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Impact of Marketing Information Resources on Quality Services in Medical Libraries in Bauchi State

***Ishaku Adamu Abubakar; **Dr Mamza, Wavi Pur (Phd); & **Adamu, Abbas Lamido Gora**

*Abubakar Tafawa Balewa University, Bauchi, Bauchi State, Nigeria. **Department of Library and Information Science, Modibbo Adama University, Yola
Corresponding Author: iaadam@atbu.edu.ng
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Abstract

The research investigated the impact of marketing on enhancing the use of information resources and quality of services in Medical Libraries in Bauchi state. The study was guide by four objectives which includes to: Determine the role of marketing information resources in supporting service quality; Identify the methods of marketing information resources that are most valuable for supporting service quality services; Assess the impact of marketing information resources on services quality; and, Determine the problems associated with marketing information resources in medical libraries in Bauchi state. In line with the objectives, four research questions were answered and hypothesis was tested. The survey design was adopted for the study. A sample size of 160 was drawn from a total population of 270 medical library staff in Bauchi state. The study used questionnaire as the instrument for data collection while mean and standard deviation was used to answer the research questions and inferential statistics of T-test was used to test the hypothesis. The study found that: marketing information helps in providing information to a great extent with mean score ranging from 3.89 to 3.11; Content marketing; Social media marketing; and User education were the most valuable methods of marketing information as their mean scores ranges from 3.67 to 3.52; marketing of information; Brings about Better User Assistance; Brings about Digital presence; Brings about Targeted communication; and, brings about partnership and collaboration to a very high impact with mean scores ranging from 3.98 to 3.52; Financial constraints; Negative attitudes of librarians; Absence of alternative power supply; and unstable network are some the challenges faced to a very high impact with mean scores ranging from 3.88 to 3.51; and finally, there is a significant impact of marketing of information resources on

services quality in medical libraries in Bauchi state since 0.03 is less than the 0.05 level of significance set for the study. Amongst other recommendations suggested are: the management of the libraries should design policies that can harmonize the use of conventional and emerging technologies in marketing information resources and services in the medical libraries to attract patronages.

Keywords: Impact; Marketing; Information resources; information services; Medical Libraries; Bauchi state.

Introduction

Information is essential for a country's educational, economic, and technological advancement information is necessary for man's survival and essential for society's functioning. Information as power and an important commodity to any person or country that understands how to exploit and utilize it. Information performs a key role in the existence of anyone in society irrespective of his or her position. Information is hence acquired, organized and disseminated to users by various libraries and information centers as their primary objective. Medical libraries are not different conventional libraries; they aimed to provide for the information resources and services needs of their target clients (patients, students and medical professionals) to meet their educational, research and patient care missions through the acquisition of resources that can boost their research, education and teaching needs.

Marketing libraries involves comprehending the library's objectives and investigating the target market needs, and the library and its services, to satisfy those needs. Marketing is a multidimensional socioeconomic discipline that focuses on individuals and organizations collaboration to identify and satisfy the needs of clients. Gupta and Savard (2020) opined that marketing consists of the processes that bring people, technology, methods, techniques and environment together to provide users with information resources and services. Based on the discussion above, it can be concluded that marketing libraries involve the process of identifying users' information needs, with a view to address those needs. The process of identifying the information needs and the provision of relevant information can be attained through marketing strategies and promotion. Considering the techniques or strategies used in reorganizing and selling out varieties of services, it brings about quality services to the users.

Service quality, on the other hand, is defined by Ramya, Kowsalya and Dharanipriya (2023) as the ability of the services provider to satisfy users in a timely and effective manner to improve business performance. In addition, Asogwa et al. (2024) argued that service quality is defined as the gap between user's expectations and actual services received and the expectations about the services. Hence, this indicates that service quality is about meeting the needs of library users according to their expectations. It is obvious that the difference between the poor and the rich is based on the quality

information services made available to the right person at the right time. This very essential especially in medically based libraries where patients and medical practitioner are eager to access quality information for the purpose of saving life.

