakdown of Types of Marketing Tools Being Deployed (Public Announcement)

Public Announcements

Statements	Responses	
	N	Percent
Ashanti	6	12.50%
Bono	6	12.50%
Central	10	20.83%
Eastern	10	20.83%
Greater Accra	7	14.58%
Northern	0	0.00%
Upper East	0	0.00%
Upper West	2	4.17%
Volta	5	10.42%

Western	2	4.17%
Total	48	100.0%

Source: *Field Data, 2021*

Table 4.13 Demonstrates that the Central and Eastern libraries recorded 10 (20.83%) each with Greater Accra following with 7 (14.58%). The Ashanti and Bono libraries recorded 6 (12.5%) each with the Volta libraries recording 5 (10.42%). The Upper West and Western libraries recorded 2 (4.17%). The Northern and Upper East libraries did not record anything.

4.4.6 Regional Breakdown of Types of Marketing Tools Being Deployed (Exhibitions and Displays)

Exhibitions and Displays

Statements	Responses	
	N	Percent
Ashanti	6	12.77%
Bono	5	10.64%
Central	10	21.28%
Eastern	10	21.28%
Greater Accra	7	14.90%
Northern	0	0.00%

Upper East	0	0.00%
Upper West	2	4.26%
Volta	5	10.64%
Western	2	4.26%
Total	47	100.0%

Source: *Field Data, 2021*

Table 4.14 above demonstrates the responses based on Exhibitions and Displays. The Central and Eastern libraries recorded 10 (21.28%) with Greater Accra recording 7 (14.90%). The Ashanti library also recorded 6 (12.77%) with the Bono and Volta libraries recording 5 (10.64%). Upper West and Western libraries had 2 (4.26%) with the Northern and Upper East recording zero each.

4.4.7 Regional Breakdown of Types of Marketing Tools Being Deployed (Seminars and Workshops)

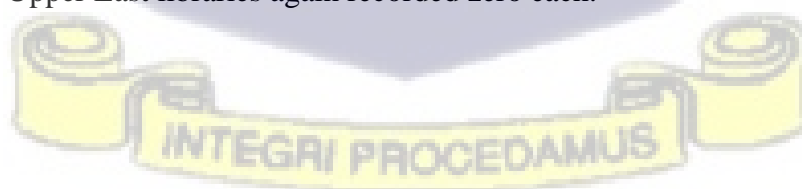
Seminars and Workshops

Statements	Responses	
	N	Percent
Ashanti	6	13.33%
Bono	3	6.67%

Central	10	22.22%
Eastern	10	22.22%
Greater Accra	7	15.56%
Northern	0	0.00%
Upper East	0	0%
Upper West	2	4.44%
Volta	5	11.11%
Western	2	4.44%
Total	45	100.0%

Source: *Field Data, 2021*

Table 4.15 above shows the regional response on seminars and workshops. The Central and Eastern libraries again recorded 10 each being (22.22%) with Greater Accra libraries recording 7 (15.56%). The Ashanti libraries recorded 6 (13.33%). The Volta library recorded 5 (11.11%), the Bono libraries recorded 3 (6.67%) and the Upper West and Western libraries recorded 2 (4.44%). The Norther and Upper East libraries again recorded zero each.



4.4.8 Regional Breakdown of Types of Marketing Tools Being Deployed (Excellent Customer Service)

Excellent Customer Service

Statements	Responses	
	N	Percent
Ashanti	3	8.33%
Bono	3	8.33%
Central	7	19.44%
Eastern	11	30.56%
Greater Accra	6	16.67%
Northern	1	2.78%
Upper East	0	0%
Upper West	1	2.78%
Volta	2	5.56%
Western	2	5.56%
Total	36	100.0%

Source: *Field Data, 2021*

Table 4.16 shows the responses on Excellent customer service. From this responses, the Eastern library recorded 11 (30.56%) and the Central libraries recorded 7 (19.44%). Greater Accra recorded 6 (16.67%). The Ashanti and Bono libraries recorded 3 (8.33%) each whilst the Volta and Western libraries also recorded 2 (5.56%) each. The Northern and Upper West libraries recorded 1 (5.56%) each with the Upper East recording zero.

4.4.9 Regional Breakdown of Types of Marketing Tools Being Deployed (Extension Services)

Library Extension Services

Statements	Responses	
	N	Percent
Ashanti	4	9.30%
Bono	2	4.65%
Central	11	25.58%
Eastern	13	30.23%
Greater Accra	7	16.28%
Northern	2	4.65%
Upper East	0	0.00%
Upper West	1	2.32%

Volta	1	2.32%
Western	2	4.65%
Total	43	100.00%

Source: *Field Data, 2021*

Table 4.17 showed the Eastern library recording 13 (30.23%), Central recording 11 (25.58%), the Greater Accra recording 7 (16.28%). The Ashanti libraries also recorded 4 (9.30%). The Bono, Northern and Western libraries recorded 2 (4.65%) each. The Upper West and Volta libraries recorded 1 (2.32%) each and the Upper East libraries recording zero.

4.4.10 Regional Breakdown of Types of Marketing Tools Being Deployed (Periodic Newsletters)

Periodic Newsletters

Statements	Responses	
	N	Percent
Ashanti	2	8.70%
Bono	0	0.00%
Central	7	30.43%
Eastern	7	30.43%

Greater Accra	7	30.43%
Northern	0	0.00%
Upper East	0	0.00%
Upper West	0	0.00%
Volta	0	0.00%
Western	0	0.00%
Total	23	100.00%

Source: *Field Data, 2021*

Table 4.18 shows the responses based on the use of periodic newsletters. The Central, Eastern and Greater Accra recorded 7 (30.43%) with the Ashanti library recording 2 (8.70%). The Bono, Northern, Upper East, Upper West, Volta and Western libraries did not record any responses.

4.5 Required Marketing Competencies of Librarians

Respondents were asked to indicate if they have undertaken any form of marketing workshop or seminar. They responded to either Yes or No.



Have you undertaken any form of marketing/seminars?

Options	Frequency	Percent
Yes	50	75.8
No	16	24.2
Total	66	100.0

Tables 4.19 identifies respondents acquisition of marketing skills through seminars. Out of the 66 respondents 50 representing 75.8%% said they had attended a seminar on marketing while 16 amounting to 24.2% said No they had not attended any marketing related seminars.

4.6 Proposed Marketing Tools

Respondents were asked to indicate by ticking which marketing tools they will propose to the Ghana Library Authority to adopt in ensuring their services and products are well marketed. Several options were made available for the respondents to select from.



Marketing tools Proposed to be adopted in marketing of information services

	Responses		Percent of Cases
	N	Percent	
Adoption of social Media	66	10.8%	100.0%
Bulk SMS	66	10.8%	100.0%
Conducting Periodic Library Orientation	64	10.4%	97.0%
Creating Electric Advertisement	64	10.4%	97.0%
Public Announcement/Media engagement	62	10.1%	93.9%
Use of exhibitions and Displays	62	10.1%	93.9%
Seminars and Workshop	60	9.8%	90.9%
Friendliness service	59	9.6%	89.4%
Library Extension services	62	10.1%	93.9%
Periodic Newsletters	48	7.8%	72.7%
Total	613	100.0%	928.8%

Source: *Field Data, 2021*

Table 4.20 shows the tools being proposed by respondents to be adopted in marketing of information of services by the Ghana Library Authority. 10.8% agreed that the library should adopt social media. 10.8% further suggested the adoption of Bulk SMS as a marketing strategy by the library. Periodic Library Orientation 10.4%. Creating Electric Advertisement 10.4%. Public Announcement 10.1%. Exhibitions and displays 10.1%. Seminars and workshops 9.8%. Excellent Customer service 9.6%. Library Extension services 10.1% and Newsletters 7.8%. These findings show that the library staff have proposed the intensification of the adoption of every available tool in the marketing of library services.

4.7 Challenges Faced by Librarians

4.7.1 Challenges faced by librarians in marketing of information services

Statements	Responses		Percent of Cases
	N	Percent	
Lack of proper training in marketing	35	31.0%	53.0%
Lack of time	29	25.7%	43.9%
Management perception towards marketing	24	21.2%	36.4%
Lack of marketing budget	21	18.6%	31.8%
Any Other reason	4	3.5%	6.1%
Total	113	100.0%	171.2%

Source: *Field Data, 2021*

Table 4.21 shows the challenges faced in marketing of information services at Ghana library Authority. 31% indicated that lack of training in marketing was one major challenges for them. 25.7% also said Lack of time was also a factor. 21.2% agree that management perception towards marketing is also a major cause. 18.6% again said it was due to lack of marketing budget. finally, 3.5% attributed these challenges to other attributes other than the above listed. The findings revealed that, though all the factors listed contributed to challenges in marketing of information services dominant of them was lack of proper training in marketing.

4.7.2 The extent of agreement with the Challenges faced by librarians in marketing of information services

Statements	Strongly agree	Agree	Disagree	Strongly Disagree
Lack of funding	72.7%	27.3%	0.0%	0.0%
inadequate staff skills	31.8%	50.0%	18.2%	0.0%
inadequate ICT infrastructure	25.8%	60.6%	13.6%	0.0%
Poor management perception of Marketing	19.7%	40.9%	31.8%	7.6%
Staff marketing knowledge	30.3%	51.5%	18.2%	0.0%

Source: *Field Data, 2021*

Table 4.22 above displays results on the extent to which the challenges faced by librarian in marketing of information services. out of the total 66 respondents 72.7% attributed to lack of funding, 27.3% also agreed, none of the respondent disagreed or strongly disagreed. Inadequate infrastructure 31% of the respondents strongly agreed ,50% agreed, 18.2% disagreed and none of the respondents strongly disagreed. In terms of IT infrastructure 25.8% strongly agreed, 60.6% agreed, 13.6% disagreed and none strongly disagreed.

