

THE UNIVCERSITY OF ZAMBIA
SCHOOL OF EDUCATION
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

RESEARCH REPORT

TOPIC

**TO INVESTIGATE THE MARKETING OF ACADEMIC LIBRARY SERVICES;
A CASE STUDY OF ZCAS UNIVERSITY LIBRARY**

NAMES

COMPUTER NUMBER

DIKINA MUZEYA

15020053

SIJABALA SIPONI

15046796

KALUBA SHAKWAMBWA

15053687

FAITH LALUSHA

15043941

SUPERVISOR

MR BENSON NJOBVU

DEDICATION

This thesis is dedicated to all the group members who devoted their time to this work. For without their time and sacrifice we would not have completed this research. May God bless everyone.

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We would like to thank God for making it possible for us to carry out this research in good health and without fail.

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ABSTRACT

Marketing has become very essential for anyone that is providing a product or service and libraries have not been spared this need to market, especially during this age of widespread computing. This study investigated the marketing of academic library services at the Zambia Centre for Accountancy studies University library. The findings indicate that most respondents were aware about library services offered by the institution. The other key finding is that the method of advertising that had been used mostly by the library is through orientation, which is mostly done at the beginning of each academic year to ensure new students are aware of the services provided by the library. Furthermore, the importance of the library to join the current trend of online living is vital, as people spend more time online, therefore the use of social media and digital platforms would effectively reach the patrons as well as the Putting up of more Posters and brochures around the school. Overall, there is a need to enhance the print and electronic means of advertising the library to overturn the low user satisfaction arising from the users based on the advertising.

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CHAPTER ONE

INTRODUCTION

1.0 OVERVIEW

This chapter will give an outline of the general background of library marketing and it will give a contextual background of the Zambia Centre for Accountancy Studies university library. It will also give the statement of the problem of our study. In addition, it will talk about its purpose, objectives, the definitions of key terms and ethical considerations. Thereafter, a summary will be drawn.

1.1 GENERAL BACKGROUND

Marketing, in the context of library, is considered as the art and science of finding, keeping readers and users of the library and information Centre (Kotler and Levy, 1969).

Nwegbu (2005) defines marketing in library setting as designing and presenting the library books and non-book- materials in terms of the needs and desires of the users of the library and using effective techniques to motivate, inform and service the library clientele both present and potential.

Marketing aims to discover the potential clients and to determine and fill its needs, wants and demands by designing and delivering appropriate products and services. It also tries to bring about the strategies of making clients consume products at a faster Rate as much as possible. The main focus is the client and the goal is client satisfaction as well as the management process which identifies, anticipates and supplies customer requirements efficiently and profitably (church, Roy and Godley,2003).

Furthermore, (Alemna, 2001) is also of the view that the marketing concept with regards to library and Information services is more widespread across the globe as libraries begin to identify marketing of their libraries and services as a factor for their survival.

The library has many products and services that it can market. Each library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services, products and determining their appropriateness (Sharma and Bharadwaj 2009).

To succeed, there is need to let the users be aware of the benefits of the library to provision of information resources and services. Marketing is about keeping the clients in touch and informed about resources and

services that match their interests. The success of academic library marketing lies mainly on convincing the clients that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful (Noel & Waugh, 2002). Librarians need to market their services and resources for students and potential users to create awareness of the academic library's value. Major sectors of the potential market for the library's services are probably not aware of all the services available or have no understanding at all of what is offered. That's why marketing is vital to the success and existence of the academic library. The main focus of every library should be a good customer service. Good service can equal a good marketing campaign, which is another reason why marketing is important for libraries.

Effective marketing provides the means by which users are made aware of the services of the library and their value.

1.2 CONTEXTUAL BACKGROUND

The Zambia Centre for Accountancy Studies University (ZCAS) is a statutory body established under Act No.1 of 1989 (Cap 391) as a self-financing non-profit making institution with the mandate to train accountants, promote research and advancement of learning in accountancy, finance and related studies, provide advisory and consultancy services, and for related matters. ZCAS University initially offered tuition only for the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA) programs. It also conducted many consultancy assignments for various institutions including government ministries and departments, the private sector, NGOs and donor agencies in the areas of: strategic management, customer services (customer acquisition & retention), financial management, leadership and supervisory skills, development of systems and procedures, accounting and auditing, project management; monitoring, evaluation and reporting; marketing, sales and the development and formulation of business plans. Initially, ZCAS University received donor support from the European Union, NORAD and DANIDA. For the last twenty-six years however, ZCAS University has been fully self-supporting and reliant only on the income received from its training and consulting services.

The Centre in 2011 completed the construction of a massive expansion project worth over US\$16million, internally generated, which has increased its physical capacity by 50%. These include classrooms, lecture theaters, an electronic Resource Centre and a video conferencing facility. The Centre has 24 classrooms,

3 seminar rooms, and 8 air-conditioned and networked computer laboratories with 24-hour internet connectivity, 5 large lecture theaters, an electronic Resource Centre, video conferencing facility, self-catering hostel accommodation with 545 beds for both single and shared rooms, a cafeteria, sports and entertainment facilities and student common room.

The ZCAS University is a private Higher Education institution wholly owned by ZCAS. It was incorporated in 2016 to allow ZCAS to develop, deliver and award its own undergraduate and postgraduate degree programs. ZCAS University currently has 40 under graduate programs and 14 post graduate programs. It currently has over 1300 students enrolled on full-time, evening and distance education programs. University graduates can upgrade their CVs easily by getting exemptions from lower level assessments on the professional programs. On the other hand, graduates of professional qualifications can upgrade their CVs by getting significant exemptions from years 1 and 2 examinations on a related degree program.