Medical libraries are usually located in academic institutions (that run medical courses)), hospitals, and other health-related institutions, to serve the information needs of a particular group of people in the medical and health sciences institutions. Without mix of words, quality graduates can be assessed by the nature of their information service system that links them with the global trend and this is typically applicable to medical institutions where information about the new discoveries in diseases, drugs and treatments are the talks of the day in order to save life.

Statement of the Problem

Marketing in libraries refers to promoting the availability of information resources and services to clients. The ability of medical libraries to deliver high-quality services is increasingly dependent on their capacity to manage and promote their information resources effectively. However, there is limited research on how marketing information resources contribute to improving service quality in the context of medical libraries. The benefits of marketing in libraries have included the encouragement of more users to return to the library on a regular basis, a change in the perceptions of the library and its employees, as well as ensuring the library's relevance and encouraging efficient use of information resources.

The effective marketing of information resources and services of the libraries will attract funds to purchase quality information resources. In Nigeria, marketing information products mainly occurs in academic libraries, excluding medical libraries. Yet, the medical libraries are not exempted from the issues affecting the application of marketing strategies in academic libraries. Failure to address such problems might lead to enormous consequences, including libraries' loss of relevance as the most reliable information agency, negative impression of these libraries and loss of confidence from parent bodies due to inefficiency. This will have a significant effect on the quality of academic programmes. It should be noted that very little literature was found on the marketing of medical libraries in general and specifically in Bauchi state, despite the effort made by the researcher. It is in line with this background that the study conducted an empirical investigation on the marketing to enhance use of information resources and quality of services in medical libraries in Bauchi state with the view to proffer valuable recommendations to address the existing challenges of marketing in the medical libraries.

Objectives of the study

The general objective of this study is to determine the impact of marketing information resources on quality services in medical libraries in Bauchi state while the specific objectives were to:

1. Determine the role of marketing information resources in supporting service quality in medical libraries in Bauchi state.

2. Identify the methods of marketing information resources that are most valuable for supporting service quality services in medical libraries in Bauchi state.
3. Assess the impact of marketing information resources on services quality in medical libraries
4. Determine the problems associated with marketing information resources in medical libraries in Bauchi state

Research questions

The research questions of the research are**:**

1. What is the role of marketing information resources in supporting service quality in medical libraries in Bauchi state?
2. What are the methods of marketing information resources that are most valuable for supporting service quality in medical libraries in Bauchi state?
3. What are the impact of marketing information resources on services quality in medical in Bauchi state libraries?
4. What are the problems associated with marketing information resources in medical libraries in Bauchi state?

Hypothesis

There is only one hypothesis

H01: There is no significant impact of marketing of information resources on services quality in medical libraries in Bauchi state.

Literature Review

Marketing information in the library is drawing the attention of the available resources in the library to clients and the conducive atmosphere to use such resources (Agboke and Effiong 2020). Marketing library resources and services is creating the right products inform of books and non-book material and letting the right people (the patrons) know you have them and creating conducive environments for utilizing the resources. These resources include journals, books, newspapers, CDs, databases and electronic journals, etcetera (Agboke and Effiong 2020).

The role of marketing information resources and library services, according to Yusuf (2024) is more than just developing and promoting new services and resources but also about creating awareness of existing services and resources for the users. Some of these services are: Selective dissemination of information (SDI): Current awareness service (CAS); Reference service; Document delivery service; Information consolidation and repackaging; Translation service; and Reprographic Service and so forth. Knowledge is power; likewise it role in information management is a key driver of any organization that intends to remain relevant in this 21st century, Lucas (2021). The role of marketing information resources in medical colleges is multifaceted, encompassing the promotion of library services, the integration of

marketing strategies into medical education, and the application of marketing information systems to enhance institutional effectiveness (David-west, 2020), According to Eberhart (2020) as a result of the recognition of the role of marketing 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 which can only be done through marketing the information resources.

The methods of marketing information resources that are most valuable for supporting service quality services in medical libraries affects the patronage of the resources and services. To support this assertion David-West (2020) posits that the method through which library users gets more information is based on how the information is sold to the community. It also enables them to make use of the best library resources available. Similarly, Lucas (2021) states that the method of marketing services include accommodating special research interests such as archives or discipline-specific databases, collection development, free web-based internet sites, library subscription-based online databases such as Google Scholar, interlibrary loan and Pub Med, group sessions and student-based library instruction. Udem, Ikenwe, and Ugwuamoke (2020) noted that, to the method adopted in marketing library services matters a lot as reaching out teaming users by satisfying them efficiently to enable them improve business performance.