Poor management perception of marketing 19.2% strongly agreed, 40% agreed, 31.2% agreed and 7.6% strongly disagreed with the statements. Finally, Staff marketing knowledge 30.3% strongly agreed, 51.5% agreed, 18.2% disagreed and none of the respondents disagreed. In

conclusion, it could be said that majority of the respondents strongly agreed to the statements that they greatly affect the activities of the Authority in Marketing of information services.

4.8 Background Information of Users

A total of 370 questionnaires were administered to users of the various public libraries with 270 responding. A 72.97% response rate was recorded.

4.8.1 Demography of Library users

Age of respondents	Frequency	Percent
15 - 20years	19	7.0
21 - 25years	47	17.4
26 - 30years	103	38.1
Above - 30years	101	37.4
Total	270	100.0

Source: *Field Data, 2021*

Table 4.23 provides the data of respondents in terms of age, 7% fell between the age of 15 – 20 years. 17.4% were between 21 – 25years of age. 38.1% were between 26 -30years and finally 37.4% were above. the age groups above indicate that majority of the respondents were matured enough to understand the questions to answer.

4.8.2 Gender

Gender	Frequency	Percent
Male	166	61.5
Female	104	38.5
Total	270	100.0

Source: *Field Data, 2021*

Table 4.24 displays the results of the gender of the respondents 61.5% were males and 38.5% were females. Inclusion.



Fig. 4.2 Gender breakdown of Users

4.8.3 Number of Years users have patronised the library

Years of patronizing the library	Frequency	Percent
1 - 5years	106	39.3
6 -10years	112	41.5
Above 11years	52	19.3
Total	270	100.0

Source: *Field Data, 2021*

Table 4.25 depicts the number of years users have been using the library facility. Out of the 270 respondents 39.3% had been members of the library between 1 – 5years, 41.5% had used the library for 6 – 10 years and 19.3% had been members of the library for more than 11years. The experience level of users using the library has giving them the luxury of witnessing the progress of the library hence would affect the level of response of the respondents.

4.8.4 Education of library users

Education	Frequency	Percent
SHS	24	8.9
Diploma	88	32.6
Degree and above	151	55.9
Other specify	7	2.6
Total	270	100.0

Source: *Field Data, 2021*

Table 4.26 shows the educational levels of respondents, 8.9% were SHS certificate holders, 32.6% were diploma holders and 55.9% had degrees and above. Based on the educational levels most of the respondents were highly educated hence would affect the outcome of the research work.

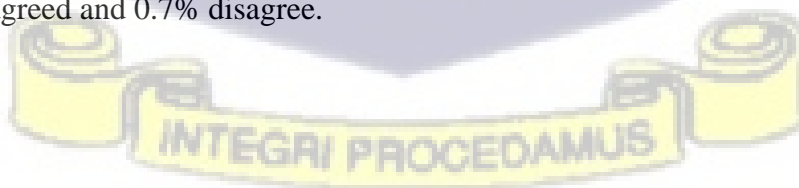
4.9 Relevance and Role of Marketing

To what extent do you agree or disagree that the library should market its information products and service.

Statement	Frequency	Percent
Strongly Agree	179	66.3
Agree	89	33.0
Disagree	2	.7
Total	270	100.0

Source: *Field Data, 2021*

Table 4.27 shows the extent to which respondents agree or disagree with marketing of information, out of the total 270 respondents, 179 representing 66.3% strongly agreed with the statement. 33% agreed and 0.7% disagree.



4.10 Types of Marketing Tools Being Deployed

Marketing Frequencies

Statements	Responses		Percent of Cases
	N	Percent	
Social Media engagements	248	24.1%	92.5%
Through word of mouth	120	11.7%	44.8%
Conducting periodic Orientation	60	5.8%	22.4%
Electronic Advertisement	189	18.4%	70.5%
Public Announcements	167	16.3%	62.3%
Use of exhibitions and Displays	154	15.0%	57.5%
Organized workshops	40	3.9%	14.9%
Excellent customer service	19	1.9%	7.1%
Periodic Newsletters1	30	2.9%	11.2%
Total	1027	100.0%	383.2%

Source: *Field Data, 2021*



Table 4.28 show the marketing tools used to reach users, 24% said social media, 11.7% said through word of mouth, 5.8% said through conducting periodic orientation, 16.3% said public announcement, 15% said through the use of exhibitions and displays, 3.9% said through organized workshops, 1.9% said through excellent customer service, and 2.9% said through periodic newsletters.

4.10.1 Tools Breakdown According to Regional Response on Social Media Usage

Social Media Usage

Statements	Responses	
	N	Percent
Ashanti	12	4.84%
Bono	4	1.61%
Central	40	16.13%
Eastern	127	51.21%
Greater Accra	37	14.92%
Northern	5	2.02%
Upper East	2	0.80%
Upper West	7	2.82%
Volta	8	3.23%
Western	6	2.42%
Total	248	100.00%

Source: *Field Data, 2021*

Table 4.29 shows the regional response of users' knowledge of marketing tools being deployed by their various regional or branch libraries according to regions. Eastern Regional Libraries had the highest response of 127 representing (51.21%), with Central Libraries following with 40 being (16.13%) and Greater Accra libraries following with 37 responses being (14.92%). Ashanti Library had 12 (4.84%), Volta libraries had 8 (3.23%) and the Upper West library also recorded 7 (2.82%). Western libraries had 6 (2.42%), the Northern Regional Library also recorded 5 being (2.02%), Bono and Upper East libraries also recorded 4 (1.61%) and 2 (0.80%) respectively.

4.10.2 Tools Breakdown According to Regional Response on Periodic Orientation

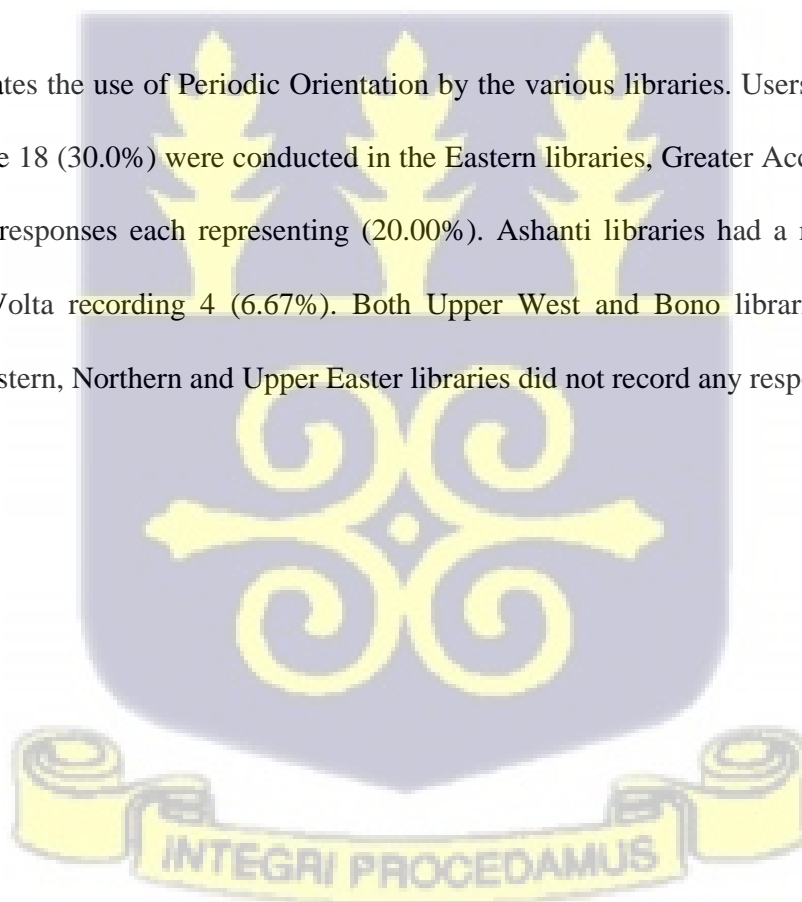
Periodic Orientation

Statements	Responses	
	N	Percent
Ashanti	10	16.67%
Bono	2	3.33%
Central	12	20.00%
Eastern	18	30.00%
Greater Accra	12	20.00%
Northern	0	0.00%

Upper East	0	0.00%
Upper West	2	3.33%
Volta	4	6.67%
Western	0	0.00%
Total	60	100.00%

Source: *Field Data, 2021*

Table 4.30 indicates the use of Periodic Orientation by the various libraries. Users responded by indicating that the 18 (30.0%) were conducted in the Eastern libraries, Greater Accra and Central libraries had 12 responses each representing (20.00%). Ashanti libraries had a response of 10 (16.67%) with Volta recording 4 (6.67%). Both Upper West and Bono libraries recorded 2 (3.33%). But Western, Northern and Upper Easter libraries did not record any responses.



4.10.3 Tools Breakdown According to Regional Response on Word of Mouth

Word of Mouth

Statements	Responses	
	N	Percent
Ashanti	7	5.83%
Bono	2	1.67%
Central	20	16.67%
Eastern	55	45.82%
Greater Accra	20	16.67%
Northern	2	1.67%
Upper East	2	1.67%
Upper West	3	2.50%
Volta	3	2.50%
Western	6	5.00%
Total	120	100.00%

Source: *Field Data, 2021*

Table 4.31 Above indicates how users got to know of some services of the Ghana Library Authority through the use of Word of Mouth. 55 respondents representing (45.82%) got the information through the Eastern Libraries, whilst 20 representing (16.67%) got it through the Central and Greater Accra libraries. 7 (5.83%) of the respondents choose Ashanti Libraries

with Upper West and Volta having 3 (2.50%) each. Bono, Northern and Upper East libraries each had 2 (1.67%) of responses.

