MARKETING OF LIBRARY AND INFORMATION SERVICES IN ZAMBIA UNIVERSITY LIBRARIES: A COMPARATIVE STUDY OF THE UNIVERSITY OF LUSAKA AND DMI ST. EUGENE UNIVERSITY LIBRARIES

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DEDICATION

This thesis is dedicated to all the group members who dedicated their time to this work, Mr. Brian Gandawa, Miss. Mwangala Simasiku, Mr. Clinton Mukuka, Mr. Alexander Chilemo and Miss Tina Zulu for without their sacrifices and support we would not have made it this far. God bless them abundantly.
DECLARATION

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

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ABSTRACT

Despite the huge investments made by libraries into building their collections, studies have shown that these collections remain underutilized. This situation, coupled with declining library budgets, as well as growing competition between libraries and other information providers, has compelled libraries to adopt effective marketing approaches in order to continually remain visible and relevant. The adoption of marketing in libraries has been found to bring about numerous benefits to libraries hence its increased adoption among libraries worldwide.

This study was an investigation of library and information services in Zambian university libraries: A comparative study of university of Lusaka and DMI St Eugene University libraries. The specific objectives being types of library and information services marketed, strategies used in library marketing and challenges faced by the Library in the marketing of services. A total of two librarians participated in the research, DMI St Eugene University librarian and University of Lusaka librarian respectively. The main data collection instrument was a structured interviews used to elicit information about their types of library and information services marketed, strategies used in library marketing and challenges faced by librarians in the marketing of services. Data gathered was analyzed thematically.

The findings reviewed that participants are fully aware of the benefits of marketing activities in their various university libraries and were making efforts at making their users aware of their library and information services that these university libraries market to their patrons, with the use of various strategies which include; student orientations and web write-ups. Some of the challenges that hinders the success of marketing in these libraries according to the findings are lack of adequate funds, lack of support from management on implementation of library programs, and lack of marketing policies to guide their marketing programs as well as lack of library representation in decision making and planning of institutional programs. Furthermore, the research findings uncovered that the possible solutions to challenges that libraries face in their effort to market their services include; creation of marketing policies, proactive advocacy for more funds for the library from the institutional budget.
**LIST OF ACRONYMS**

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tr>
<td>B.A.D</td>
<td>Bachelor of Arts Degree</td>
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<tr>
<td>DMI</td>
<td>Daughters of Mary Immaculate</td>
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<tr>
<td>ICT</td>
<td>Information Communication Technology</td>
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<td>IVDL</td>
<td>Institute of Virtual Distance Learning</td>
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<td>LIS</td>
<td>Library and Information Services</td>
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<td>QDA</td>
<td>Qualitative Data Analysis</td>
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<td>SNSs</td>
<td>Social Networking Sites</td>
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<td>UNZA</td>
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CHAPTER ONE

1.0 INTRODUCTION

Information provision in the 21st century is no longer a monopoly of libraries. This is mainly because libraries across the globe academic or university libraries included are competing with other service industries such as big publishing houses, online book dealers, academic database vendors, the Internet and individuals with information literacy skills in providing access to information. Thus, libraries have no choice than to adopt a marketing approach in their operations and services in order to remain visible, valuable and relevant to their communities and patrons (Kumbar, 2004). According to Andreasen & Kotler (2007), Marketing entails identifying users’ needs and developing strategies and services to reach out to them. It is a long-term innovative process that is entrepreneurially driven.

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. Other factors identified by Jestin and Parameswari (2002) that have contributed to the adoption of the marketing approach by university libraries are information explosion, technology revolution, and escalating library costs. Madhusudhan (2008) also mentions factors such as increased user base, the challenges of budget cuts, complexity of information requirements, and networking demands.

The adoption of marketing has several benefits to libraries. For example, adoption of the marketing approach in an academic library facilitates achievement of organizational goals, an understanding of the perspectives of university administration, and also faculty and student library users through market research leading to a more effective information provision and delivery (Spalding & Wang, 2006). Other benefits of this approach are increased consciousness of the benefits of the academic library in higher education and the larger society, increased importance as well as better funding for the library. In addition, there is increased ability of librarians to demonstrate knowledge and confidence in leading discussions and teaching about public policy issues relating to information access, increased user understanding of available collections and their effective use in achieving research and academic goals, and high visibility of the library profession as an attractive career choice for bright college graduates (Spalding and Wang, 2006).
This above situation does not exclude Zambian University Libraries. There is need for constant monitoring of their environments in order to provide services that best satisfy their users since a large number of their patrons are highly dependent on the quality of library services and resources, marketing to be specific (Ekpenyong, 2003).

It is believed that, DMI – St. Eugene University and University of Lusaka are among the various university libraries in Zambia that have considered marketing of library and information services in order to promote the use of libraries. This is so because most if not all university libraries in developing countries market library and information resources and services, in order to avoid having a users’ population that is not adequately informed on the existence and benefits of these resources and services, thereby avoiding low patronage in these libraries (Agaba, 2004).

1.1 BACKGROUND INFORMATION

DMI ST. EUGENE UNIVERSITY

DMI – St. Eugene University is a private Roman Catholic university run by the Daughters of Mary Immaculate (DMI). In Zambia it was established in 2007 by the DMI-group of institutions under the University Act No. 11 of 1999, with an aim of providing quality education, training, and research and consultancy services. In this regard, the institution has 6 faculties which offer various programs ranging from business courses to technology related and management courses equipping learners with the desired knowledge and skills to deliver to society and offer solutions to the various challenges of the world. The faculties include the school of computer science and information technology, management studies, commerce and accounts, social work, education, and the school of basic studies (DMI-St Eugene homepage, 2012).

The institution’s establishment is anchored on a mission of capacity building in Africa to necessitate the citizen’s stand to the emerging challenges in the world by imparting quality education leading to self-enlightenment and development of the nation. It has three campus collages at woodlands, Great North Road, being then main campus now, and in Chipata District of Eastern province (Ibib).
DMI St Eugene University’s first campus is located at woodlands within the Lusaka city where their first library was also established in the same year as the institution, for the purpose of storing and disseminating information resources to its clients and also for the provision of information advisory services such as recommendation of research material for the students and staff. The university’s library has its presence on all the 3 established campuses. However, the biggest among them is the one located at the main campus with a sitting capacity of about 4000 students while the other two have a capacity of less than 150 each. The library collection is wider because each of these branches of the university has both print and non-print materials with much focus on the e-materials due to their launch of the Institute of Virtual and Distance Learning (IVDL) in all the Provincial Education Centers of the country. The IVDL is an online learning program which allows the students of this institution to participate to live online lectures delivered to them at the various provincial centers via a projector. The physical collection is however, about 7,000 materials ranging from books to serials and other related materials which the university offers (Kennedy at el, 2014).