The Zambia Centre for Accountancy Studies University Library is located on the Ground Floor of the Levy Mwanawasa Building. The Library comprises a Reading area and Computer laboratory. It houses over 13000 titles with a wide range of topics that fully cater for the needs of the Students and Lecturers. The Library is automated and users can access the Catalogue online.

The library has been in existence since the inception of ZCAS University and has three permanent members of staff. It has a sitting capacity of 120 students and operates from Monday- Friday 08:30 -22 hours, sat 08:30-13:00hrs, Sundays and holidays are closed. The Library is affiliated to the Zambia Library Consortium hence having access to various Online Journals and Books. It is also subscribed to a wide range of international e resources such as Emerald Insight.

1.3 STATEMENT OF THE PROBLEM

In every institution where there is academic life going on; you will mostly find a library. According to (Herold,1924) the library is the heart of any academic or even any other organization because it is intended to provide a good environment for studies, book materials, the internet and other library services like the subscribed databases, as well as research facilities to equip the library for the betterment of the studies of the students in academic institutions and this is the same situation for Zambia Center for Accountancy Studies University.

But you will find it intriguing that students find themselves using more of the library facility itself than the book materials and services provided by the library, of which this outcome is not the initial intent for the formation and preservations of these libraries.

Now there could be many reasons as to why this library's services are not being used to their full intent. like in a study done in Malaysia where it was found that students had this same attitude of finding themselves only using the library facility itself and not really using the library resources themselves reasons being that the libraries were lacking in their promotional activities; in the sense that the library website was not fully utilized to market their library materials and service and also that some marketing criteria used on other libraries in Malaysia would not apply on the university of Malaysia (Kaur 2009).

This study however is interested in investigating the marketing of the Zambia Centre for Accountancy studies University library; seeing what marketing strategies the library staff has put in place to enhance marketing and also if the library materials are being used to their full purpose and finally determine the need for marketing of library services at this university.

1.4 THE PURPOSE OF THE STUDY

So far there has not been a study critically analyzing the marketing of library resources and services at Zambia Center for Accountancy studies ZCAS University library, and as such, the results of this study will help the management of the institutions library to improve on service delivery and additionally the recommendations of the study may help the library management improve their marketing policies of the Library thereby satisfying user needs and also effectively supporting the vision of the parent institution. It will also provide a knowledge base for further study at other institutions, be it public or private libraries in the marketing arena. Therefore, this research is of great importance firstly to the ZCAS University library and secondly any other academic libraries marketing their services effectively. The findings may further be used to build on the weaknesses and maintain the strength of the awareness programs to the library. It will also provide a knowledge base for further study at the learning institution and other institutions in the marketing arena. Above all, it will contribute to the body of knowledge and the findings may also be used for policy formulation in the marketing arena and the extent to which they have impacted library services.

1.5 OBJECTIVES OF THE STUDY

1.5.1 MAIN OBJECTIVE

To investigate the marketing of academic library services. A case study of ZCAS university library.

1.5.2 SPECIFIC OBJECTIVES

To determine the importance of marketing library services.

To know how many marketing strategies ZCAS University has put in place to implement marketing of its services.

To assess if the library services are being used to their full intent.

To find out how patrons get to know about the services offered by the library.

1.6 DEFINITION OF KEY TERMS

Investigate: it refers to the state of studying something in order to understand its operations and functioning.

Academic library: a library that is attached to an institution of higher learning.

Marketing: it refers to all activities conducted by the library to make students aware about the services provided so as to increase use of the library.

Library services: any activity conducted by the library to achieve its goals.

1.7 ETHICAL CONSIDERATIONS

The ethical principles of respect and politeness were especially relevant in the research field of this study of how marketing impacts library services at The Zambia Centre for Accountancy Studies University. We believed that this study is safe and that respondents will not suffer any harm or injury. Researchers respected the respondent's confidentiality to ensure both participants safety and data quality.

1.8 SUMMARY

This chapter started by giving an outline of the general background which highlighted marketing of libraries in general and its importance. It went on to give a brief history of the Zambia Centre for Accountancy Studies university library including what the library currently is and its functions to the

institution which is our focus of study. We were trying to see if the marketing strategies for this library bring enough attention of the students to make use of the services being offered by the institutional library.

CHAPTER TWO

LITERATURE REVIEW

2.0 OVERVIEW

This chapter reviews related literature on the marketing of library services in universities. It serves its purpose by identifying what is already known about an area of study and it may also serve as a point of discovery as it will indicate clearly why further studies of this research need to be done. Therefore, reviewing the literature will show why this research needs to take place, it will show where gaps have been left on the concept of marketing of library services. Furthermore, the literature review will assist in discovering the research methods that will be applicable to our research objective themes such as to determine the need for marketing library services, to assess if the library materials are being used to their full intent and lastly to know how many marketing strategies ZCAS has put in place to implement marketing of its strategies.

2.1 IMPORTANCE FOR MARKETING LIBRARY'S SERVICES

This theme aims at assessing the need of marketing library services. The study by Chitumbo and Chewe (2015) at University of Zambia Library (UNZA) and National Institute for Public Administration (NIPA) shows how marketing promotes library services through the use of Social Media Tools (SMTs). The main objective of the study was to show how marketing through the use of SMTs can leverage the library services. Questionnaires and interview guide were used for both libraries and the findings were that SMTs such as Facebook, Whatsapp, Tweeter and so on had the potential influence on the promotion of library services in terms of awareness and these were adopted as the study recommended.