4.10.4 Tools Breakdown According to Regional Response on Electronic Advertisements

Electronic Advertisements

Statements	Responses	
	N	Percent
Ashanti	6	3.17%
Bono	8	4.23%
Central	40	21.16%
Eastern	76	40.21%
Greater Accra	37	19.58%
Northern	2	1.06%
Upper East	2	1.06%
Upper West	4	2.12%
Volta	10	5.29%
Western	4	2.12%
Total	189	100.00%

Source: *Field Data, 2021*

Table 4.32 Indicates that 76 (40.21%) of respondents were in for the Eastern libraries whilst the Central libraries had 40 (21.16%). 37 of the respondents being (19.58%) were from the Greater Accra libraries. The libraries in the Volta region had 10 (5.2%) responses followed by Bono libraries with 8 (4.23%). Ashanti libraries had 6 (3.17%) and Upper West libraries had 4 (2.12%). The Northern and Upper East Libraries also recorded 2 (1.06%) responses.

4.10.5 Tools Breakdown According to Regional Response on Public Announcements

Public Announcements

Statements	Responses	
	N	Percent
Ashanti	10	5.99%
Bono	10	5.99%
Central	40	23.95%
Eastern	48	28.74%
Greater Accra	37	22.16%
Northern	2	1.20%
Upper East	1	0.60%
Upper West	8	4.79%
Volta	7	4.19%
Western	4	2.40%

Total	167	100.0%
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Source: *Field Data, 2021*

Table 4.33 above demonstrates users’ response to the public announcements tool being deployed by the various libraries. The Eastern libraries’ responses were 48 (28.74%) and 40 being (23.95%) from the Central libraries. Greater Accra recorded 37 (22.16%) whilst Bono and Ashanti libraries recorded 10 (5.99%) each. The Upper West libraries recorded 8 (4.79%) followed by Volta libraries with 7 (4.19%). The libraries in the Western region recorded 4 (2.4%) with the Northern and upper East libraries recording 2 (1.2%) and 1 (0.6%) respectively.

4.10.6 Tools Breakdown According to Regional Response on Exhibitions and Displays

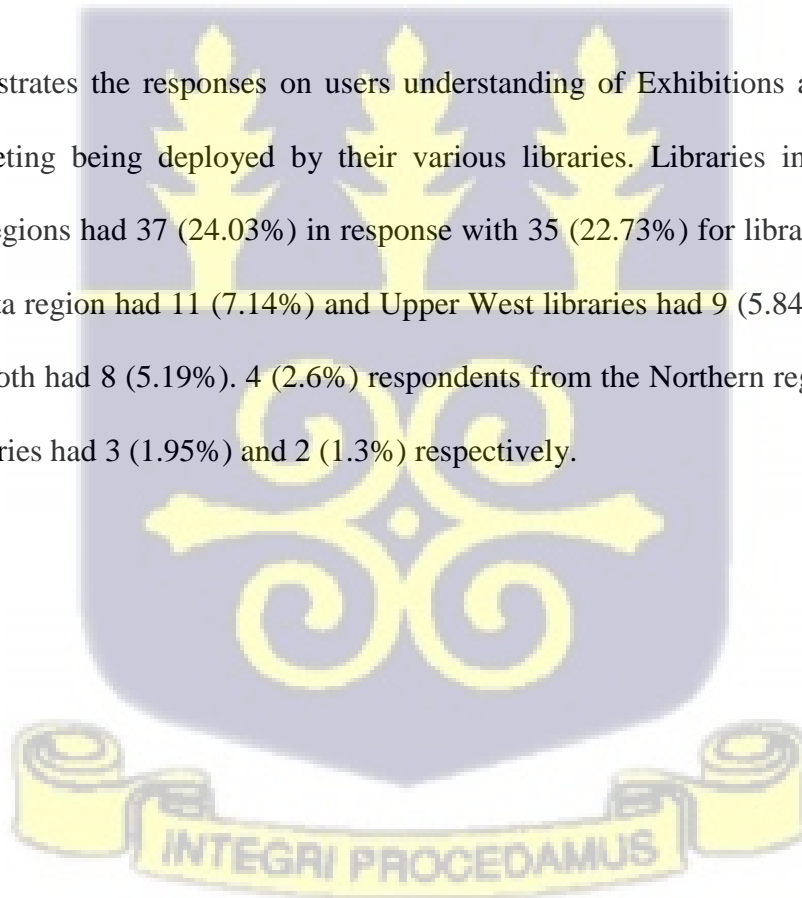
Exhibitions and Displays

Statements	Responses	
	N	Percent
Ashanti	8	5.19%
Bono	8	5.19%
Central	35	22.73%
Eastern	37	24.03%
Greater Accra	37	24.03%
Northern	4	2.60%

Upper East	2	1.3%
Upper West	9	5.84%
Volta	11	7.14%
Western	3	1.95%
Total	154	100.0%

Source: *Field Data, 2021*

Table 4 .34 illustrates the responses on users understanding of Exhibitions and Displays as a means of marketing being deployed by their various libraries. Libraries in the Eastern and Greater Accra regions had 37 (24.03%) in response with 35 (22.73%) for libraries in the Central region. The Volta region had 11 (7.14%) and Upper West libraries had 9 (5.84). the Ashanti and Bono libraries both had 8 (5.19%). 4 (2.6%) respondents from the Northern region. Western and Upper East libraries had 3 (1.95%) and 2 (1.3%) respectively.



4.10.7 Tools Breakdown According to Regional Response on Seminars and Workshops

Seminars and Workshops

Statements	Responses	
	N	Percent
Ashanti	3	7.5%
Bono	0	0%
Central	8	20.0%
Eastern	12	30.0%
Greater Accra	12	30.0%
Northern	0	0.0%
Upper East	0	0.0%
Upper West	0	0.0%
Volta	5	12.5%
Western	0	0.0%
Total	40	100.0%

Source: *Field Data, 2021*

Table 4.35 shows that libraries in the Greater Accra, and Eastern regions had 12 (30.0%) with the libraries in the Central region recording 8 (20.0%). The Volta region had 5 (12.5%) and the Ashanti libraries 3 (7.5%). Libraries in the Bono, Upper East, Upper West, and Western region did not receive any responds.

4.10.8 Tools Breakdown According to Regional Response on Excellent Customer Service

Excellent Customer Service

Statements	Responses	
	N	Percent
Ashanti	2	10.52%
Bono	0	0.00%
Central	5	26.32%
Eastern	5	26.32%
Greater Accra	5	26.32%
Northern	0	0.00%
Upper East	0	0.00%
Upper West	0	0.00%
Volta	2	10.52%
Western	0	0.00%
Total	19	100.0%

Source: *Field Data, 2021*

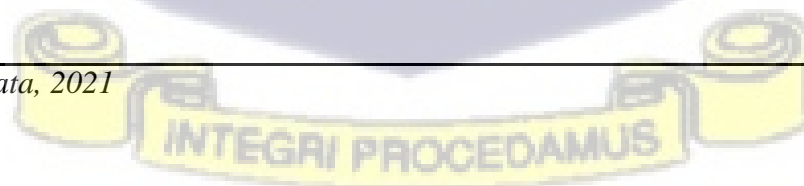


Table 4.36 demonstrates that the Central, Eastern and Greater Accra regions had the highest responses of 5 (26.32%) each. The Ashanti and Volta libraries also recorded 2 (10.53%) each. The libraries in the Bono, Northern, Upper East, Upper West and Western regions did not record any responses.

4.10.9 Tools Breakdown According to Regional Response on Periodic Newsletters

Periodic Newsletters

Statements	Responses	
	N	Percent
Ashanti	2	6.67%
Bono	2	6.67%
Central	3	10.00%
Eastern	5	16.67%
Greater Accra	13	43.33%
Northern	0	0.00%
Upper East	0	0.00%
Upper West	1	3.33%
Volta	2	6.67%

Western	2	6.67
Total	30	100.00%

Source: *Field Data, 2021*

Table 4.37 Above indicates that Users knowledge of periodic newsletters from their libraries was limited hence respondents from the Greater Accra region had 13 (43.33%) with the Eastern libraries recording 5 (16.67%). The Central libraries also recorded 3 (10.00%). The users from the Ashanti, Bono, Volta and Western libraries had 2 (6.67%) each and the Upper West library had 1 (3.33%). The Upper East library did not record any response.