UNIVERSITY OF LUSAKA (UNILUS)

University of Lusaka is one of the modern and private Universities established in 2007. It was founded under the University Act No 11 of 1999 and serve as a Centre of Excellence in education, training, research and provision of consultancy services. In this respect, the University has developed a wide range of tailor-made programs that are designed to meet the challenges and needs of the changing world. The programs are designed to respond to the needs of business and society in the ever fast changing technological environment as they are designed in a certain manner to enable the graduates to acquire adequate knowledge and skills that respond to the needs of both the private and public sector, nationally and internationally (UNILUS Handbook, 2015).

The University of Lusaka was established on a Mission to promote equitable lifelong learning and socio-economic transformation of communities through interactive training and research in higher education and practical, community-based problem-solving initiatives (Association of Common Wealth Universities, 2014).
It has a library which was established in the same year as the institution itself for storage, dissemination of information resources and the provision of information advisory services such as recommendation of information for research purposes to both students and staffs in the university’s 12 various faculties. The university further has two libraries one at their main campus with a seating capacity of 500 students and a branch in Bauleni compound which is a bit smaller than the main library with a seating capacity of 350 students (UNILUS, 2018).

The library has proven to be an integral part of the university in achieving its goals and objectives of which it to provide learning to the institution. It provides a focal point for the provision of information resources for academic and research for both the students and the members of staff (academic and non-academic). The library has both print and non-print information that allows it to offer: A comprehensive collection of information resources needed by the academic staff and students, an effective and efficient organization, storage and dissemination of information resources and Provision of information advisory services such as recommendation of information for research purposes to both students and academic staff. Furthermore, collection is of about 12000 materials in the various formats kept for the library’s patrons to archive the university’s intended purpose (Association of Common Wealth Universities, 2014).

University of Lusaka and DMI St Eugene University have commonalities which are that both were established to provide a focal point for provision of information resources for academic and research for both students and members of staff. In addition, both University collections have both print and non-print information that allows the university to offer a comprehensive collection of information resources needed by the academic staff and students. Most important to note is that both universities provide distance learning, e-resources and e-learning in their libraries. Marketing of library and information services is considered vital at the institutions. Furthermore, the two Universities have been in existence for over a decade with their libraries and thus, it is therefore important to investigate how marketing of the library and information services has been conducted over the years to date.
MARKETING IN OTHER COUNTRIES

A review of the literature indicates that there has been more research into marketing of library services in the advanced countries (e.g. Kim & Park, 2006; Spalding & Wang, 2006; Massis, 2014; Schmidt, 2007; Adams & Cassner, 2001) compared to those in developing countries (e.g. Islam & Islam, 2009; Joseph & Parameswari, 2002; Kaur & Rani, 2008). The gap in knowledge on marketing of library services is also true of Africa. The few researches on the subject in Africa, have been conducted in Kenya (Makori, 2010; Kavulya, 2004), Botswana (Nkanga, 2002), Nigeria (Adeyoyin, 2005; Baro & Ebhomeya, 2013; Ekpenyong, 2003) and Ghana (Alemna, 2001; Anafo, 2014; Lamptey, 2010; Martey, 2000).

Furthermore, Awaku in his comparative study of academic libraries in developing countries in 1995 specifically comparing two West African countries university libraries countries. Awuku (1995) reports a study that compares library situations in two West African countries (Ghana and Nigeria) and two Southern African countries (Zambia and Botswana) which examines and analyses variables that “affect the motivation and productivity of library staff” in university libraries. Awuku looks at issues of measuring performance and strategies and techniques for improving library productivity in marketing. The study recommends that higher productivity and the realization of organizational goals and objectives can be achieved through motivation of subordinate library staff, using various tools in marketing of library and information services. Furthermore, while researchers have comparatively researched on issues of measuring performance, strategies and techniques for improving library productivity(marketing), in two West African countries (Ghana and Nigeria) and two Southern African countries; [Zambia (UNZA Library) and Botswana]. However, this research did not cover marketing of library and information services at UNILUS and DMI ST. Eugene Universities.

In addition, a study carried out by Lamptey in 2016 on marketing of library where private universities in Ghana investigated the attitudes of library staff towards the marketing of library services in selected private universities, available marketing strategies and plans, and how they are applied in the promotion of their services to patrons. The findings revealed that the study participants were fully aware of benefits of inculcating marketing activities into their daily routines and were making efforts at making their users aware of their products and services through marketing. Apart from examining the strategies in marketing, this study will go further
by looking at challenges and types of services marketed by UNILAS and DMI St. Eugene University Libraries.

Therefore, based on the information available, little studies have attempted to compare the marketing of library and information services in Zambian university libraries. Not only that, more importantly, it is not known how DMI St. Eugene and University of Lusaka do their marketing of library and information services. This is so in that from the studies in Zambia and others in southern region mainly focused largely on public universities. It is for this reason that this study aims to contribute in filling the void that exists in these researches on marketing specifically in Zambian universities (Ibid).

1.2 STATEMENT OF THE PROBLEM

Libraries have always been effective and efficient with regards to providing information to the human population, information to patrons who wanted to expand their knowledge and advance their career. However, Information provision in the 21st century is no longer a monopoly of libraries. This is mainly because libraries across the globe academic or university libraries included are competing with other service industries such as big publishing houses, online book dealers, academic database vendors, the Internet and individuals with information literacy skills in providing access to information. Thus, libraries have no choice than to adopt a marketing approach in their operations and services in order to remain visible, valuable and relevant to their communities and patrons (Kumbar, 2004).

Because of the above stated competition, several university libraries including Zambian university libraries have adopted marketing of library and information services, but then, it is not known exactly how in terms of the strategies employed, what type of resources are marketed by these libraries, in order to remain visible, valuable and relevant to their communities and patrons and generally what challenges they encounter during this process. Specifically, how DMI St. Eugene and University of Lusaka libraries do the marketing of their library and information services. It is for this reason that this research aims at investigating and understanding how marketing of library and information services is done at these two selected private institutions to represent university libraries in Zambia (Ibid).
1.3.0 RESEARCH OBJECTIVES

1.3.1 MAIN OBJECTIVE

To investigate the marketing of library and information services at UNILUS and DMI St Eugene University libraries comparatively.

1.3.2 SPECIFIC OBJECTIVES

1.3.2.1 To ascertain the types of library and information services marketed by University of Lusaka (UNILUS) and DMI St Eugene libraries.
1.3.2.2 To determine the strategies used by University of Lusaka (UNILUS) and DMI St Eugene Universities in marketing their libraries and information services.
1.3.2.3 To examine the challenges faced by the librarians in marketing library and information services at University of Lusaka (UNILUS) and DMI St Eugene University Libraries.

1.3.3 RESEARCH QUESTIONS

1.3.3.1 What are the types of library and information services marketed by University of Lusaka (UNILUS) and DMI St Eugene libraries?
1.3.3.2 What are the Strategies used by University of Lusaka (UNILUS) and DMI St Eugene Universities in marketing their libraries and information services?
1.3.3.3 What challenges are faced by the librarians in marketing library and information services at University of Lusaka (UNILUS) and DMI St Eugene University Libraries?