A study by Sharma and Bhardwaj (2009) stated that it is important for librarians to actively market their services. For marketing will enable librarians to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff and users. The main objective was to show how marketing will enable librarians to know how the academic library can gain competitive edge over their more aggressive and wealthy competitors. The study concluded that this will be achieved by letting users and potential users know the advantages of using their libraries.

Another study by Patil (2014) supported marketing of library services and this followed after the research study was conducted. The objective of the study was to achieve high level customer's satisfaction, ensure

the survival of their respective institutions and enhance the perceived value of the services through marketing. The strategy used was developing the products e.g. creation of databases, Union Catalogue, etc. Furthermore, to give wide publicity among the users, institutions affiliated to universities and list of additions was to be published in local newspapers. The need was to establish a good public relation with user community, to conduct surveys of the users to know their needs, requirements from the library and improve the services and research products as per the requirements and to provide carrier guidance and counseling service by the library to users. The findings of the study were that marketing helps to promote the library services and the study recommended that those dying libraries can use marketing as the tool to revamp the library services.

2.2 STRATEGIES OF LIBRARY MARKETING

Academic libraries are using various strategies and tools for marketing their services and products. Some of these strategies include the traditional methods of marketing such as brochures, user orientation, posters, e-mail lists, online newsletters, exhibitions and announcements in the local press and media. This was revealed in a study by Garoufallou et al. (2013) with the purpose of describing the marketing methods and techniques used in Greek academic libraries. The survey research employed the use of questionnaires distributed to 151 central and departmental libraries located all over Greece. In this study it was suggested that in order to survive in this constantly changing competitive environment, libraries need to find the most cost effective ways of communicating with their users while also setting priorities in developing sound marketing strategies. In this study, however, instead of using questionnaires for data collection as the above study was done, an interview schedule was employed for data collection. This was mainly because unlike the questionnaire an interview guide does not limit the interviewer and the interviewee in terms of questions and responses that are given respectively.

A case study conducted by Kavulya (2004) in selected universities in Kenya also investigated the extent to which libraries were carrying out marketing activities and the forms of marketing tools and strategies being used. The study revealed that the universities were making efforts at making users aware of library services by using the following: Newsletters, Notice Boards, Brochures, Printed Notices, Annual Reports, Library Manuals and Guides, Library Orientation and Internet Home Pages. It was found that despite these efforts the universities were not engaging any formal marketing strategies that would enable them get information about specific requirements of users or their awareness or use of the services being provided. However, instead of libraries in Kenya, this study focuses on ZCAS university approach of research.

Additionally, Nkanga (2002) in his exploratory study of information providing institutions in Gaborone on the varied marketing activities in libraries identified that, the most common methods used to market library services were mainly promotional methods such as circulars, direct mailing, personal contacts, newsletters, posters, acquisition lists, library tours and telephone calls. The findings revealed that although the libraries and information centers did not have a well-defined marketing strategy, there was a high recognition of the importance and need for inculcating marketing into their activities. However, the study recommended the exploration and use of SNS applications to enhance library services and support library marketing as well as the teaching of marketing in Library Information Services. This study considers finding the strategies employed in the marketing of library and information services at ZCAS University.

2.3 HOW PATRONS KNOW ABOUT LIBRARY SERVICES

A few research works are reviewed in the present study. Tadasad and Talikoto (2000) have carried a survey to study the awareness and utilization of resources and services of City Central Library, Gulbarga. Major findings are that many users are unaware of the resources and services. User may use the library facility but many tend to be unaware of the specific services provided by their library, most if the library users did not understand the use and availability of many services and products that were actually available for their use. Majority of users are unsatisfied with information services. Maximum users visit the library to borrow and return books. Khot and Patil (2002) studied the attitude of scholars towards library and information services in Shivaji University's Barr Balasaheb Khardekar Library. Majority of researchers were found to be aware of the information services. But CAS,SDI and ILL services were not satisfactory. Users were not satisfied with the availability of journals but physical facilities were up to the mark. Most users were unsatisfied with the unavailability of detailed reference services and were unhappy of the fact that they would only find out the availability of material in the library only upon request.

2.4 USAGE OF LIBRARY SERVICES

The theme aims at assessing the use of library materials and services by library users. A study by Khumah (2015) on the use of the library and Internet as sources of information in the University of Ghana. This study was conducted to compare graduate students Internet use and library use. It was based on the assumption that graduate students used the Internet more than the library. The main objective being to determine the factors that encourage or discourage the students from using the libraries. The findings of the study indicate that students do not bypass the library in satisfying their information needs. They use

both the library and the Internet, although the Internet is used more than the library and it is the most preferred source of information. Students also make use of sources such as the media, lecture notes and interaction with their lecturers and experts in their research areas. Most library services are well patronized, while most Internet services are much underutilized. It is difficult to generalize the results of this study since it was the first of its kind in a Ghanaian university. Furthermore, no study was found that examined all of the parameters addressed in this study. There has been enormous advancement in technology since this study was conducted, especially in the area of access to the Internet. Several current studies including Niu, Hemminger, and Lown (2010) and Niu and Hemminger (2012) have found high dependency of faculty and graduate students on electronic resources online. With Internet access currently available on mobile devices owned by almost every student in Ghana, it is recommended that a similar study is conducted focusing on how students use current advancement in technology available to them to satisfy their information needs.