4.11 Proposed Marketing Tools

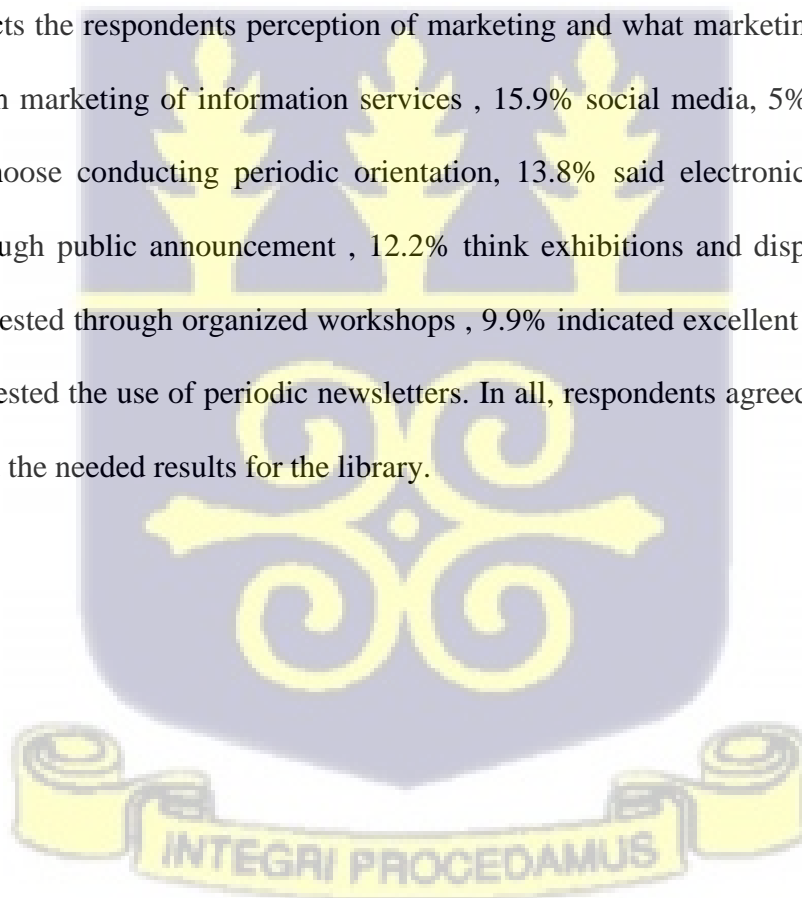
Proposed tools that could be adopted in the marketing of information services

Statement	Responses		Percent of Cases
	N	Percent	
Social media engagements	263	15.9%	97.4%
Through word of mouth	82	5.0%	30.4%
Conducting periodic Orientation	151	9.1%	55.9%
Electronic Advertisement	228	13.8%	84.4%
Public Announcements	190	11.5%	70.4%

Use of Exhibitions and Displays	202	12.2%	74.8%
Organized workshops	195	11.8%	72.2%
Excellent customer service	163	9.9%	60.4%
Periodic Newsletters	178	10.8%	65.9%
Total	1652	100.0%	611.9%

Source: *Field Data, 2021*

Table 4.38 depicts the respondents perception of marketing and what marketing strategy would be appropriate in marketing of information services , 15.9% social media, 5% choose word of mouth, 9.1% choose conducting periodic orientation, 13.8% said electronic advertisement , 11.5% said through public announcement , 12.2% think exhibitions and displays is suitable , 11.8% also suggested through organized workshops , 9.9% indicated excellent customer service and 10.8% suggested the use of periodic newsletters. In all, respondents agreed a blend of these tools could yield the needed results for the library.



CHAPTER FIVE

DISCUSSION OF FINDINGS

5.1 Introduction

This chapter presents a discussion on the findings obtained in chapter four. The discussions were done with a consideration of the key objectives set out for this study, existing literature on the subject matter as well as the theoretical framework were considered. The thematic areas around which the discussions were done include:

1. Relevance and Role of Marketing of Information Services and Products
2. Existing Marketing tools of Public Libraries
3. Required Marketing Competencies of Information Professionals
4. Proposed Marketing tools to improve Library and Information products marketing
5. Challenges librarians face during information marketing

5.2 Relevance and Role of Marketing Information Services and Products

The first objective of this study sought to find out if there was need for Libraries and Information Centres to market their products and services. All of the 66 (100%) respondents of staff responded that marketing was indeed needed in the library. Users who responded to the questionnaires also demonstrated positively the need for libraries to adopt marketing in the delivery of their services. Out of the total of 270 respondents, 179 responded in the affirmative making it 66.3% strongly agreeing with 33% agreeing. Only 0.7% of the user respondents did not agree that marketing should be adopted in the service delivery of libraries.

Findings in the acceptance of implementing marketing in the library is much accepted by both users and staff. Kutu and Olajide (2018) in support of this assertion indicated that in order for libraries to survive and overcome other competitors in the market, they must have to follow the principles of modern marketing. Information professionals admitting to the importance of marketing in their facilities will definitely have positive impact on their clientele and quality of service delivery. This assertion is a confirmation of Agboke & Effiong, (2020) that the library's survival and success is highly dependent on getting the patrons to use the library resources and services. Hence users getting to know of the services rendered by a library will therefore open them up for patronage.

Gupta (2003) is of the view that information scientists need to ensure that their information products and services are marketed. According to him, librarians need to carry out proactive information dissemination which involves ensuring the availability of specific information in a specific medium to members of the public that need them. This assertion affirms the finding with respect to the need and role that marketing plays in ensuring full usage of library resources and services.

5.3 Existing Marketing Tools of Public Libraries

This objective sought to investigate the existing marketing tools being deployed by Ghana Library Authority. Both staff and users were asked to indicate the kind of marketing tools being deployed and the extent to which the Ghana Library Authority deploys marketing in their service delivery.

Users were included in this questioning as they are the direct beneficiaries of the services rendered by the library hence were well placed to respond.

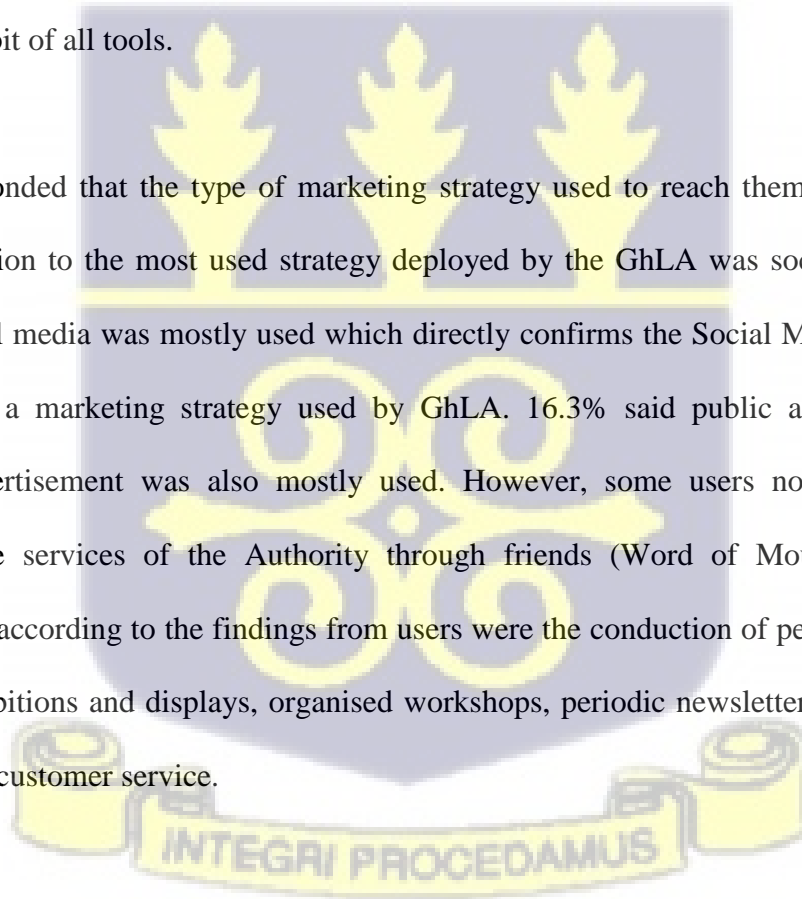
In understanding the extent to which GhLA adopts marketing in its service delivery, the findings from users show that 268 out of the total 270 respondents representing 99.3% agreed that indeed GhLA adopted some form of marketing in their service delivery with only paltry number of 2 representing 0.7% disagree.

Also, the findings from staff indicated that the GhLA adopted some form of tools in the marketing of information services. A total of 95.5% of the staff agreed that the library uses social media. This is the most used marketing tool adopted by the Ghana Library Authority in serving its clientele. This finding is directly congruent with a study conducted in Nigeria by Akporhonor & Olsie (2015) which revealed that Social Media especially Blogs and Facebook are the most commonly used social media tools in library services promotion. This also is consistent with a research conducted by Islam & Habibe (2015), which out of the 46 libraries they used, 44 libraries were using social media in Bangladesh. Most of the respondents (36) in that study agreed that social media usage trends in libraries have been quickly expanding. Hendrix *et al.*, as quoted by Bhardwaj & Jain (2016) conducted a study on 70 librarians with the aim of knowing the use of Facebook and found that most of the studied libraries use the social networking sites (SNSs) to fundamentally market library services as a direct confirmation of the findings of this study. The finding also showed that the Ghana Library Authority heavily used Public Announcements to provide information to their users. This tool was affirmed by 72.7% of staff and 16.3% of users. Another study by Opala (2017)

on Kenyan school libraries in Nairobi, reported the importance and relevance of using social media tools in library services marketing and stressed the need for libraries to adopt them.

Some other used tools as per the findings from this study include the use of Exhibitions and Displays, Periodic Library Orientation, Library Extension Services, Customer service, Seminars and Workshops, periodic newsletters and the use of Bulk SMS. These findings show that the library adopts a little bit of each of the marketing tools identified. The reasons for this is that regional managers and district managers are also given the opportunity to choose some marketing tools within their purview which are suitable to their local communities hence reasons for the use of a bit of all tools.