Impact of marketing information resources and service quality outcomes in medical libraries is multifaceted. Marketing efforts according to Lucas (2021) whether through digital presence, targeted communication, or events, help raise awareness, engage users, and ultimately improve the library's ability to meet user needs. This leads to higher satisfaction, increased usage, and overall better service quality. Effective use of marketing resources, such as digital platforms and feedback systems, directly enhances the perceived **s**ervice quality by ensuring that service delivery meets customer expectations in an online environment (David-west, 2020). By continually improving communication, resource availability, and user engagement, marketing strategies directly contribute to the success of medical libraries.

|The fact that marketing library services have significant impact on the user community, it has the tendency failure due to challenges. When messages aren't very tailored or timely according to Adebayo (2019), the information can get lost in the shuffle of a busy day. The starting point of creating relevant and memorable messages is really listening to your audience. We have found a lot of consistency over our years of working with community members across the country and here's what library patrons want you to know. Adekunmisi (2023) in his study found that most of challenges faced are not far from: Ignorance among librarians: some of the librarians are ignorant about the services of the library in the digital age; Lack of ICT infrastructure: a lot of libraries do not have up to date ICT infrastructure; Lack of awareness of the public on their access to information: it has been a problem for every individual to have access to the right information and at the right time and place and Lack of funds: for any

organization to stand firm and aid development in any angle, fund is needed. Agbo and Anozie (2017) further revealed that in Nigeria, some libraries may not be funded to help them procure their needed materials and improve on current equipment needed by the library in this age.; Lack of training and retraining of library staff: training and retraining of staff has posed problems in most libraries in Nigeria and Lack of marketing strategies: this has posed challenges to librarians/libraries who do not have the strategies to market library and information services in the digital age.

Methodology

The study adopted survey research design while study population was made up of 270 library staff drawn from the four medical schools in Bauchi state with a sample size of 160 using non stratified random sampling technique. Questionnaire was the main instrument used for data collection while data collected was analyzed using descriptive statistics of mean and standard deviation to answer the research questions and one way ANOVA to test the hypothesis. For the research questions, a mean range of 3.50 and above will be rated as very high/great extent and 2.51to 3.49 will be rated as high/great extent. The null hypothesis is rejected when the P-value is less than the 0.05 level of significance as set for the study.

Results and Discussion of Findings

Out of the 160 instruments administered, on the medical students, 125 (78.2%) were successfully completed and returned. Furthermore, the study found that the bulk of the respondents 78(62%) were females as against 47(38%) who are males.

Research Question One: What is the role of marketing information resources in supporting service quality in medical libraries in Bauchi state?

S/N	Marketing information resources helps:	N	Mean	Std	Decision
1 1.	Understanding Patrons' Needs and Preferences	125	3.23	.7453	VE
2 2.	Personalizing Library Services for easy accessibility	125	3.45	.6801	VE
3 3.	Providing information that suite community needs Ne	125	3.63	.6820	VHE
4 4.	Tracking Service Metrics and User Feedback	125	3.89	.5082	VHE
5 5.	Predicting Library Trends and Service Demands	125	3,11	.7923	VE
6 6.	Optimizing Library Resource Allocation	125	3.77	.8518	VHE
7 7.	Promoting Library Programs and Services	125	3.63	.7026	VHE
88.	Enhancing Employee Training and Development	125	**3.21**	**.**6910	VE
	Cluster	**Mean**			

Table 1: ***Mean and Standard Deviation Ratings on the*** **role of marketing information resources in supporting service quality in medical libraries**

VGL = Very Great Level, GL = Great Level, LL = Low \|Level, VLL = Very Low Level

Table 1 shows the result of the role of marketing information resources in supporting service quality in medical libraries in Bauchi state. The result reveals that marketing of information

helps in: Providing information that suite community needs; Tracking Service Metrics and User Feedback; Optimizing Library Resource Allocation; and Promoting Library Programs and Services at a very high extent with mean score ranging from 3.89 to 3.11. However, Understanding Patrons' Needs and Preferences; Personalizing Library Services for easy accessibility; Predicting Library Trends and Service Demands and Enhancing Employee Training and Development were to a great extent with their mean scores ranging from 3.45 to 3. 11. The standard deviation scores that range from .85 to .51 shows high response dispersion among the library staff.