Reding (2005) indicates that from a social, cultural and economic point of view libraries play a fundamental role in our society. They are the collectors and stewards of our heritage; they are organizers of the knowledge in the books they collect – adding value by cataloguing, classifying and describing them; and, as public institutions, they assure equality of access for all citizens. They take the knowledge of the past and present, and lay it down for the future. Adele and Milheim (1995), argue that “Libraries are not simply storehouses of books but provide proactive services to their users both from within the library’s stock and from a wide range of external sources.” Some of the services according to them are enquiry services, bibliographic assistance, library instruction, interlibrary loans, photocopying, and computer facilities. The study further indicates that university libraries like those of the University of Ghana library system, play very important roles in supporting the university’s academic work. Without a library the university’s academic work will not be successful, because the libraries provide services that help in teaching, research and learning. Hardi (2004) found that students were aware of libraries and recognize the important roles they play in the education process. The students were motivated largely to use the libraries to catch up with their studies, to do their assignments and to read newspapers. He said the factors that hampered the effective use of the libraries by students were inadequate books in the library.

Another study by Kumar (2017) done at the university of agricultural sciences, Dharwad, was looking at the “use of information resources and services available in the library by the postgraduate students and research scholars of university of agricultural science”. The main objective of their study was to examine

the purpose of the use of the library resources by the postgraduate students and research scholars. Which received a 84.27% of response from its respondents and it was found that the internet has become the an inseparable part of today's educational system due to rapid advancement in technology (ibid). The electronic resources have changed the information seeking and retrieval methods of the respondents. The users are shifting from traditional print resources to electronic resources. It is also found from the study that training programs offered by the library towards accessing e-resources is much utilized by the postgraduate students and research scholars of the university. It can be summarized that maximum users use e-resources for their research and educational needs. Due to ICT and availability of all e-resources on user's desktop, their library's visit is affected to some extent, But the users visit their library for referring printed books, journals, reports and communicate with library staff through e-mails and asking help and giving suggestions as and when is required. The recommendations taken from this study among others were as follows;

The authorities of university should conduct user-training program for better utilization of available Information Communication Technology applications, e-resources, e-books, e-journals and e-databases and they should be encouraged to take part in these activities.

The study indicates the need for switch from traditional print resources to electronic resources and the university library can set up servers like Ezproxy in the library and provide library resources and services to the doorsteps of it users. This Ezproxy setup will automatically improve the use of electronic information resources form off campus access mode.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 OVERVIEW

This chapter will be divided into the following: research design, total population, sample size and sampling procedure, data collection, sampling method and data analysis. A summary will be given at the end of the chapter.

3.1 RESEARCH DESIGN

This investigative study used quantitative approaches. The study aimed at collecting information from respondents based on the topic, to investigate the marketing of academic library services. A case study of ZCAS university library. Quantitative data was used to establish demographic details of the population as well as the use of library services.

3.2 RESEARCH AREA

The study was carried out at the Zambia Centre for accountancy Studies University. The institution was selected because ZCAS markets their library services. It comprises of undergraduate diploma programs as well as degrees. The current student population is estimated at about 1,300 (ZCAS, 2018). Hence, a number of students seek information from the services provided by the library.

3.3 STUDY POPULATION

The population of the study was the students at the Zambia Centre for accountancy Studies University main campus as well as the library staff, this comprised of 1300 students and 3 library members of staff (ZCAS, 2018). The students and library staff at the institution were the only participants because it intended to investigate the marketing of academic library services at the Zambia Centre for accountancy Studies University. The requirements to participate in the study were: to be a ZCAS university student, to be a resident student at the institution, to be a full-time student and to be willing to participate in the study.

3.4 SAMPLING PROCEDURE

In this study, the sampling procedure we used is the combination of convenient and purposive sampling methods. The two methods were appropriate because they provide an equal opportunity for both male and female respondents. Besides this, accurate data was to be obtained because certain focal point people were deliberately focused. The respondents were randomly selected from the library staff lists that acted as a sampling frame. These lists were accessed from the office of the chief librarian or deputy chief librarian. To save on time and easily balance the number of respondents by gender, the researchers randomly selected respondents from the students who were accommodated.

3.5 SAMPLE SIZE

The study involved 250 participants from ZCAS as respondents of interviews. Stratified random sampling was used to select respondents of the interviews, using the students' accommodation schedule as a sampling frame. Stratified random sampling divides a population into smaller groups, known as strata. The strata are formed based on their members sharing a specific attribute or characteristic; in this case, both male and female students accommodated in the ZCAS residences or hostels. A random sample, using room numbers as reference, from each stratum was taken to make up the required number of respondents.

3.6 DATA COLLECTION METHODS

Two data collection instruments were utilized; questionnaire and interviews were used for the study. The interviews solicited for personal information about the participants, which was used to describe their demographics. The questionnaires also contained questions that ask participants whether they use the library or not and how often.

3.7 DATA ANALYSIS PLAN

The data collected was analyzed using quantitative data analysis techniques. Quantitative data analysis methods were employed because of the data collected from closed ended questions, which were already categorized and much amenable to various quantitative methods. The preferred quantitative data analysis method for this study was mainly done using SPSS this is because it helps to analyze quantitative data.

3.8 SUMMARY

This chapter started by giving an outline of the research design that was used in the study which is a quantitative study, it further looked at the research area which was ZCAS and the study of the population which was the students and lecturers. A Combination of convenient and purposeful sampling procedures was used which in turn helped us obtain a sample size of about 250 participants and 3 members of staff. Questionnaires and interviews were used as data collection methods. Lastly the data analysis plan which is quantitative.