Users also responded that the type of marketing strategy used to reach them by the library in direct confirmation to the most used strategy deployed by the GhLA was social media. 92.5% users said Social media was mostly used which directly confirms the Social Media Usage stated by the staff as a marketing strategy used by GhLA. 16.3% said public announcement and Electronic Advertisement was also mostly used. However, some users noted that they got informed of the services of the Authority through friends (Word of Mouth). Lesser used marketing tools according to the findings from users were the conduction of periodic orientation, inadequate exhibitions and displays, organised workshops, periodic newsletters and through the use of excellent customer service.



Findings from the individual regional or branch library deployment of marketing tools in the services delivery has shown that, libraries in regions that adopted more tools had more registered membership than those with lesser tools. The libraries in the Eastern, Central, Greater Accra are those with higher membership whilst also being the libraries that deployed almost all of the marketing tools.

Despite the findings indicating the existence of some form of marketing tools being deployed, findings from a study conducted by Kutu and Olajide (2017) showed that public librarians in the South Western part of Nigeria do not embark on aggressive marketing of their information resources and products despite being aware of the quality of information materials and resources at their disposal for public consumption. The onus therefore lies on them to market the resources and services to the public by ensuring they reach the users' clientele or knowledge.

In the deployment of other marketing tools used by libraries, Malekani and Benard (2018) conducted a study which also revealed that some libraries in Tanzania adopted the use of event promotion techniques. The study showed that a greater percentage of the participants had knowledge for the need of using some tools such as training sessions and workshops, face to face events, flyers and brochures, posters and exhibitions. Despite these findings, they also believed that the new methods of information accessing has created the opportunity for personal interactions such as face to face and training programmes as well as classroom instructions which widens the users' knowledge levels.

5.4 Required Marketing Competencies of Information Professionals

Today's library and information professionals apart from their educational based practices, need different types of competencies and soft skills to provide right information to right user at right time (Parameshaw & Kollé 2015). The findings indicated that all staff who undertook some form of library education either from Diploma to Master of Information Studies had some formal marketing training in the form of an Information Marketing Course as part of the curricular. A total of 50 out of the 66 respondents indicated that they have undertaken some form of marketing course. Out of this number, 47 had some form of Library/Information Studies qualifications. This finding can be related to what Lowe-Wincentsen (2015) posited by stating that a marketing background for an information/library professional is an excellent fit for the library and information profession. This assertion means having some knowledge in marketing as an information professional will make it easier for the adoption of marketing tools.

According to another research conducted by Hassanzadah, Saberi & Doroudi (2020) on Iranian libraries, the proper utilization of social media network sites shows that the academic librarians' competencies need to be well equipped. This is consistent with the adaptation of Social Media by Ghana Library Authority and as both users and staff have clearly indicated in the findings that Social Media is heavily used to market its services and products. They further went ahead to state on the premise of competencies that in entering the knowledge age requires competencies that academic libraries may not have seriously regarded. These decision-making gaps will waste time, manpower and money. However, social networking has given university librarians great opportunities for success.

In support of the need for information professionals to have professional marketing skills for their services, Adekunmisi, (2013) posited that library personnel require professional skills and knowledge in order to market and attract users to the library. She further included librarian's ability to obtain feedbacks from users as well as a perception of their needs. Also, the librarian's technical knowledge with regards to his/her ability to use the internet and other electronic resources and databases and knowledge of various marketing strategies for promoting information skills.

5.5 Proposed Marketing tools to improve library service marketing

One key objective was to propose some marketing tools that can be adopted by the Ghana Library Authority. Both staff and users were asked to propose in their opinions what tools the Authority should adopt going forward. The findings revealed that staff and users alike prefer to see the increase in Social Media adaptation as all 66 (100%) staff were in for it. A total of 263 being (97.4%) of Users also responded to the continuous adaptation of Social Media. Also, Habib and Abass (2021) recommended in their study that librarians and library leadership should also make it a point to adopt the use of appropriate techniques and tools. They specifically made mention of the use of library web pages and social media sites in promoting library services use. The use of social media sites is highly appropriate considering the category of users in these libraries.

The finding also revealed the second most proposed strategy by staff to be adopted by Ghana Library Authority to be the use of Bulk SMS. This strategy allows the library to send unique product information to the phones of users. Users and Staff alike however argued that they want to see more of electronic advertisement of the services of the Authority. Li & Jin, (2020) in their

paper on advantages of interactive public service advertising indicated that for designers and advertisers in the public sector, it is a value addition means to public service advertisements by integrating the information of users and public service advertisements to establish effectively an interaction and emotional communication. This in tend will promote the services being rendered by the library which will positively affect membership and funding. They further stated that public service like libraries, getting their advertisements to effectively participate and have an impact in the solution of societal problems will ultimately depend on whether they can effectively mobilize the audience and have an impact on them. Hence the proposal by Users and Staff for the Ghana Library Authority to adopt this strategy is welcoming as a finding.

Use of exhibition was also one of the marketing tools proposed by users of the library to be adopted by the Ghana Library Authority. Kumar (2017) stated categorically that marketing aims at informing active and potential users of the service multiplicity that a library has provided. This narrative makes it relevant for respondents since it will help users know the services being provided by their local libraries.

5.6 Challenges of Information products and Services Marketing

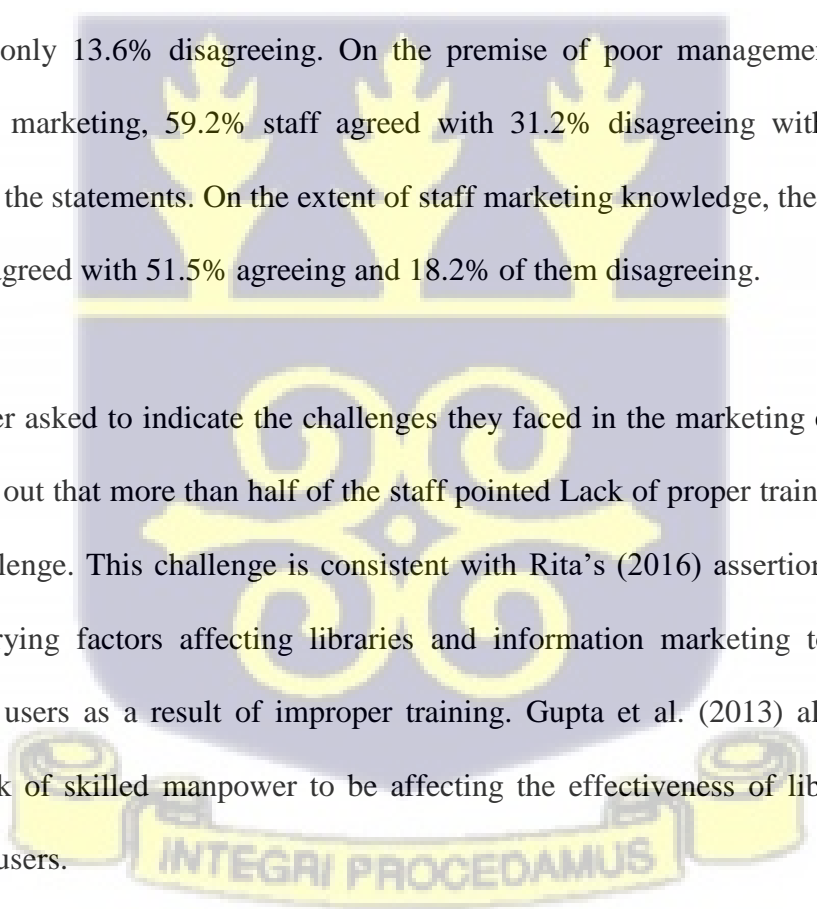
The fifth objective of this study sought to find out the challenges making it difficult for Librarians to market their services. Staff were asked to indicate the extent to which they agreed or not if the Authority faced challenges in their service and product marketing. 72.7% and 27.3% strongly agreed and agreed respectively to Lack of funding as a challenge being faced by the Authority.

None of the staff disagreed hence making the lack of funding an inevitable challenge being faced by librarians in their service marketing.

On the extent of Inadequate staff skills being a challenge, 31% strongly agreed with 50% of them agreeing. A total of 18.2% staff disagreed that inadequate staff skills was a challenge with none strongly disagreeing. This therefore means that 81.8% of staff agree that inadequate staff skills was a challenge.

On the extent of inadequate ICT infrastructure being a challenge, a total of 86.4% strongly agree and agree with only 13.6% disagreeing. On the premise of poor management perception of management on marketing, 59.2% staff agreed with 31.2% disagreeing with 7.6% strongly disagreeing with the statements. On the extent of staff marketing knowledge, the finding was that 30.3% strongly agreed with 51.5% agreeing and 18.2% of them disagreeing.

Staff were further asked to indicate the challenges they faced in the marketing of their services. The study found out that more than half of the staff pointed Lack of proper training in marketing to be a key challenge. This challenge is consistent with Rita's (2016) assertion that one of the three most worrying factors affecting libraries and information marketing to be ineffective interaction with users as a result of improper training. Gupta et al. (2013) also affirmed this challenge of lack of skilled manpower to be affecting the effectiveness of libraries to market their services to users.



Lack of time was the other challenge this study found. A total of 43.9% of staff again asserted that time was a key factor that was lacking in the implementation of Marketing tools to serve users as they are mainly focused on using the traditional ways of serving their clientele.

Funding is a key challenge that staff of the Ghana Library Authority attributed to cause the poor deployment of marketing in library services. The finding is consistent with several authors such as (Ebhomeya 2013, Okon & Umoh 2014, Rita 2016). They all indicated that funding has been a major challenge faced by libraries in an attempt to market their services. Similarly, based on a finding from a study of libraries in Nigeria, Benson et al (2016) they recommended that adequate funding should be made available for academic libraries to enable them train their staff on ICT services whilst also procuring ICT facilities for the libraries. The making available of funds they mentioned has a long term possibility of solving fund related issues at the library as it affects the marketing of information products in libraries in Nigeria.

