

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

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Abstract

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