1.4 SIGNIFICANCE OF THE STUDY

This comparative study is relevant in that other than it being used for academic purposes by the researchers, it will also help to understand the strengths and weaknesses of libraries’ present, able to identify the types of library and information services marketed by university libraries. Most importantly, the research helps to add to the existing literature than may assist other researchers who may require the findings or the research itself. In a situation where the findings of the research are provided to the two universities, the research will help the libraries of the two universities in the process of carrying out their marketing programs. For example, UNILUS may employ certain types of library and information services used or the
challenges faced by DMI St Eugene University or vice-versa in marketing of their library and information services which will help in increase the use of the library by the intended users (Spalding and Wang, 2006).

1.5 ETHICAL CONSIDERATIONS

This research will ensure the confidentiality of the respondents and universities’ information which will only be used strictly for academic purposes. Furthermore, it will rely on voluntary participation, informed consent, honesty objectivity, responsibility and non-discrimination in the process of carrying out the research and data collection.

1.6 DEFINITION OF KEY TERMS

A **Library** is a collection of resources in a variety of formats that is organized by information professionals or other experts who provide convenient physical, digital, bibliographic or intellectual access and offer targeted services and programs with the mission of educating, informing, or entertaining a variety of audiences and the goal of stimulating individual learning and advancing society as a whole (Eberhart, 2010; Young, 1983; Martin, 2003)

Marketing refers to working with markets to actualize potential exchanges for the purpose of satisfying human needs and want (Kotler, 2006). In other words, marketing is the management process responsible for identifying anticipating and satisfying customers profitably

**Marketing Strategy** is a section of a business plan that outlines the overall game plan for how to find and attract clients or customers to the business (Kaur, 2009).

**Information service** is a collection of technical and human resources that provide the storage, computing, distribution and communication for the information required by all or some part of an enterprise (library) (O’Brien, 2003).

1.7 SUMMARY

In summation therefore, as alluded to earlier libraries across the globe, academic libraries inclusive, are competing with other service industries such as big publishing houses, online book dealers, academic database vendors, the Internet and individuals with information literacy skills
in the provision of information. It is thus important that Zambian university libraries adopt a marketing approach in their operations so as to remain visible, valuable and relevant to their communities and patrons. This comparative study aims at investigating the types of library and information services that are marketed by the DMI – St Eugene University and UNILUS libraries, determining the tools used in marketing of libraries and the challenges faced by these university libraries in marketing of their library and information services with a particular focus on DMI – St Eugene University and UNILUS. This research is important in helping the researchers to understand the strengths and weaknesses of libraries identify the types of library information services marketed and also help libraries to identify and design the services to meet their user’s needs. Furthermore, in the process this research ensures the confidentiality of the respondents and universities’ information which will only be used strictly for academic purposes and will strictly rely on voluntary participation, informed consent, honesty objectivity, responsibility and non-discrimination in the process of carrying out the research. Lastly, key terms were identified and defined accordingly.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 OVERVIEW
This chapter reviews related literature on the marketing of library and information services in universities. The major themes discussed include definitions of marketing, types of library and information services marketed by libraries, the marketing tools and strategies used in marketing of library and information services and challenges faced by the librarians in marketing of library and information services. Lastly a summary of the literature is drawn.

2.2 DEFINITION OF MARKETING
Marketing is described by Ojiambo (1994) as a jargon that has enjoyed extensive usage outside the domain of the main discipline that brought it about. It has a variety of definitions all of which converge to show that it is generally customer-oriented.

Kotler & Armstrong (2012) give a broad definition of marketing as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return”. Jestin & Parameswari (2005) describe marketing as being able to study the needs of a particular group of people and in turn designing the right products and services that will best serve their needs.

With regards to non-profit organizations including library and information services, there is a general recognition that their continued existence is highly dependent on marketing (Alemna, 2001). In this regard, various authors have given different definitions of marketing relating to libraries aimed at better explaining the term. In the library setting, Sharma & Bhardwaj (2009) refer to marketing as instruments through which both raw and processed information is transmitted to its members. Furthermore, he describes marketing of information as “the marketing of information-based products and services”. These products include books, journals, CDs, databases, electronic journals and newspapers. Ekpenyong (2003) opines that in libraries marketing describes a relationship between the library and its users to provide total satisfaction and with academic libraries, to satisfy the academic community. Baro & Ebhomeya (2013) assert that marketing within a university library implies a need to identify its objectives and users, and
be able to develop products and services that can appropriately meet their needs. Similarly, Shontz & Parker (2004) describe marketing as a particular set of activities which encourage purposeful exchanges between library staff and also users. On the other hand, marketing of information revolves around three main themes: “it is customer centered, profit centered; and anticipates changes through time” (Adeyoyin, 2005).

Even though there is no one accepted definition for information marketing, its meaning is quite consistent among scholars within the field. What is intrinsic about the definitions is that, marketing must involve the use of some promotional tool and must be targeted at a particular audience. In this study, marketing is defined as the ability of academic libraries to create better awareness of available products and services to their target clientele who are mainly staff and students using different strategies and tools (Rowley, 2003).

2.3 TYPES OF LIBRARY AND INFORMATION SERVICES MARKETED BY UNIVERSITY LIBRARIES

In a study carried out by Adegoke in 2015 on the marketing of library and information services in university libraries of which Usman Danfodiyo University library in Sokoto Nigeria was the case study, the paper discussed the importance of marketing and promotion in academic libraries with particular reference to Abdullahi Fodiyo library complex and Usman Danfodiyo University. The study identified various types of library and information services marketed which includes the circulation, reference, information communication technology (ICT), audio visual units and serials. The paper concluded by advising librarians to wake up to promote their libraries through advertisement, exhibitions and displays, publicity, public relations to mention but a few and also to check on the marketing of library and information services for the library to increase patrons use of the services offered by the university. In this research, however, other than aiming to identify the types of marketing of library and information services, it also considered identifying the strategies used and the challenges that librarians encounter in their effort to market their library and information services by university libraries in Zambia. This was important because in certain situations it could be the challenging factors that the librarians encounter that inhibit the marketing to be done in these university libraries. The research also did not consider establishing ways in which patrons can be increased in libraries by marketing the library information services of which this research did.
According to Kaur (2009) the products and services that can be marketed in order to satisfy the needs of library range from books, periodicals, reports, electronic documents to other allied services from traditional one’s like circulation, interlibrary loan, reference services, access to international databases, online researches and CD-ROM searches. This paper however used a comparative study to identify the types of library and information services that libraries market as different universities may have different types of library and information services that they market.

Kaur and Rami (2008) further in his exploratory study on marketing of information services and products in university libraries of Punjab and Chandigar (India) identified various types of library and information resources that can be used by libraries in the process of marketing. The study identified the types which included print resources, non-print resources, audio-visual materials and reference resources as ones that could be used in the marketing process. It further concluded that libraries should not wait for their management to publicize their materials for them; rather they should strategies on how to effectively apply the promotional tools in marketing their products and services. This study also went further to identify the types of library and information services in Zambia though it provided the information through the use of guided interview targeting the key informants of the two universities in Zambia to be compared.