36.4% of cases of staff indicated that Management Perception towards marketing was also a key challenge. This finding revealed that despite the Ghana Library Authority deploying marketing in its service delivery, some management from both the branch and regional libraries do not perceive marketing to be the way to go in information service delivery.

5.7 Findings to Theoretical framework

This study adopted the Marketing Mix principles for services which libraries fall within. Services marketing is different from the marketing goods due to the uniqueness in service characteristics

namely, intangibility, perishability, heterogeneity and inseparability. The ingredients of the marketing mix for services which includes Products, Price, Promotion, Place, Physical Evidence and People combines to make available services for users. This study however highlighted and focused on promotion and people of the mix and how these ingredients can be combined by libraries to provide quality services.

Products, Place & Physical Evidence

Products in service marketing according to Rita & Ejiro (2020) include the data, reference and ancillary services that add value such as internet database searches, personal assistance, referral services, distribution of documents and bibliography loans at the general reference department. The children's section of the library, the books available on the counters etc. this definition due to its service nature combines place of service delivery and physical evidence since library services are not tangibles. Place of service with regards to the Ghana Library Authority is critical to identify readers and their discreet informational needs whilst meeting these needs. The GhLA in this regard has several branches, mobile library vans for rural outreaches, Digital Library App which all sum up the place of service delivery. The environment in which the library services such as book lending, reading area, and data services or technology hubs which ICT services are provided to facilitate the service's efficiency and communication are mainly referred to as physical evidence. The Chattered Institute of Marketing (CIM) also defined Physical evidence to mean "The elements of 'marketing mix' which customers can actually see or experience when they use a service, and which contribute to the perceived quality of the service, e.g. the physical evidence of a retail bank could include the state of the branch premises, as well as the delivery of the banking service itself". This definition can directly be linked to the library premises as well as the delivery of information services to its users.

Price

Rita & Ejiro (2020) again mentioned Price to be the library's use with regards to that of effort and the time spent by the reader in traveling to the library, as well as the time and effort spent. In some instances, library users pay a fee for subscription which can also be defined as price.

People & Processes

All the human factors and components who play any role in the distribution of information and data services, which include the library staff ranging from technical to auxiliary are termed as people in the marketing mix context. The Ghana Library Authority has developed an App to service its users, especially during this Covid-19 era. This bespoke app is therefore a clear example of a process. Further observations also revealed that the Ghana Library Authority did not have a website all these years (GhLA 2021). However, the development of this website can be classified as improved processes to serve clientele since they are likely to easily find needed information. Martey (2000) also described these processes as an easy-to-use graphical interface that can be used directly by end-users to identify the information they are seeking and order documents without specialist information skills.

Promotion

In defining Promotion in a library setting, Agboke & Effiong (2020) referred to it as the method used to provide information to users about the services and resources being rendered by the library whilst ensuring that users are aware of the services and resources available in their libraries.

Patil and Pradhan, (2013) in defining promotion also reiterated that to attract more and more users to the library, the Library staff need to extend promotion and cooperation to users and marketing their services.

Agboke & Effiong, (2020) again stated that there are a several ways by which librarians and information professionals can attract users into facilities. They further stated some of these ways as library extension activities or through other publicity methods. All of these they said can be done through promotional techniques which include: libraries “product materials (brochures, flyers, library e-mails, library websites, reading lists, bibliographies, Newsletters, posters), Events (users’ education, library orientation, workshops, seminars,), Library display, exhibitions, social media and others”.

5.8 Conclusion

The findings discussion was done with regards to the reviewed literature and focused on the objectives of this study. The discussions further indicated that the objectives set at the beginning of this study were fully met. Information attained from both staff and users indicated that marketing is very relevant to the service delivery of libraries and information centres. Further information from the findings shows that staff have some form of knowledge about marketing through their various information studies courses undertaken from the Universities hence marketing is not an entirely new concept to them however, implementation of marketing tools started fully from 2018 during when a drastic effort was made nationwide to deploy the concept. The adoption of marketing tools in the service delivery of libraries need to be generalised across all libraries

nationwide since various libraries deploy the tools they deem fit and achievable. Electronic Advertisement should be extensively deployed in getting users to understand the services available at the library to positively affect the already increasing patronage. However, challenges such as unavailability of marketing budget should be addressed to create a synergy in all the marketing tools deployed by the Authority whilst training all staff on the benefits marketing to the library.



CHAPTER 6

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter provides a summary of the findings from the data gathered with a focus on the stated objectives stated earlier in this study. This chapter further includes the conclusion and recommendations with reference to the findings whilst proposing marketing tools to be adopted by public libraries in Ghana.

The purpose of the study sought to assess the marketing tools deployed by the Ghana Library Authority to promote its information services and products.

The main objectives of the study around which the findings have been discussed include:

- To determine the role of marketing of information services and products in public libraries.
- To investigate current tools used by public libraries in Ghana to market their services and products.
- To examine the required marketing competencies of librarians of Ghana Library Authority in marketing of information services and products.
- To propose tools for improving marketing of information services and products in Ghana Library Authority.
- To find out challenges faced by the librarians in marketing of information services and products in Ghanaian public libraries.

6.2 Summary of Findings

6.2.1 Relevance of Marketing of Information Services and Products

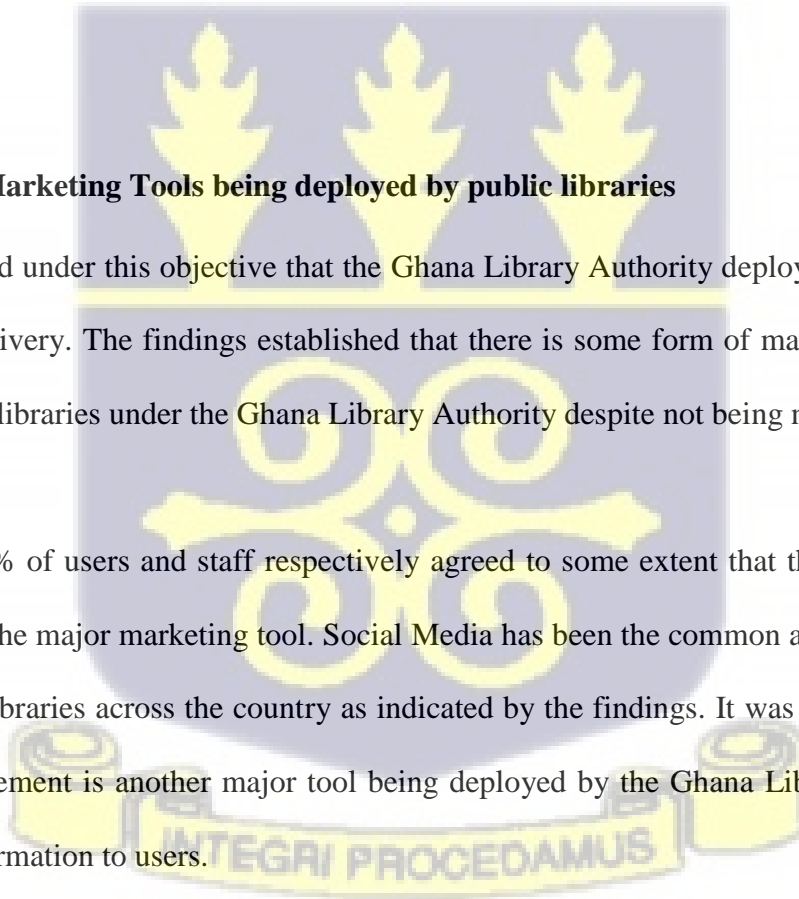
It was strongly established that respondents are positive and confirm there is the need for public libraries like the Ghana Library Authority to market their services and products to their users or adapt marketing in their service delivery.

It was again established that staff and users of the Ghana Library Authority want the libraries to adopt marketing tools in their service delivery despite some level of marketing being in place already.

6.2.2 Marketing Tools being deployed by public libraries

It was established under this objective that the Ghana Library Authority deploys marketing tools in its service delivery. The findings established that there is some form of marketing tool being deployed by the libraries under the Ghana Library Authority despite not being national in nature.

99.3% and 95.5% of users and staff respectively agreed to some extent that the library deploys social media as the major marketing tool. Social Media has been the common and most used tool by most of the libraries across the country as indicated by the findings. It was also affirmed that Public Announcement is another major tool being deployed by the Ghana Library Authority to disseminate information to users.



The findings also indicated that some other marketing tools being deployed in lesser form included: Exhibitions and displays, periodic library orientation, seminars and workshops, periodic newsletters and use of Bulk SMS.

It was again revealed that due to the spread of libraries across the country, all regional libraries have a bit of marketing strategy being deployed independently despite having social media as a core strategy.

The findings further affirmed the seriousness the Ghana Library Authority places on Library Marketing thereby setting up departments such as Corporate Affairs and Programmes and Partnership to steer the marketing of services of the Authority.

6.2.3 Required Marketing Competences of Librarians in Information Marketing

The findings exhibited that majority of professional and para-professional library staff have undertaken some form of marketing course thereby having improved understanding of the subject area.

6.2.4 Proposed Tools for Improving Marketing of Information Services and Products

In proposing the types of marketing tools to be deployed by public libraries going forward, both users and staff strongly proposed the following:

100% and 97.4% of staff and users respectively proposed the increase in use of social media. Despite the presence of social media being deployed, staff and users have proposed the increment of the libraries' presence on other social media handles whilst intensifying the social media marketing campaign

Again, staff proposed the library to also improve the choice of Bulk SMS to registered members and users as another strategy of serving them.