CHAPTER FOUR

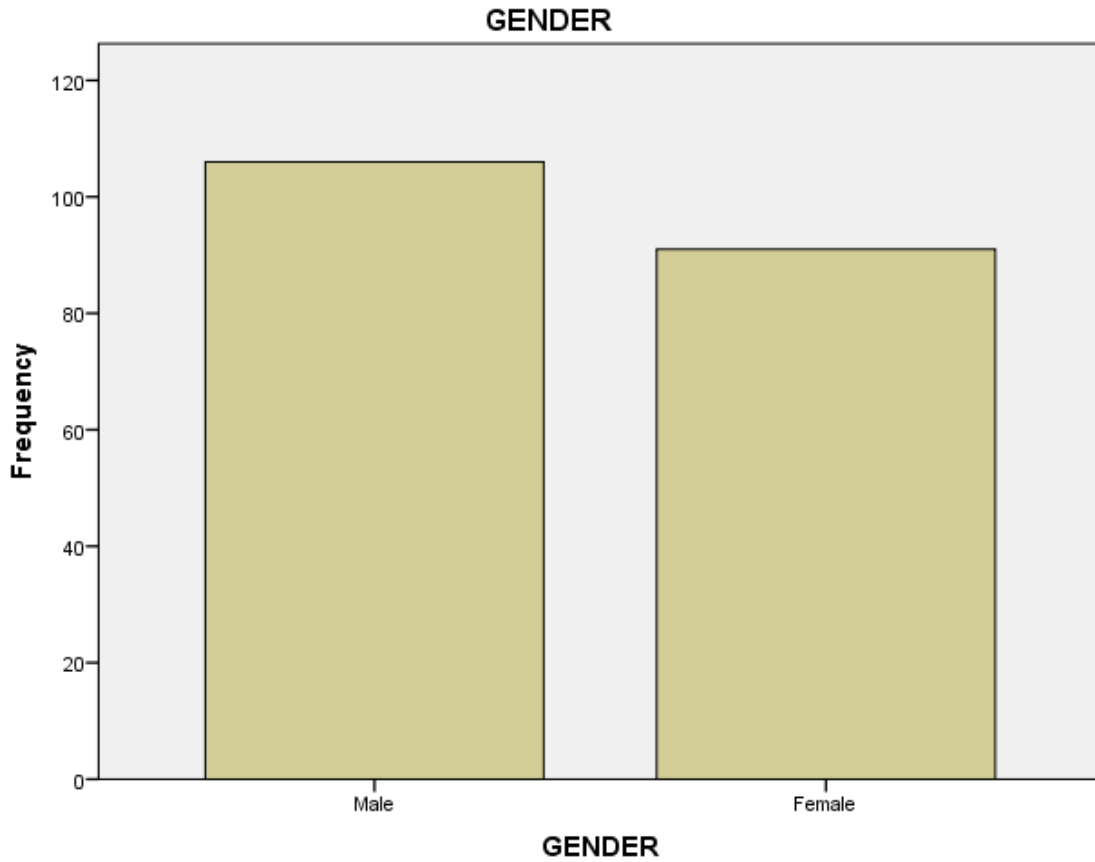
4.0 PRESENTATION OF FINDINGS AND DATA ANALYSIS

4.1 PRESENTATION OF FINDINGS

This chapter of the report was concerned with the total findings of the responses from the respondents. Out of the sample size of 250, the research conducted produced a successful response rate of 78.8%, which added up to 197 in total, made up of 106 (42.4%) males and 91 (36.4%) females. Unfortunately, 19 questionnaires were returned without any responses and 34 were not returned at all, making up 53 questionnaires, which gave a response deficit of 21.2%. The findings will be guided by diagrams for the better enlightenment of what the results were in response to the research.

4.2 GENDER OF RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	106	42.4	53.8	53.8
Valid Female	91	36.4	46.2	100.0
Total	197	78.8	100.0	
Missing System	53	21.2		
Total	250	100.0		



4.3 YEAR OF STUDY OF RESPONDENTS

Furthermore, the 197 participants were broken down into 43 first year students, 56 second year students, 49 third year students, 39 fourth year students, 4 fifth year students and 6 postgraduate students.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 ST	43	17.2	21.8	21.8
Valid 2 ND	56	22.4	28.4	50.3
3 RD	49	19.6	24.9	75.1

4 TH	39	15.6	19.8	94.9
5 TH	4	1.6	2.0	97.0
POST GRADUATE	6	2.4	3.0	100.0
Total	197	78.8	100.0	
Missin g System	53	21.2		
Total	250	100.0		

4.4 AWARENESS OF THE LIBRARY SERVICES OFFERED BY THE LIBRARY

When asked if they were aware of the library services offered by the institution, 143 (57.2%) agreed to being aware and 54 (21.6%) denied being aware. The 143 that were aware of the library services comprised of 43 first year students, 41 second year students, 28 third year students, 22 fourth year students, 3 fifth year students and 6 post graduate students. Therefore, 80 were male and 63 were female. On the other hand, the 54 that were unaware of the library services comprised of 15 second years, 21 third years, 17 fourth years and 1 fifth year. Out of the 54 that were unaware, 28 were female and 26 were males.

ARE YOU AWARE OF LIBRARY SERVICES OFFERED?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	143	57.2	72.6	72.6
Valid NO	54	21.6	27.4	100.0
Total	197	78.8	100.0	
Missing System	53	21.2		
Total	250	100.0		

Of the respondents who were aware of library services offered, 59 said the services were for borrowing books, 32 said the library offers studying space and 49 respondents regarded internet services, which include online accessioning of books and research as part of the services offered by the library.

WHAT LIBRARY SERVICES ARE YOU AWARE OF?