In addition, because marketing is not just about developing and promoting new services and products but about bringing awareness to clients of existing services and products and determining their appropriateness. In this regard an Austrian library journal submitted to the Australia University for Knowledge Purposes which aimed at unlocking the Library mainly marketing library services of which a case study approach on AVCC Staff Development and Training Programs was used. The journal focused on how University Libraries in the 21st century work to market their information services. It was established that the library has many products and services that it can market. Print and online, broadcast emails, direct emails and personal letters. Word of mouth is just as effective for spreading the word about good service as it is for bad. Influential members of the University community and others speaking for the library can achieve more for the library than any self-promotion. Stanley adds that an effective advertising technique that will reach the largest proportion of the population is on the back of toilet doors is as well needed (Stanley, 2002). It concluded that Marketing approaches are
proving to be effective in assisting Australian academic libraries to adjust to changes in its client base and ensured that services delivered continue to fit the needs. The products and services provided by libraries range from knowledge access and research support to printing services and the provision of information skills.

2.4 STRATEGIES USED IN MARKETING OF LIBRARY AND INFORMATION SERVICES

In this ever changing dynamic world, most users of libraries particularly those in academic environments are finding less reasons to visit libraries since they are able to easily access information resources without having to actually visit the library (Sharma & Bhardwaj, 2009). The task of library and information professionals in making known what they have to offer is also of prime importance since they are operating in a very competitive environment. University libraries need to communicate very well to both current and potential users about the benefits of using the library to ensure that they still remain relevant in this very dynamic world since majority of users are ignorant of the mass of information contained in libraries (Schwartz & Roy, 2007).

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 order to survive in this constantly changing competitive environment, libraries need to find the most cost effective ways of communicating with their users whiles 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 focused on selected university libraries in Zambia in its comparative 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 considered finding the strategies employed in the marketing of library and information services in university libraries in Zambia.

Similarly, in Sokoto Nigeria, Adegoke (2015) investigated different strategies employed by the Abdullahi Fodiyo library in attracting more clients as well as retaining existing users. The strategies identified in the study included: creating awareness about current information relating to scholarships or other academic opportunities from magazines, posting photocopies of internet sources or newspapers on notice boards for users, posting information about various programs and activities being conducted by the library including workshops and seminars, library orientation, user education on the university’s website and library portal, use of exhibitions, current awareness services, suggestion boxes, selective dissemination of information, bulletin
boards, creation of links on the library portal to current information, eye-catching displays and the use of knowledgeable and enthusiastic staff.

2.5 CHALLENGES FACED BY LIBRARIANS IN MARKETING OF LIBRARY AND INFORMATION SERVICES

With consideration of the advantages and disadvantages in marketing of library and information services, librarians face a number of challenges. Most libraries have shown a great deal of apathy in embracing marketing techniques in their operations hence restricting their scope of users and overall patronage (Kaur, 2009). This may be as a result of certain factors that are hindering the successful implementation of marketing initiatives in libraries especially academic libraries. Some of these factors have been revealed in numerous studies.

Kaunaujia (2004) in the study on marketing of information products and services in India demonstrated the existence of certain barriers relating to marketing in university libraries. In this study the researcher identified lack of funds, low level of marketing knowledge by library personnel, difficulty in marketing diverse services to various clienteles and the little value which has been placed on information thereby making the need to market somewhat unnecessary in Nigerian university libraries. The study therefore recommended that some form of training should be given to library personnel and libraries should employ qualified marketing librarian.

Chegwe & Anaehobi (2015) in their study on the academic librarians’ perception and attitudes towards marketing of library services in delta state, Nigeria identified several challenges such as the casual attitude of librarians in supplying needed information, absence of marketing in the library curriculum, ignorance of marketing concepts by staff and poor support by library management are the perceived challenges to the marketing of library services. Their study was focused on the perception and attitudes of librarians towards marketing in Delta State Nigeria.

In another study to identify the different strategies used by librarians in university libraries in Nigeria in marketing the library resources and services, Baro & Ebhomeya (2013) sought the views of respondents on their levels of agreement or disagreement on factors that hinder the application of marketing strategies. Of the various factors proposed, the non-responsive attitude of staff towards marketing received the highest percentage as being a major factor. Other factors that were equally disturbing are lack of funds to carry out marketing activities, lack of facilities
such as computers, the problem of not knowing what to market and the lack of adequate marketing training for librarians. In the study, respondents were also asked to mention other factors that in their opinion hinder marketing activities. Some of the factors they mentioned were poor marketing strategy, absence of a marketing policy, apathy by university management towards library services and lack of functional computers with internet connectivity. The study recommended that university libraries should provide internet access, establish proper marketing strategies and management should support marketing of libraries to improve and increase usage of library and information services.

In addition, library budget cuts by the management of most institutions, scarce infrastructure which includes a stable power source, lack of an appropriate atmosphere that can sustain electronic networking as well as a lack of adequate financial resources to support and maintain Information and Communication Technology (ICT) are the major barriers to marketing information resources in the Kenneth Dike Library in Nigeria (Ekpenyong, 2003).

However, other than identifying the challenges that librarians in university libraries face in marketing library and information services, most of these study did not recommend on what should be done to solve challenges faced by academic libraries. It was for this reason that this study went further by giving recommendation on what should be done to solve the barriers relating to marketing in university libraries. Furthermore, in terms of data collection, key informants only were used as participants in carrying out this research other than students, library staff, researchers or any other library users.

2.6 LITERATURE REVIEW SUMMARY

The literature review has clearly shown that, marketing of library and information services is key to ensuring increased use of library services as well as increased patronage. Marketing has been defined differently by various scholars; one of them describes marketing as a particular set of activities which encourage purposeful exchanges between library staff and also users. The literature reviewed the types of library and information services that are marketed by university libraries such as inter-library loan services, print and non-print information material among others. It further, identified literature on the tools and strategies used by university libraries in marketing their library and information services, which include Newsletters, Notice Boards,
Brochures, Printed Notices, Annual Reports, Library Manuals and Guides, Library Orientation and Internet Home Pages. In spite of the benefits associated with marketing of library services literature also identified the challenges faced by university libraries in marketing their library and information services some of which are; lack of proper funding, lack of trained marketing librarians, and lack of knowledge on what to market.

In order to counter these numerous challenges, it was recommended that libraries have to conduct user surveys to be able to better appreciate their users’ needs and design appropriate services to meet these needs. As budgets continue to decline, alternative sources of funding had to be considered in order to keep the library running to the benefit of both staff and students. Provision must also be made for continuous training programs for staff to keep them abreast with all the latest technologies that would be relevant to their work. Well-crafted marketing plans also needed to be incorporated into the overall plans of libraries in order to guide all activities relating to marketing.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 OVERVIEW

A methodology is a set of procedures used in the collection and analysis of research data. It is a section that gives a detailed account of the methods used in the gathering of the necessary information to make the study successful. The chapter is divided into the following: research design, total population, sample size and sampling procedure, data collection, sampling method and data analysis.