Research Question Two: What are the methods of marketing information resources strategies that are most valuable for supporting service quality in medical libraries?

Table 2: ***Mean and Standard Deviation Ratings on*** **the method of marketing information that are most valuable for supporting service quality in medical libraries**

S/N	Methods of marketing information that supports service quality	N	Mean	Std	Decision
1.	Search engine optimization	125	3.49	.71500	VM
2	Social media marketing	125	3.62	.79150	MVM
3	User engagement	125	3.20	.68031	VM
4.	Website	125	2 .79	.84024	FVM
1.	Content marketing	125	3.12	.75101	VM
2.	User education	125	3.67	.68104	MVM
3.	Content analysis	125	3.52	.84013	MVM
	Cluster Mean		3.11	.68101	VM

MVM = Most valuable Method; VM =Valuable Method; FVM = Fairly Valuable Method; NVM =Not valuable Method

Table23 shows the result of the methods of marketing information resources strategies that are most valuable for supporting service quality in medical libraries. The result reveals that: Content marketing; Social media marketing; and User education were the most valuable methods of marketing information as their mean scores ranges from 3.67 to 3.52. Similarly, search engine optimization; User engagement marketing; Content analysis, among others were valuable methods of information marketing with mean score rating from 3.49 to 3.11. The standard deviation scores that range from .84 to .68 shows high response dispersion among the library staff of the medical libraries.

Research Question Three: What is the impact of marketing information resources and service quality outcome in medical libraries in Bauchi state?

Table 3: ***Mean and Standard Deviation Ratings on the*** **impact of marketing information resources and service quality outcome in medical libraries**

S/N	Impact of marketing Information resources and service quality outcome is to:	N	Mean.	Std	Decision
I	Brings about partnership and collaboration	\125	3.52	.86011	VHI
2.	Brings about Targeted communication	125	3'53	.67491	VHI
3.	Link the right information to the users	125	3.02	.65924	HI
4.	Brings about Better User Assistance	125	3.98	.63084	VHI
5.	Brings about Targeted training for library staff	125	3.42	.78423	HI
6.	Brings about Increased Interaction	125	3.12	.84251	HI
7.	Brings about Digital presence	125	3.65	.73525	VHI
	Cluster Mean				

VHI = Very High impact, HI = High Impact, LI = Low Impact, VLI = very Low impact

Table 3 shows the result of the impact of marketing information resources and service quality outcome in medical libraries in Bauchi state. The result reveals that marketing of information; Brings about Better User Assistance; Brings about Digital presence; Brings about Targeted communication; and, brings about partnership and collaboration to a very high impact with mean scores ranging from 3.98 to 3.52. Consequently, it was revealed that it also: Brings about Increased Interaction; Brings about Targeted training for library staff and link the right information to the users at a high impact with mean scores ranging from 3.42 to 3.02. The standard deviation scores that range from .86 to .63 shows high response dispersion among the library staff of the medical libraries.

Research Question Four: What are the problems associated with marketing information resources in medical libraries in Bauchi state?

Table 4: ***Mean and Standard Deviation Ratings on*** the ***problems associated with marketing information resources in medical libraries in Bauchi state.***

S/N	Factors adversely affecting the marketing of information resources in medical libraries	N	Mean	Std	Decision
1	Lack of information resources	125	3.16	.73451	HE
2	Unstable network	125	3.51	.68303	VHE
3	The absence of alternative power supply	125	3.82	.74100	VHE
4	Negative attitudes of librarians	122	3.64	.67113	VHE
5	Lack of current information resources	125	2.14	.68740	LE
6	Financial constraints	125	3.88	.82411	VHE
7	Lack of adequate computers and related facilities	125	3.21	.67110	HE

VHE = Very High Extent, HE = High Extent, LE = Low Extent, VLE= very Low Extent

Table 4 shows the result of the problems associated with marketing information resources in medical libraries in Bauchi state. The result reveals that: Financial constraints; Negative attitudes of librarians; Absence of alternative power supply; and unstable network are some of the challenges faced to a very high impact with mean scores ranging from 3.88 to 3.51. Consequently, it was revealed that the issue of Lack of adequate computers and related facilities; and Lack of information resources were amongst the challenges faced to high extent with their mean score of 3.24 and 3.16. The standard deviation scores that range from .82 to .67 shows high response dispersion among the library staff of the medical libraries.