	Frequency	Percent	Valid Percent	Cumulative Percent
Borrowing books	59	23.6	42.1	42.1
study area	32	12.8	22.9	65.0
internet services	49	19.6	35.0	100.0
Total	140	56.0	100.0	
Missing System	110	44.0		
Total	250	100.0		

4.5 ACQUISITION OF KNOWLEDGE ABOUT LIBRARY SERVICES

To answer how the participants received information about the library services, 81 (32.4%) received their awareness during the schools' orientation program, of the 81, 43 were first years, 20 were second years, 14 were third years, 3 were fourth years and one was a fifth year. one (0.4%) participant however got their awareness during the schools' special events and this was a post graduate student, 28 (11.2%) of the participants were made aware through electronic media, this comprised of 11 second year students, 13 third year students, 1 fourth year student and 3 post graduate students. 8 (3.2%) through print media, 6 were second year students and 2 were fifth year students, and 45 (18%) of the participants were communicated to by members of staff, this included 7 second year students, 19 third year students, 16 fourth year students, 1 fifth year student and 2 post graduate student. However, 33 (13.2%) participants denied being aware of and receiving any information on the library services offered by the institution, out of these, 12 were second years, 3 were third years, 18 were fourth years and one individual was not sure of anything, a fourth year student.

HOW DO YOU RECIEVE INFORMATION ABOUT LIBRARY SERVICES?

	Frequency	Percent	Valid Percent	Cumulative Percent
ORIENTATION	81	32.4	41.1	41.1
SPECIAL EVENTS	1	.4	.5	41.6
ELECTRONIC MEDIA	28	11.2	14.2	55.8
PRINT MEDIA	8	3.2	4.1	59.9
Valid THROUGH LIBRARY STAFF	45	18.0	22.8	82.7
not aware	33	13.2	16.8	99.5
not sure	1	.4	.5	100.0
Total	197	78.8	100.0	
Missing System	53	21.2		
Total	250	100.0		

4.6 IMPORTANCE OF MARKETING?

Of all the expected respondents, a total of 182 (72.8%) respondents agreed to the importance of marketing of information services, with 132 saying it was good because it propagates people’s awareness of the library and its services. 48 of the respondents said marketing information services was good because it promoted effective use of services by people as they would know exactly what to expect from the library and how to and where to get what they looked for specifically. Out of the 182 that agreed to the importance of marketing of information services, 31 were first years, 56 were second years, 48 were third years, 37 were fourth years, 4 were fifth years and 6 were post graduate students. The gender comprised of 96 males and 86 female participants.

DO YOU AGREE THAT MARKETING OF INFORMATION SERVICES IS VERY IMPORTANT?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	182	72.8	92.9	92.9
Valid NO	14	5.6	7.1	100.0
Total	196	78.4	100.0	
Missing System	54	21.6		
Total	250	100.0		

IF YES TO QUESTION 5, STATE WHY?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid creates awareness	132	52.8	73.3	73.3
Valid for effective use	48	19.2	26.7	100.0
Total	180	72.0	100.0	
Missing System	70	28.0		
Total	250	100.0		

However, 14 (5.6%) of the participants disagreed upon the importance of marketing information services with their reasons being that, 2 of them had no idea what marketing is, 6 said they do not use the library, and 6 said they only used the library to study. Out of the 14, eleven were first years; one was a third year and two fourth years.

4.7 STRATEGIES USED TO MARKET LIBRARY SERVICES BY LIBRARY.

In response to the question of how knowledgeable the respondents were on the strategies that the library had employed to market its services, 106 (42.4%) respondents accredited their knowledge to orientation services provided to new students, out of the 106 respondents, 43 were first year students, 21 second year

students, 20 fourth year students, 2 fifth year students and 1 post graduate , 19 third year students respondents said it was through special events held periodically by the institution, 43 respondents pointed out electronic media, 6 respondents pointed out print media, and 13 respondents accredited the marketing to members of staff. However, 25 respondents said they were not aware of any services. This comprised of 52 females and 54 males.

4.7 SATISFACTION WITH MARKETING STRATEGIES?

Of the total expected respondents, 100 (40%) of them agreed to be satisfied with the library marketing strategies provided by the library. However, 97 (38.8%) were not satisfied with the marketing strategies. This constituted 197 respondents, leaving 53 questionnaires without any response, 19 of them were returned blank, and 34 were not returned at all.

4.8 RECOMMENDATIONS TO IMPROVE THE LIBRARY MARKETING SYSTEM?

Due to the variations in responses pertaining to the marketing of library services, the respondents were asked If they would give any recommendations to help improve upon the marketing of the services offered by the library.

56 (22.4%) respondents proposed that the institution should employ regular awareness programs aside from the orientation which was conducted only when patrons arrived at the institution in their first year.

45 (18%) respondents, proposed that the institution should use more of social media/ digital platforms and put up more posters around the school and distribute brochures regularly to help reach out to a wider audience and benefit those who may have missed orientation.

20 (8%) respondents proposed that the institution should expand online services by expanding the e-learning portal by adding more features and services for those individuals who do not have access to the physical library to also benefit, as well as to update the online database regularly.

3 (1.2%) respondents proposed that the school orientation program should be enforced to a higher degree and made mandatory for all to attend.

13 (5.2%) requested that the library should update its inventory, as most of the books were outdated and it lacked on having current standing information in some areas.

However, 59 (23.6%) of the respondents had no recommendations to give.

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.1 OVERVIEW

This chapter discusses the findings of the research presented in chapter four by using the thematic approach. The themes are derived from the specific objectives, which looked at investigating the marketing of academic library services at ZCAS University.

5.2 IMPORTANCE OF MARKETING LIBRARY SERVICES.

The study was assessing the importance of marketing library services. The respondents were asked to explain if marketing of information and information services is very important. If their answers were yes or no, they were asked to give a reason for their answers. 182 (72.8%) respondents agreed to the importance of marketing of information and information services, with 132 saying it was good because it spreads people's awareness of the library and its services.