3.2 RESEARCH DESIGN

According to Croswell (2008) a research design represents how data is going to be effectively gathered to meet the stated objectives of the study. It therefore involves the procedures and plans that are to be employed from broad assumptions to detailed methods of data collection and analysis.

The study was conducted using a non-experimental design which involved a comparative study of similarities and differences in marketing of Library and Information services in the libraries of both University of Lusaka (UNILUS) and DMI St. Eugene University. The non-experimental design considered as the appropriate research design since it was suitable for answering research questions which ask ‘how’ and ‘what’ and which do not require control over the events. According to Polit, et al (2001), non-experimental research is used in studies whose purpose is description and where it is unethical to manipulate the independent variables. It is for this reason it was selected as it is suitable for the comparative study due to ethical considerations. For example, manipulation of human variables is not acceptable because of the potential for physical or mental harm to the participants. Research constraints such as time, personnel and the type of participants, make non-experimental research more feasible.

To achieve the main objectives, the study involved the qualitative method. Qualitative method is a systematic subjective approach used to describe life experiences and situations to give them meaning and also allows uncovering the meaning of phenomena (Burns and Grove, 2003). This was chosen because Qualitative research maintains the opinions of respondents by generating
detailed data which gives different ways of understanding the problem under study (Labaree, 2013).

3.3 STUDY AREA

The study was conducted at the Universities of Lusaka (UNILUS) and DMI St. Eugene universities in Lusaka of Zambia. These were situated in Long acres and along the Great North Road respectively. These private institutions were purposively selected from the various other private universities in Zambia. Babbie (2004) indicates that purposive sampling, also referred to as judgmental sampling, takes into account the judgment of the analyst with respect to the attributes of the representative sample. Despite its inherent bias, purposive sampling was reliable in giving dependable and powerful information (Bernard, 2002). Other reasons why this was chosen was because of their proximity to the researchers and that the universities were established in the same year (2007) which made it even more reasonable for comparing their marketing activities.

It was therefore believed that the study’s findings gave a true picture of the marketing of library and information services in the Zambian university libraries.

3.4 TOTAL/STUDY POPULATION

A study population was understood to be an aggregate or totality of all subjects, objects or members that conform to a designated set of specification (Neuman, 2007). Furthermore, Nwana (2008) also indicates that, population in research could refer to all members of a target group as defined by the objectives of the study.

The study population of this research comprised of librarians from the two universities. This was because of the nature of the research, in that it required the population study to be conversant with the topic under study.

3.5 SAMPLE SIZE/SAMPLING PROCEDURE

The sample was purposefully picked using the purposive sampling technique. This technique was used because the researchers were looking for specialized information that could only be provided by specially trained officers in the relevant field. The sample size was made up of two
key informants, of which one from each library of the two universities involved. It was therefore a homogeneous sampling approach. This meant that the sample was to be picked based on shared characteristics, which in this case were based on specialized knowledge in the field of library and information science. Babbie (2004) indicated that purposive sampling also referred to as judgmental sampling, takes into account the judgment of the analyst with respect to the attributes of the representative sample. Then despite its inherent bias, purposive sampling was reliable in providing dependable and powerful information (Benard, 2002). This was to ensure accuracy, reliability and detail of the data collected. This was because the participants targeted were experts in the field of Library and Information Services were the ones in charge of the Libraries in the two institutions.

3.6 DATA COLLECTION INSTRUMENTS

For the purpose of this research, an interview was used to collect data, specifically an unstructured interview guide. According to Kumar (2005), an interview involves a person to person interaction between two or more people. An unstructured interview guide however is one that does not restrict the interviewer to carefully outlined questions, but allows freedom for the interviewer to approach the interview from any angle, even with a random question. An unstructured interview covers a topic in great detail as the interviewer frames successive questions according to the interviewees’ response. This meant that the responses of the interviewee can lead to further probing questions that were relevant to the topic, in this case, marketing of Library and Information services at the Libraries of DMI St. Eugene and Lusaka Universities respectively. This instrument was suitable for the research design employed because the limited number of participants entail that they would be relied on for all the data needed. Furthermore, it was also helpful in this study as it helped to collect more detailed, reliable and relevant data.

Researchers ensured accuracy of the data that was to be collected by using recorders such as mobile phones in ensuring that there was no information given by respondents lost during the process of data collection.
3.7 DATA ANALYSIS

Data analysis is a process of systematically extracting information from data: in this case it is a process of applying logical techniques to describe and illustrate, condense and recap, and evaluate data. Cooper & Schindler (2003) further describe data analysis as an instrument for lessening and arranging information to deliver discoveries that compel translation by the analyst. The researcher also shared in the opinion of Byrne (2001) that a very large volume of detailed data emerges out of qualitative research, and since it was often subjective and contextually loaded, they would have to be revised to represent major themes or categories that described the phenomenon being studied.

Qualitative Data Analysis (QDA) was employed in analyzing the data collected. This was a technique which involved deducing the data collected into some form of explanation, understanding or interpretation of the people and situations being investigated. It was based on an interpretative philosophy whose idea was to examine the meaningful and symbolic content of qualitative data. However, this research considered a deductive approach of analysis where research questions were used to group the data and then similarities and differences were looked at. This kind of approach was used when time and resources were limited which was the case with this research.

The transcribed data was analyzed as follows: the researchers familiarized themselves with the data by reading through the transcribed data twice and also listening to the recordings as many times as possible. The purpose of this initial reading and listening was to obtain a general idea of respondents’ thoughts concerning the questions that they were asked. This then was followed by the creation of categories consisting of the specific objectives. For example, one category was on the challenges that the librarians face in the marketing of library and information services. Meaning any information concerning challenges was put in the category for challenges; this was done to all the other specific objectives. This allowed the researchers to look at the responses to each category individually in order to make sense out of it and to identify further categories and emerging themes. The researchers then compared relevant themes from individual institutions in order to draw the necessary conclusions.
3.8 CHAPTER SUMMARY

In conclusion, after having understood what was meant by a research methodology and what it contains (research design, total population, sample size and sampling procedures, data collection instruments, and data analysis). A non-experimental design was used in this comparative study. This looked at the differences and similarities in the marketing of Library and Information Services in the two Universities using a qualitative method. A qualitative method of study which employs the use of the interview study was chosen in this study. The sample size consisting of two (2) Key Informants was picked purposively to represent the two institutions. Data was collected using unstructured interview guides because this instrument in this study helped to collect more detailed, reliable and relevant data in this comparative study. Furthermore, data was analyzed deductively using qualitative data analysis technique. A system of categories was employed in the data analysis stage. These categories consisted of mainly specific objective as the main themes guiding the data analysis process.
CHAPTER FOUR

PRESENTATION OF FINDINGS

4.0 Overview

The researchers split in two groups: one group went to the University of Lusaka while the other group went to St Eugen University. For the purpose of this research, interview guides were used and administered on the respondents. Two respondents were targeted, one from each university libraries under research.