The findings also revealed that respondents are keen on seeing the Ghana Library Authority undertake several electronic advertisements of their services.

6.2.5 Challenges of Library and Information Marketing

The main challenges faced by staff of Ghana Library Authority in the adoption and implementation of marketing in the service delivery majorly was lack of proper training of staff in marketing as well as lack of time, and lack of funding. Findings from some staff also indicated management perception from the regional or branch libraries were poor thereby affecting the deployment of the concept.



6.3 Main Conclusion

Marketing's importance and influence on service delivery has been clearly emphasised and needed to be adopted by public libraries. However, this trend seems to be catching up with the Ghana Library Authority in service delivery even though not all tools are being fully utilized despite the numerous marketing tools available to library service delivery. Libraries over the world have lost their monopoly on information provision hence in keen competition with others to provide information services to users. Libraries mostly operate a not-for-profit venture but for the sake of survival need to also be able to serve their clientele well whilst being able to keep them for return purchases. Also, for public libraries to survive and remain relevant in order to be able to meet the current need of its clientele and users who are technologically savvy, there is need to give marketing the needed priority thereby ensuring there is synergy in the understanding of corporate marketing strategies.

6.4 Recommendations

In ensuring that the full advantages of marketing are adopted by the Ghana Library Authority, some recommendations have been made with regards to the findings from this study.

These recommendations include:

- Staff Training in Marketing
- Budgetary Allocation for Marketing Implementation
- Adoption of Electronic Advertisements
- Increase in Adoption of Social Media
- Frequent User Orientations

6.4.1 Staff Training in Marketing Management

Despite majority of staff having some form of training as part of their educational qualifications courses, there is need for the Authority to deliberately undertake a workshop for Regional and Branch heads in the adaptation and implementation of marketing tools in the service delivery of the various libraries. This training could be undertaken as part of a periodic in-service training to continuously keep staff updated on the modern practices of marketing in library services.

6.4.2 Budgetary Allocation for Marketing Implementation

Funding has been one of the key challenges librarians faced in implementing marketing strategies. Heads of the branches and regional libraries should make a strong case to management to include a budget line for marketing implementation in their various libraries.

6.4.3 Adoption of Electronic Advertisements

Electronic advertisement is advantaged with high reach despite having high costs. The findings of the study have proved that users and staff require advertisement through electronic media such as TV and Radio. It is therefore recommended that the Ghana Library Authority can adopt electronic media to reach its wider user market. New services introduced by the Authority can also be publicised through this media.



6.4.4 Increase The Adoption of Social Media

Findings from the study indicated that the Ghana Library Authority deploys social media as a major marketing strategy in their service delivery. However, all respondents from both staff and users proposed the increment in use of social media. Therefore, the Ghana Library Authority should train officers in the cooperate affairs department on the professional management of social media thereby adapting more effective social media handles to meet the information needs of the public.

6.4.5 Frequent User Orientations

As part of the findings, less user orientation was undertaken for library users. It is therefore recommended that the various branches of the Ghana Library Authority should adopt a monthly or quarterly user orientation of the services of the library for registered members. This will increase user knowledge of the services being rendered by the libraries as well as reduce staff burden by clientele.

6.5 Suggestions for Future Research

The study concentrated on the existing marketing tools of Ghana Library Authority whilst also proposing new ones for the marketing of services. However, further studies could be undertaken to look at the effectiveness of Social Media Networks which is a major tool deployed by Ghana Library Authority. Further studies could also be conducted to assess the relationship between marketing tools and the patronage of library services. Interviews could also be conducted with regional librarians to ascertain why some particular tools were being deployed as part of future studies.

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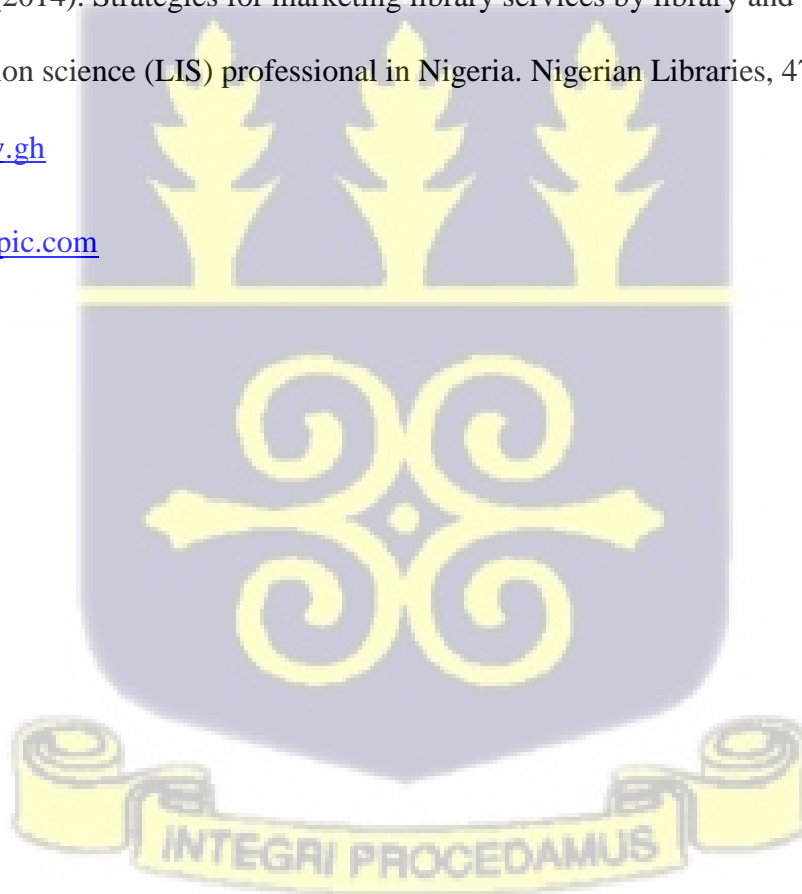
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APPENDIX

**UNIVERSITY OF GHANA
DEPARTMENT OF INFORMATION STUDIES
QUESTIONNAIRE**

Dear Sir/Madam,

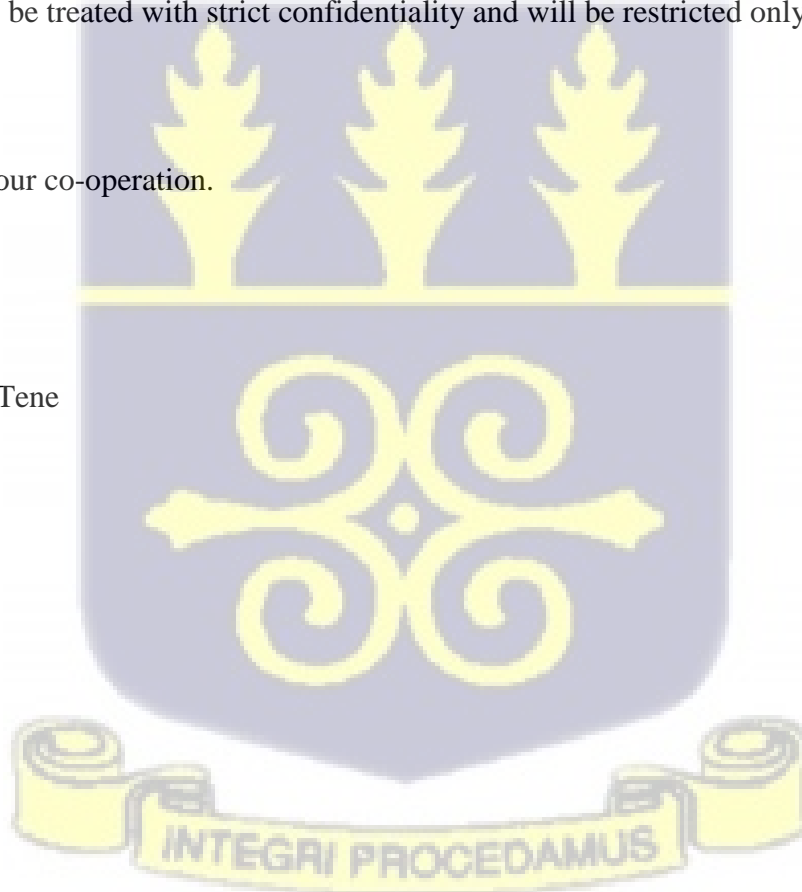
I am an MPhil Information Studies student of the University of Ghana, currently undertaking a research on “Marketing of Information Products and Services of Public Libraries in Ghana”.

Kindly respond to the questions as accurately and objectively as possible. The information you will provide will be treated with strict confidentiality and will be restricted only to the purpose of the study.

Thank you for your co-operation.

Yours faithfully,

Evans Korletey-Tene



**MARKETING OF INFORMATION PRODUCTS AND SERVICES OF PUBLIC
LIBRARIES IN GHANA**

SAMPLE QUESTIONNAIRE

Below are two sets of information. Part I covers personal information data, while part II requests for your response on the types and extent of which marketing is undertaken in your library and further proposals to market information products and services in your library.

PART I: Personal Data

- 1) Name of Regional/Branch library:
- 2) Working experience:
 - (a) 1-10 years
 - (b) 11-15 years
 - (c) 16 years and above
- 3) Academic Qualification
 - a) Diploma in Library and Information Studies
 - b) First Degree in Library/Information Studies
 - c) Master's Degree in Library/Information Studies
 - (d) Others (please specify)

Part II: Questions on relevance of marketing information services and products

Do you think marketing of information products and services is important to your Library?