48 of the respondents said marketing information services was good because it promoted effective use of services by people as they would know exactly what to expect from the library and how to and where to get what they looked for specifically. A study by Sharma and Bhardwaj (2009) comes to an agreement with our findings that it is important for librarians to actively market their services. For marketing will enable librarians to spread the word about their libraries by drawing attention to their resources and services to the community, administration, staff and users. The main objective was to show how marketing will enable librarians to know how the academic library can gain competitive edge over their more aggressive and wealthy competitors. The study concluded that this will be achieved by letting users and potential users know the advantages of using their libraries. Furthermore, 14 (5.6%) of the participants disagreed upon the importance of marketing information services with their reasons being that, 2 of them had no idea what marketing is, 6 said they do not use the library, and 6 said they only used the library to study.

5.3 STRATEGIES USED TO MARKET LIBRARY SERVICES BY LIBRARY.

The research found out that ZCAS University consider using student orientation, special events electronic media, print media and through member of staff as strategies for marketing. In response to the question of

how knowledgeable the respondents were on the strategies that the library had put in place to market its services, 106 (42.4%) respondents accredited their knowledge to orientation services provided to new students, 4 respondents said it was through special events held periodically by the institution, 43 respondents pointed out electronic media, 6 respondents pointed out print media, and 13 respondents accredited the marketing to members of staff. However, respondents said they were not aware of any services.

Of the total expected respondents who agreed to be satisfied or not satisfied with the marketing strategies, 100 (40%) of them agreed to be satisfied with the library marketing strategies provided by the library. However, 97 (38.8%) were not satisfied with the marketing strategies. This constituted 197 respondents, leaving 53 questionnaires without any response as, 19 of them were returned blank, and 34 were not returned at all.

In line with our findings, a study conducted by Kavulya (2004) on selected universities in Kenya also investigated the extent to which libraries were carrying out marketing activities and the forms of marketing tools and strategies being used. The study revealed that the universities were making efforts at making users aware of library services by using the following: Newsletters, Notice Boards, Brochures, Printed Notices, Annual Reports, Library Manuals and Guides, Library Orientation and Internet Home Pages. It was found that despite these efforts the universities were not engaging any formal marketing strategies that would enable them get information about specific requirements of users or their awareness or use of the services being provided.

5.4 PATRONS SOURCES OF INFORMATION ABOUT LIBRARY SERVICES

Time was taken to find out how patrons get to know about the services offered by the library, in order to get a fair treat; we went ahead and distributed questionnaires to both the students at ZCAS university as well as the members of staff of the library. The library has three members of staff, only two of them (library assistant and the assistant librarian) responded to our questionnaires. First and foremost we started by asking the members of staff what marketing strategies they had put in place to ensure the reception of the services to users and both indicated the following; orientation as the first strategy which usually takes place at the beginning of every new academic year, they also market their services through OPAC (online public access catalogue) which is on the institutional website. Indicating that they also market through electronic media and finally both members of staff made mention that they let the patrons know about the library services through the flyers and brochures that are usually in print media.

Secondly, the staff members were asked as to whether the marketing strategies employed by the library are sufficient; one member of staff indicated that they are sufficient but the other contradicted and added on that there are some students that miss orientations and other students do not look at the library flyers or even bother to check the OPAC. This makes it difficult to ensure all students have access to what is being marketed in the library.

On the other hand, students were first asked if they were aware of the library services that were being offered by the library, the following were the responses, 143 (57.2%) agreed to being aware and 54 (21.6%) said they were unaware. Indicating that more students are aware of the library services and that there are students who are unaware.

Furthermore, we went on to ask the participants who said they were aware of the services, to mention how they received this information, 81 (32.4%) of our targeted sample received their awareness during the schools' orientation at the beginning of their first academic year program. 1 (0.4%) participant however got their awareness during the schools' special events, 28 (11.2%) of the participants were made aware through electronic media, 8 (3.2%) through print media, and 45 (18%) of the participants were communicated to by members of staff. However, 33 (13.2%) participants denied being aware of and receiving any information on the library services offered by the institution, and one individual was not sure of anything. The study done by Tadasad and Talikoto(2000) on the City Central Library, in Gulbarga: the finding about how patrons know of the library services quite interrelate with this study for ZCAS which include orientations, print media, electronic media and awareness of the library members of staff. However, it contradicts with this study, more student were actually unaware of the library services being offered by their libraries. Whereas a higher percentage of students at ZCAS University recorded to be more aware of the library services that were offered by their library

CHAPTER SIX

6.0 CONCLUSION

This study investigated the marketing of Academic Library services at Zambia Center for Accountancy Studies University (ZCAS). The findings indicate that 197 people who participated at ZCAS were aware of the importance of marketing library services. The study found that most of the respondents were aware of the library services offered by the Institution, showing only 54 of the 197 that were interviewed and not satisfied with the marketing campaigns in place, and as a result of not fully being aware of the services offered by the library. The other key finding is that the method of advertising that had been used mostly by the library is through orientation, which is mostly done at the beginning of each academic year to ensure new students are aware of the services provided by the library. Most respondents indicated that it would be very effective if the institution would employ regular awareness programs apart from the orientation, which was conducted only when Patrons arrived at the institution in their first year. Additionally, the importance of the library to join the current trend of online living is essential, as people spend more time online, therefore the use of social media and digital platforms would effectively reach the patrons as well as the Putting up of more Posters and brochures around the school. In general, there is a need to enhance the print and electronic means of advertising the library to overturn the low user satisfaction arising from the users based on the advertising.