4.1 Background Information on Respondents

The Librarian in charge of UNILUS library and the Assistant Librarian in charge of St Eugene library were interviewed. The respondents were asked to state how long they had worked for their respective libraries, how many members of staff were in each library and their levels of training.

The findings show that the respondent from UNILUS indicated that he had served in the library for over six years while the respondent from St. Eugene revealed that he had served for two years.

With regards to the number of staff in these libraries, the findings show that there are seven members of staff at UNILUS library while St, Eugene library has three members of staff.

In response to the question regarding the respondents’ level of training in librarianship, the findings revealed that the respondent at DMI is a holder of a Bachelor of Arts with library and information science where as the respondent from UNILUS is a holder of a masters of arts Degree in information science.

4.2 Types of Library and Information Services Marketed

Under this section, the study sought to ascertain the types of library and information services marketed. The respondents were asked to explain their understanding of marketing with regards to library and information services. They were further asked what library and information services their libraries offered and marketed, and why they marketed them. The findings revealed
that the respondent from DMI, defines marketing as “getting information known to users through advertisement of new books and making known to users of any information available in the library.” while the respondent from UNILUS in defining marketing stated that marketing involves making known the resources that are available in the library. He further stated that, “It is about making the students have the desire of coming to the library because of what the library has.”

In response to the question concerning the types of library and information services offered, the findings show that the respondent from DMI indicated that the library offers basic library service which are mainly issuance of book materials to its students (library users). Additionally, there are also a few computers in the library which provide students with internet services that allow them to access e-resources. Furthermore, the library also offers reference services to students who visit the library by guiding them on where to find the materials they need. It was further found that the library is currently considering joining the Zambia Library Consortium (ZALICO) in order to cooperate with other libraries so as to offer more services to satisfy the information needs of its users. In contrast, UNILUS library doesn’t have such plans, neither did they seem to have cooperation in plan. In relation to the question on what library and information services the library markets it was revealed that the library markets e-resources and general services that include reference services, audio-visual materials, books that the library has. Additionally, as regards to why library and Information services are marketed, the respondent stated that it is important because library materials are for use and marketing helps to let the users know about the library profession and the library itself. Further, the respondent added that “marketing of these services enhances the usage of the library collection and increases the number of users visiting the library to access the materials.” In other words as found out by the research, marketing of these library and information services is done in order to increase the usability and satisfaction of library clientele, whereas the respondent from UNILUS indicated that the library offers services such as reference services and internet services.

Responding to the question; what library services they market, the respondent from DMI stated that the library markets e-resources and general services that include reference services, audio-visual materials, and books that the library has, while the respondent from UNILUS stated that the library marketed resources include, e-resources and general library services such as books,
journals, photocopying and past reports among others mainly for study and research for the main library users who are the students and researchers.

Additionally, the respondent from UNILUS reported that the reason behind marketing the said library and information services was to increase usability and accessibility of the information services the library has. He further mentioned that, “It is important to market these services, because by so doing makes even the services not marketed to be known to the library patrons,” while the respondent from DMI stated that marketing the mentioned services is important because library materials are for use and marketing helps to let the users know about the library profession and the library itself. Further, the respondent added that marketing of these services enhances the usage of the library collection and increases the number of users visiting the library to access the materials. In other words, as found out by the research, marketing of these library and information services is done in order to increase the usability and satisfaction of library clientele.

4.2.1 Strategies Used in Library Marketing

In this section, the study sought to determine the strategies used in library marketing so the respondents were asked what marketing strategies they use in their libraries, how they would describe the effectiveness of these strategies in the marketing of services and how long they have been using these strategies.

Regarding marketing strategies, findings revealed that the UNILUS library staff use lecture talks where they utilize some lecture hours to talk to the students about the library and what they offer. In addition, the library encourages lecturers to refer students to the library to access certain library materials which cover certain topics. It was further learnt that the UNILUS library distributes brochures. In sharp contrast, the respondent at DMI St. Eugene University library stated that “there is no systematic strategy for marketing library services to students except for general orientation.” He added, “When freshmen students report for their first semester, they gather for orientation, it’s there that the library is mentioned without a proper tour of the facility itself.” Similarly, it was found that the UNILUS library used orientation of first year students as a marketing strategy for library services. Except to this effect, the respondent added, “students
With the help of library staff are made to tour the library and the library collection is displayed and explained to them,” an initiative missing at DMI St. Eugene University.

On the effectiveness of the strategies employed, the respondent from DMI St. Eugene responded emphatically, “the method is not effective, so we have less than fifty students visiting the library per day.” On the contrary, the respondent from UNILUS rated their strategies as “fair.”

On how long the stated strategies had been in use at each of the concerned University libraries, the findings revealed a worrying contrast. The respondent from UNILUS said they used the same strategies for “six (6) years.” The counterpart from DMI St. Eugene stated, “it has always been the trend.” It means therefore that, it has been a practice for as long he could remember.

4.2.2 Challenges Faced by Librarians in the Marketing of Services

In the quest to examine the challenges faced by the librarians at the university of Lusaka in the marketing of library and information services, the respondents were asked to mention some of the challenges they faced in marketing library and information services, what they thought are the causes of these challenges and what they thought are the solutions to these challenges.

It was found that UNILUS recorded more challenges in marketing its library services. For example, web write-ups and brochures don’t seem to reach the numbers required, and the respondent had the following to say:

“Some students do not pay attention to adverts and read write-ups that are provided online for them. This therefore reduces the level of awareness of the library and information materials that are marketed and ultimately resulting into low usability and accessibility of these services.”

The respondent further eluded the challenge above to another challenge, which was said to be funding and poor timing of the marketing strategies. He said the following:

“little portion of the university budget that is allocated to the library activities limits the marketing process, for example marketing strategies that
involve a lot of financial resources are cut off due to lack of adequate funds. Poor timing of certain marketing strategies as the time that the library does its library orientation for example, to incoming students in the beginning of the term may not be good time as most students would be busy with other things among them registrations and settling.”

On the other hand, the findings concerning challenges faced at DMI St. Eugene University library show a different standing. They reveal a lack of professional organization at institutional level. The respondent from this institution stated the following:

“St. Eugene University Library faces a number of challenges which exist at departmental level and the institution as a whole. At departmental level, the library lacks funds and policies that govern its operations which make it difficult to effectively carry out activities such as marketing and user needs analysis among others. At institutional level, Library staff have little say in overall decision making and planning the operations of the university.”

While UNILUS seems better in terms of activities, both libraries have serious challenges.

Lastly, with regards to the question what they thought were the solutions to the above mentioned challenges, the findings show that the respondent from UNILUS mentioned;

“Having repeated presentations and library orientation so as to capture even those who miss the first orientation and presentations.”

The respondent added on to say the other possible solution to these challenges could be;

“Sensitization of users on the various strategies used to market library and information services so that users can access these services.