- (a) Yes
- (b) No



Indicate by ticking (✓) the extent in which Ghana Library Authority Adopts marketing strategies?

- (a) Great extent
- (b) Medium extent
- (c) Little extent
- (d) Not available

Part III: Questions on current types of Marketing Strategies being adopted by the library for services and products marketing

What Type of Strategy does the library adopt to market its information services? Please Tick (✓)

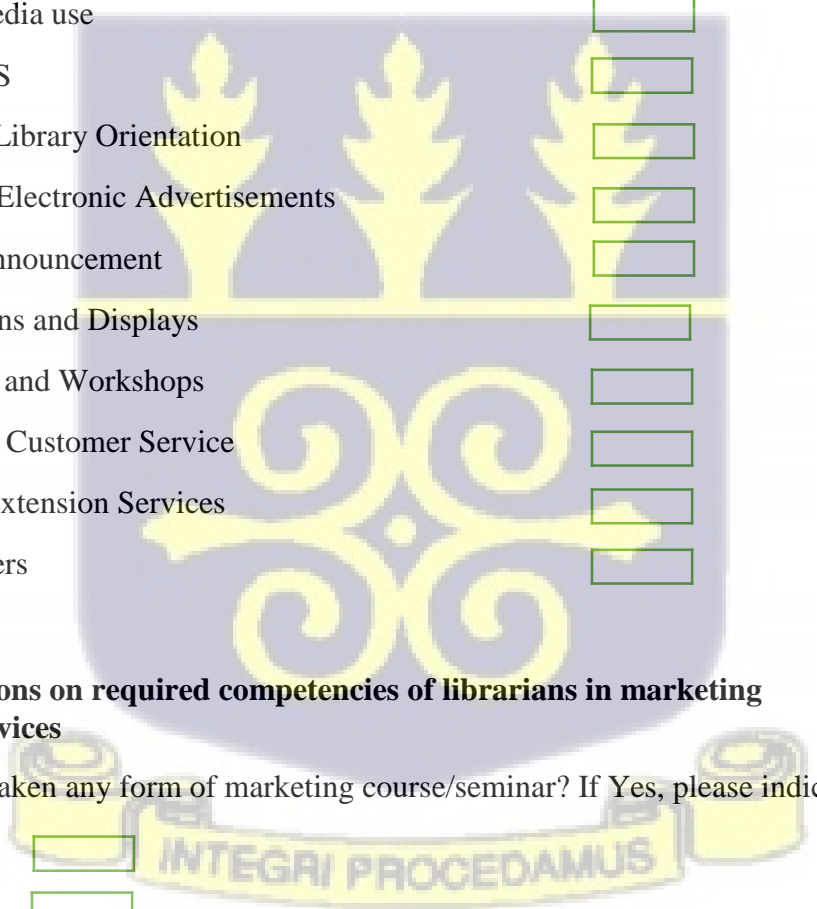
- (a) Social media use
- (b) Bulk SMS
- (c) Periodic Library Orientation
- (d) Creating Electronic Advertisements
- (e) Public Announcement
- (f) Exhibitions and Displays
- (g) Seminars and Workshops
- (h) Excellent Customer Service
- (i) Library Extension Services
- (j) Newsletters

Part IV: Questions on required competencies of librarians in marketing information services

Have you undertaken any form of marketing course/seminar? If Yes, please indicate.

- (a) Yes
- (b) No

If Yes, (Please Specify)



Indicate by ticking (\surd) the extent to which you know about marketing strategies?

- (a) Great extent
- (b) Medium extent
- (c) Little extent
- (d) Not available

Part V. Questions on possible strategies for improving marketing. Indicate by ticking (\surd) which strategy you propose your library should adopt.

- (a) Adoption of social media
- (b) Deployment of Bulk SMS
- (c) Conducting of Periodic Orientation
- (d) Creating Electronic Advertisements
- (e) Public Announcement/ Media Engagements
- (f) Use of Exhibitions and Displays
- (g) Organization of seminars and workshops
- (h) Friendliness to library customers
- (i) Library extension services
- (j) Periodic Newsletters

Part VI: Questions on challenges faced by librarians in marketing information services

Indicate by ticking (\surd) the extent you agree or disagree on the challenges militating against effective marketing in Ghana Library Authority?

- | | Strongly Agree | Agree. | Disagree. | Strongly Disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) Lack of funding | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Inadequate Staff skills
/experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) Inadequate ICT infrastructure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Poor Management perception
of marketing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(e) Staff marketing knowledge

Are you facing any challenges in marketing information services of the library? YES NO

If yes, what are the reasons?

- a) Lack of proper training in marketing
- b) Lack of time
- c) Management perception towards marketing
- d) Lack of Marketing Budget
- e) Any other reason. Please state



UNIVERSITY OF GHANA
DEPARTMENT OF INFORMATION STUDIES
QUESTIONNAIRE

Dear Sir/Madam,

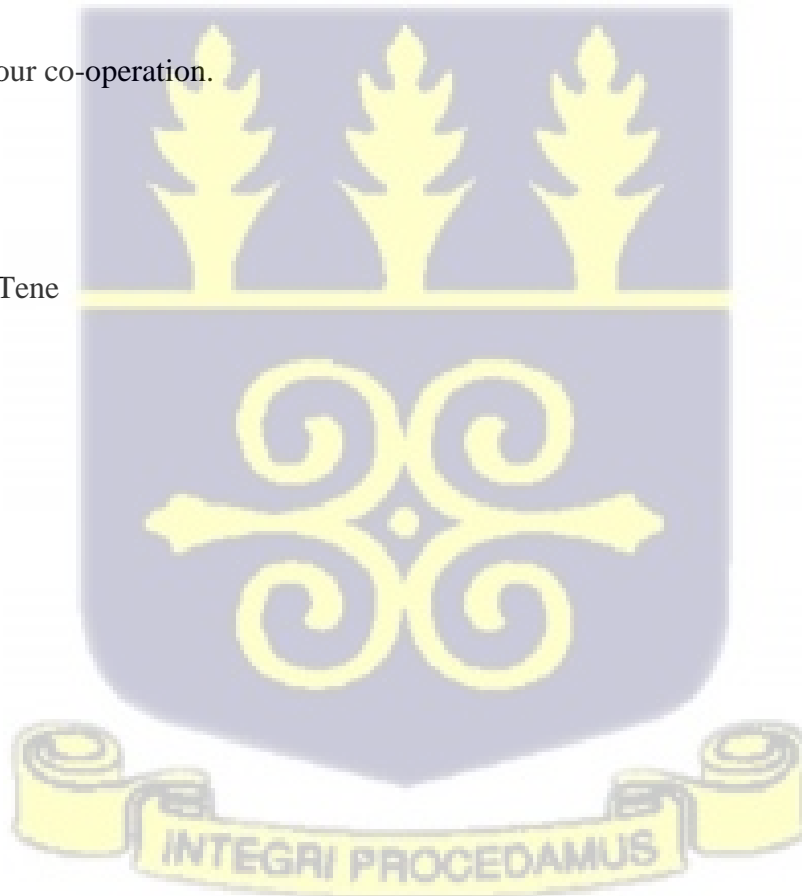
I am an MPhil Information Studies student of the University of Ghana, currently undertaking a research on “Marketing of Information Products and Services of Public Libraries in Ghana”.

Kindly respond to the questions as accurately and objectively as possible. The information you will provide will be treated with strict confidentiality and will be restricted only to the purpose of the study.

Thank you for your co-operation.

Yours faithfully,

Evans Korletey-Tene



QUESTIONNAIRE FOR LIBRARY USERS

Below are set of questions which your response is needed on the types of marketing techniques in use by Ghana Library Authority in which you found out during service delivery.

PART I: Personal Data

- 1) Name of Regional/Branch library:
- 2) Age 15-20 Sex: Male Female
21-25
26-30
Above 30
- 3) Library Usage experience:
(a) 1-5 years
(b) 6-10 years
(c) 11 years and above
- 4) Academic Qualification
(a) SHS
(b) Diploma
(c) 1st Degree and Above
(d) Others (please specify)

PART II Questions on relevance of marketing information services and products

Indicate by ticking (✓) the extent to which you Agree or Disagree that the library should market its information products and services.

- (a) Strongly Agree
- (b) Agree

(c) Disagree

(d) Strongly Disagree

PART III Questions on current types of Marketing Strategies being deployed by the library for services and products marketing to users

Through which marketing technique did you find out the types information services rendered by the library? Indicate by ticking (✓)

(a) Social Media engagement

(b) Through a friend (Word of Mouth)

(c) Conducting of Periodic Orientation

(d) Electronic Advertisements (TV/ Radio)

(e) Public Announcement (Information Centres)

(f) Use of Exhibitions and Displays

(g) Organized seminars and workshops

(h) Excellent Customer Service

(i) Periodic Newsletters

PART IV Questions on proposed types of Marketing Strategies needed to be deployed by the library for services and products marketing to users

Through which marketing technique do you propose that services of the library should be marketed? Indicate by ticking (✓)

- (a) Social Media engagement
- (b) Through a friend (Word of Mouth)
- (c) Conducting of Periodic Orientation
- (d) Electronic Advertisements (TV/ Radio)
- (e) Public Announcement (Information Centres)
- (f) Use of Exhibitions and Displays
- (g) Organized seminars and workshops
- (h) Excellent Customer Service
- (i) Periodic Newsletters Others: (Please state) _____

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