6.1 Recommendations.

The following recommendations are based on the findings and are in accordance to the main objectives of the study:

In order to determine the importance of marketing library services

- ZCAS should put in place regular surveys to enquire whether the patrons are aware of the various services offered by the library.

In order to ensure that effective marketing strategies are put in place

- The library at ZCAS must take advantage of the current social media trend to market their services because these platforms have many people visiting them on a daily basis.
- The library should revise their website by expanding their e-learning portal and make it dynamic by adding more features and services that will serve the interests of even those students that may not have immediate access to the physical library and excessively attract more people to the website.

- The members of staff should develop more effective marketing Criteria is in order to reach out to more people.
- The Institution must allocate more funds to Marketing of the library services.

6.2 REFERENCES

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APPENDIX 1: STAFF QUESTIONNAIRE

THE UNIVERSITY OF ZAMBIA

SCHOOL OF EDUCATION

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

**TOPIC: TO INVESTIGATE THE MARKETING OF ACADEMIC LIBRARY SERVICES: A
CASE STUDY OF ZCAS UNIVERSITY LIBRARY.**

Dear respondent,

We are fourth year students in the school of Education, Department of library and information science carrying out a research on the topic highlighted above. We kindly ask for your assistance by providing information in this questionnaire. Be assured that this information will be purely used for academic purposes and the highest levels of confidentiality will be observed.

INSTRUCTIONS

Answer all questions. Either by ticking [✓] or by filling in the given space.

Example:

Gender status? Male [] Female [✓]

DO NOT indicate your name on this questionnaire

SECTION A: BACKGROUND INFORMATION ABOUT THE RESPONDENT

GENERAL QUESTIONS

1. Gender?

a. Male []

b. Female []

2. What is your position at the institution?

a. Librarian []

b. Assistant Librarian []

c. library Assistant []

d. others, please specify.....

3. How long have you been serving at this institution?

a. 1-4 year []

b. 5-9 year []

c. 10-20 year []

d. Other specify

STRATEGIES OF LIBRARY MARKETING

4. How do you market your library services?

a. Orientation []

b. Special events []

c. Electronic media []

d. Print media []

e. others, please specify.....

5. Do you think the marketing strategy employed by this library is sufficient?

a. Yes []

b. No []

6. if your answer to Q5 is NO; please explain why?

.....
.....
.....

IMPORTANCE OF MARKETING LIBRARY'S SERVICES

7. As the library member of staff, do you see it necessary to market your materials?

a. Yes []

b. No []

8. If your answer to Q7 is Yes, please specify it's necessity in line with your library

.....
.....

9. If your answer to Q7 is No, state why?

.....
.....

.....
.....
APPENDIX 2 : STUDENT QUESTIONNAIRE

THE UNIVERSITY OF ZAMBIA

SCHOOL OF EDUCATION

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

**TOPIC: TO INVESTIGATE THE MARKETING OF ACADEMIC LIBRARY SERVICES: A
CASE STUDY OF ZCAS UNIVERSITY LIBRARY.**

Dear respondent,

We are fourth year students in the school of Education, Department of library and information science carrying out a research on the topic highlighted above. We kindly ask for your assistance by providing information in this questionnaire. Be assured that this information will be purely used for academic purposes and the highest levels of confidentiality will be observed.

INSTRUCTIONS

Answer all questions. Either by ticking [✓] or by writing in the given space.

Example:

Gender status? Male [] Female [✓]

DO NOT indicate your name on this questionnaire

GENERAL QUESTIONS

1. Gender?

a. Male []

b. Female []

2. which Year of study?

a. 1st year []

b. 2nd year []

- c. 3rd year []
- d. 4th year []
- e. 5th year []

ACQUISITION OF KNOWLEDGE OF USERS ABOUT LIBRARY SERVICES

2. Are you aware of the library services offered by the library?

- a. Yes []
- b. No []

3. If your answer to question 2 is yes, what library services do you know that are being offered?

.....

4. How do you receive information about the services offered by the Library?

- a. Orientation []
- b. Special events []
- c. Electronic media []
- d. Print media []
- e. Through library staff []
- f. others, please specify.....

IMPORTANCE FOR MARKETING LIBRARY'S SERVICES

5. Do you agree that marketing of information and information services is very important?

- a. Yes []
- b. No []

6. If you answer to Q5 is yes, state why?

.....

7. If your answer to Q5 is No, sate why?

.....

STRATEGIES OF LIBRARY MARKETING

8. What strategies has the library use to market your library services?

- a. orientation
- b. special events
- c. Electronic media
- d. Print media
- e. Specify.....,,.....

9. Are you satisfied with the library marketing strategies provided by your library?

- a. Yes []
- b. No []

10. What recommendations would you suggest that would improve the marketing system of your library.....
.....
.....

THANKYOU

APPENDIX THREE

1. TABLE ONE: WORKPLAN

RESEARCH PROJECT WORKPLAN	MONTHS					
ACTIVITY	JUNE 2019	JULY 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019
DEVELOP QUESTIONAIRES						
EDIT AND DATA ENTRY						
ANAYLSIS OF DATA						
WRITE REPORT						
SUBMISSION OF REPORT						

2. TABLE TWO: BUDGET

NO.	ITEM	AMOUNT (K)
1	TRANSPORT TO AND FROM FIELDS	200
2	MEALS	100
3	ONE REAM OF PAPER	100
4	PHOTOCOPYING QUESTIONAIRES	120
5	PRINTING PROPOSAL AND REPORT	250
6	BINDING REPORT	30
	TOTAL=	800