The respondent then concluded by saying that, “these challenges can also be solved by Providing library open days where users can come to the library and get information that they may require.”
On the other hand, findings show that the solutions to the mentioned challenges from DMI point of view include the view that;

“library staff should be given a chance through having representation in management to have a say in decision making and planning of the university so that library issues can be properly addressed and lastly new policies should be formulated.”

4.3 Summary of Findings

This chapter gave a presentation of findings of the study. Interviews conducted with respondents from the two university libraries were presented based on the research objectives and the research framework adopted for the study. The above findings reveal that, despite the importance and a number of benefits of marketing, it was discovered that library staff in the selected private universities were not quite taking advantage of the concept, as they should. Respondents were fully aware of marketing as well as its benefits in their various institutions. Libraries in the selected universities were lacking operational marketing policies and this was greatly hindering marketing activities since the full benefits were not being met. Also, respondents revealed that the current tools being used in library marketing were not too effective (fair). Limitations such as lack of funds, lack of adequate facilities among others, were also affecting the smooth application of marketing initiatives in the university libraries under study.
CHAPTER FIVE
DISCUSSION OF FINDINGS

5.1 Introduction

This chapter discusses the findings of the research presented in chapter four using a thematic approach. The themes are derived from the specific objectives looking at types of library information services marketed, Strategies used in library marketing; and Challenges faced by librarians in marketing library and information services and solutions.

5.2 Types of Library and Information Services Marketed

The findings of the study revealed that both respondents from the two universities differed in the way they presented their understanding of the concept of marketing. This is expected since the concept of marketing is interpreted differently in its diversity, though the given definitions should answer the question. The study revealed that the respondent from DMI St Eugene library was focused on user needs analysis and advertisement of materials and any other information in the library. On the other hand, UNILUS library focused on making known the library’s resource collection available and enticing students to access the library. A literature by Jestin & Parameswari (2005) similarly described marketing as being able to study the needs of a particular group of people supporting the response from DMI ST. EUGENE.

In relation to the types of library and information services, both universities offer general library services such as the circulation of library materials and reference services. However, with regards to what services these libraries market it was further discovered that they both market e-resources and general library services such as reference services, print and non-print materials. These findings are similar with the study by Adegoke (2015) who also identified circulation and reference as services which are offered and marketed by other libraries. In his paper, he included the information communication technology (ICT), audio-visual units and serials which none of the two libraries offered. Additionally, Kaur (2009) supports these findings as he identified the mentioned services, among others, in his study as those that are offered by many other libraries. He too mentioned other services which both libraries do not offer. This shows that the libraries under study offer and market very few services to their users as compared to what other libraries offer.
Furthermore, this study discovered that both universities consider increasing usability as a major reason for marketing. However, the respondent for UNILUS made mention of increasing accessibility as the other reason why they market their services. The response provided by the respondent from DMI St. Eugene University library differed in that they considered making known to users about the library profession and the library itself as the other reason for marketing the above-mentioned services. Adegoke further acknowledges this when he discussed the importance of marketing and promotion of libraries services in his paper where he advised the library profession to wake up to promote the libraries through various strategies (ibid). Additionally, Kaur and Rami (2008) in their study stressed the importance of marketing library services by urging librarians not to wait for managements to publicize the materials on their behalf but must instead develop strategies to effectively implement the marketing programs.

5.3 Strategies that are used in Marketing

The research found out that both UNILUS and DMI consider using student orientation, web write-ups and brochures as the strategies for marketing. However, unlike DMI library UNILUS further consider presentations and lecture talks as other strategies for marketing library and information services. A study by Garoufallou et al. (2013) concurs with the findings of this study as they identified user orientation, brochures and the use of web-based media which are strategies used by both libraries under study. These strategies are also recognized by Kavulya (2004) in his study conducted on selected universities in Kenya. Further, Schwartz and Roy (2007) posit that the benefits of using the library must be communicated splendidly to both current and potential users to ensure that they remain pertinent in this world of mass information. It is thus important for libraries to develop strategies that would be effectively used to market their services in order for users to gain more knowledge about the various services offered.

To uncover the effectiveness of the strategies that these universities use in marketing, the research found out that both university libraries consider the effectiveness of their marketing strategies to be fair. However, unlike UNILUS library, DMI St. Eugene University library clearly states that library orientations are not very effective as compared to other strategies they use. This is attributed to limited time allocated to library orientations. In addition, it was discovered in a question on how long the university libraries have been using the strategies that unlike UNILUS which has been using them for four years, DMI university library has been using
the strategies for three years. These periods are relatively long enough for the two library managements to conduct evaluations on the effectiveness of their various strategies and make adjustments. Furthermore, the use of orientation by both libraries cannot be relied on as a major strategy in marketing. Orientation can be seen as a way of informing. Marketing however, should be a deliberately crafted or planned undertaking to draw particular interest and attention to a given product or service.

5.4 Challenges

Both university libraries had a similar challenge in terms of funding. This was the biggest challenge that they both faced in a quest to market their services. There was less money that they received from management, their seemingly main funders. However, different from DMI library where it was discovered that the library faces other challenges such as lack of policies and little say in overall decision making and planning of certain library activities by staff, UNILUS library on the contrary has lack of student attention to advertisements and lack of interest by them (students) to read web write-ups as other challenges. Literature from Baro and Ebhomeya (2013) and Kaunaujia (2004) agrees with the findings of this study as it was revealed in their studies that many other libraries, including those they studied, have issues of funding as their main challenge which they face. There seems to be little attention paid to libraries when it comes to funding. This has rendered it very difficult for library staff to plan and conduct their activities effectively.

Further findings of the study indicated that other challenges faced, were eluded to the little portion of the university’s budget allocation to the library and poor timing of marketing strategies, in the case of UNILUS library. Poor timing of marketing strategies in that library orientation are usually conducted at the time when first year students are busy with things like settling and doing registration. In contrast, with regard DMI St Eugene university library, the study revealed lack of representation of library staff in decision making and planning at the institutional level as additional challenges the institution was faced with.

Funding or adequate budget allocation to libraries is very cardinal for their smooth running and conducting of their various activities in meeting the demands and satisfaction of the users. Without funds the library is unable to stock its collection with relevant material that would cater for users’ interests. Further, lack of adequate funds makes it difficult for libraries to market their services and information materials through various forms of marketing strategies. Additionally,
students’ nonresponse to advertisements by the UNILUS library regarding their services is a loss because resources such as time, labour and finances are wasted when they don’t fulfil their purpose. This may be the reason for reduced allocation of funds to the library as the strategies employed are seen to be less effective even after spending on them.

In contrast to additional challenges faced by DMI St Eugene library, lack of representation of library staff in decision making and planning at the institutional level makes it difficult for management to have understanding of what is needed for the library to function properly, thus they are unable to provide a budget that would soundly cater for the needs of the library operations.

In conclusion, the study identified solutions to some of the challenges the two libraries faced as repeated presentations and library orientation to target the students that may have missed earlier presentations and orientation in the case of UNILUS. Additionally, emphasis on sensitizations and the introduction of open days which can be used to talk about the library and the services that it offers were solutions identified to mitigate challenges faced by UNILUS. On the contrary, the study revealed that having representation of DMI St Eugene library staff in management staff meetings was one of the recommended solutions to the challenges the institution faced as doing so would accord a chance to them to have a say in decision making and planning of the university’s overall activities which included those of the library. This might enhance the formulation of policies to guide the operations of the library and its activities.

5.5 CONCLUSION

There’s no argument that both the University of Lusaka and DMI St. Eugene University library are fulfilling the basic definition of a library as a building where books are stored for reading. However, as this research has found, they are far from fulfilling their mandate as University libraries to offer such services as research, general reference, specialized services, consultancy in library and information services, among others.

The two University libraries offer some services such as circulation of book materials and general reference services, however, from the findings, it is evident that they have not defined their relevance in their respective environments and to their respective parent organisations. This is evident in the manner they have relied on activities such as general student orientation for a
marketing strategy. Identifying their importance will help them devise strategic marketing plans and conduct frequent evaluations to ensure success.

It is also evident that though the two libraries are run by qualified personnel, their general standard and legislation has caused problems for the libraries. This is true for DMI St. Eugene where since its inception in 2007, there’s no proper link between the teaching faculties and the library as an academic institution. This is compounded by the position of the librarian, despite managing an important sector of the University, they cannot make any decisions authoritatively. This robs them of the power to initiate meaningful programmes to provide their clientele with quality services. This is more so, given that this is an era of ICTs where there are so many providers of similar services online. Marketing of services in University libraries is supposed to be top of the agenda.

5.6 RECOMMENDATIONS

To boost marketing initiatives in the selected university libraries, the following recommendations informed by the findings of the study, are made in the areas of creation of organization of formal training programs for library staff on marketing, conduction of user surveys and advocating for more funds for the libraries.

5.6.1 Organization of Seminars and Workshops on Marketing

Findings of the study revealed that, library staff lacked adequate marketing techniques and skills. As such, there is the need for more seminars and workshops on marketing to be organized for library staff in order to keep them abreast with the latest marketing trends for libraries. A preliminary search can be conducted to find out all the libraries that are not yet using social media within their libraries as well as those who already are, so that they can be invited to participate. Experienced resource persons should also be invited to sensitize participants on the use of social media in libraries. The older generation who may not have benefitted from the course will be able to benefit immensely from such workshops. By doing so, librarians will be well equipped and knowledgeable on effective marketing techniques that will help them in their respective institutions.
5.6.2 Advocating for Higher Budgetary Allocation for Libraries

The study results revealed that, libraries are faced with serious financial constraints in their efforts to market library services. Library management can present a strong case to their university authorities and other major stakeholders within the university for higher budgetary allocations for the library. In addition, libraries can solicit for funds from corporate bodies who might donate monies as part of their social and corporate responsibilities. This will go a long way to help increase funding for the libraries to pursue effective marketing initiatives and activities.

5.6.3 Conducting User Surveys

The relevance of the traditional products and services being offered by academic libraries are being questioned and are seemingly not attractive to the current generation of library users, due to the dynamic nature of user’s needs, Libraries can take advantage of Information Technology (IT) to better understand client requirements and design and offer new user-friendly products and services. Users also need to be encouraged to be involved in the designing of new products and services targeted at them. Suggestion boxes can also be great ways to solicit information from users and can be placed at vantage points within the library to catch the attention of users. Immediate feedback from users on the quality of products or services is essential for making necessary adjustments to meet requirements and also to boost the overall image of the library. This will put academic libraries in a great position to continue providing relevant information resources to their users.

5.6.4 Suggestions for Future Research

The study examined the concept of marketing in only two private universities in Zambia from the perspective of library staff only. Further research into marketing of academic libraries services from the perspective of students will be an important research activity to determine whether efforts being made by library staff are being recognized by their patrons. Also comparative studies involving both private and public universities can be undertaken to determine any differences in their marketing activities. Since public universities in Zambia are much older than private universities in terms of establishment, efforts being made at both ends will be noteworthy.
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APPENDIX ONE: INTERVIEW GUIDE

THE UNIVERSITY OF ZAMBIA

SCHOOL OF EDUCATION

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

COURSE TITLE: LIBRARY MANAGEMENT OF INFORMATION SYSTEMS

COURSE CODE: LIS 4014

RESEARCH TOPIC: AN INVESTIGATION OF MARKETING OF LIBRARY AND INFORMATION SERVICES IN ZAMBIAN UNIVERSITY LIBRARIES: A COMPARATIVE STUDY OF THE UNIVERSITY OF LUSAKA AND DMI ST EUGENE UNIVERSITY LIBRARY.

We are fourth year students at The University of Zambia (UNZA), School of Education, Library and Information Science. We are carrying out a research on the above topic. For this reason, we wish to inform you that you have been purposively selected to take part in this study. We therefore wish to inform you that the information that shall be provided to us will be purely used for academic purposes.

INTERVIEW GUIDE FOR KEY INFORMANTS

NAME OF THE INSTITUTION...................................................................................................

DATE OF INTERVIEW............................................................................................................
SECTION A: BACKGROUND INFORMATION

1. How long have you worked in the library?
2. How many members of staff does the library have?
3. What is your level of training in librarianship?

SECTION B: TYPES OF LIBRARY AND INFORMATION SERVICES MARKETED.

4. Please explain your understanding of marketing with regards to library and information services?
5. What Library and information service does the library offer?
6. What Library and information services do you market?
7. Why do you market the mentioned library and information services?

SECTION D: STRATEGIES USED IN LIBRARY MARKETING

8. What marketing strategies do you use in your library?
9. How would you describe the effectiveness of these strategies in the marketing of your services?
10. How long have you been using these strategies?

SECTION E: CHALLENGES FACED BY THE LIBRARY IN THE MARKETING OF SERVICES

11. What are some of the challenges you face in marketing library and information services?
12. What do you think are the causes of these challenges?
13. What do you think are the solutions to these challenges?
### APPENDIX TWO: WORK PLAN

#### Table 1: Research Project Work Plan

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aug 2018</td>
</tr>
<tr>
<td>Develop data collection instruments</td>
<td></td>
</tr>
<tr>
<td>Collect data</td>
<td></td>
</tr>
<tr>
<td>Edit and enter data</td>
<td></td>
</tr>
<tr>
<td>Analyze data</td>
<td></td>
</tr>
<tr>
<td>Write the Report</td>
<td></td>
</tr>
<tr>
<td>Submit the Report</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX THREE: BUDGET PLAN

Table 2: Budget

<table>
<thead>
<tr>
<th>Number</th>
<th>Item</th>
<th>Amount (in Kwacha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transport to and from the fields</td>
<td>200</td>
</tr>
<tr>
<td>2</td>
<td>Meals</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>1 Ream of paper</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Photocopying data collection instruments</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Printing data collection instruments and research report</td>
<td>250</td>
</tr>
<tr>
<td>6</td>
<td>Binding research report</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>780</strong></td>
</tr>
</tbody>
</table>