H01: There is no significant impact of marketing of information resources on services quality in medical libraries in Bauchi state.

Table 5: ***ANOVA on the impact of marketing of information resources on services quality in medical libraries***

Model	Sum of Squares	Df	Mean Square	F	Sig	Decision
Regression	1593.392	1	184.957	306.385	0.03	Significant
Residual	1473.783	123	5.436			
Total	4067.175	124				

df = degree of freedom, Sig = Level of Significance p 0.05, F = F-ratio

Table 4 shows that the obtained F-ratio 306.385 is significant at the 0.03 level. The null hypothesis was rejected because 0.03 is less than the 0.05 level of significance set for the study Therefore, it can be inferred that a significant impact of marketing of information resources on services quality in medical libraries in Bauchi state.

Summary of Major Findings

Based on the data collected and analyzed on the subject matter, the following are the summary of major findings:

1. The result reveals that marketing of information helps in: Providing information that suite community needs; Tracking Service Metrics and User Feedback; Optimizing Library Resource Allocation; and Promoting Library Programs and Services at a very high extent with mean score ranging from 3.89 to 3.11. This signifies that marketing information helps in providing information to a great extent.
2. The result reveals that: Content marketing; Social media marketing; and User education were the most valuable methods of marketing information as their mean scores ranges from 3.67 to 3.52.
3. The result reveals that marketing of information; Brings about Better User Assistance; Brings about Digital presence; Brings about Targeted communication; and, brings about partnership and collaboration to a very high impact with mean scores ranging from 3.98 to 3.52.

4. The result reveals that: Financial constraints; Negative attitudes of librarians; Absence of alternative power supply; and unstable network are some the challenges faced to a very high impact with mean scores ranging from 3.88 to 3.51
5. There is a significant impact of marketing of information resources on services quality in medical libraries in Bauchi state since 0.03 is less than the 0.05 level of significance set for the study.

Discussion of Findings

The findings indicate that books are the most available information resources accessible to and used by the students in the library. This tallies with the opinion of the heads of medical libraries who confirmed that the major library resources are books. Current information is the most common service accessed and used by medical students. By and large, the study found that the notice board was the most common facility used for marketing of information resources and services in the medical libraries involved in the research. The findings also reveal that there is a significant relationship between information resources and service quality in medical libraries to market themselves include social media and user orientation programmes. It was further noted that they have multiple strategies that they use to attract students to the libraries. These include seminars and workshops, which is responsible for training staff and students in information and communication technology related issues. The findings revealed that none of the four medial libraries involved in the study had a written policy documents for marketing information resources and services.

The results shows that there are significant challenges in marketing of information resources and services in the medical libraries, such as scarcity of information resources, mainly due to the expensive nature of medical resources, budget cuts and the inadequate provision of financial resources. The study illustrated that the most desired measure for improving marketing of information resources and services to the users of the medical libraries is the better provision of required information resources. All the Participants agreed that improved funding is the primary factor that would equip the medical libraries with the available resources and services. Others are the provision of current information resources and the employment of more competent library staff to handle marketing quality library resources and services. The next chapter will discuss the research findings of the study.

In librarianship, marketing information resources play a key role in understanding user needs, improving services, enhancing engagement, and delivering high-quality library experiences. By leveraging tools like feedback systems, usage analytics, community surveys, and outreach strategies, libraries can ensure they are providing the most relevant and effective services to their patrons. This not only helps libraries stay aligned with user expectations but also positions them as dynamic, community-centered institutions that adapt and thrive in a rapidly changing information landscape. These resources support service quality by ensuring libraries are responsive, adaptable, and capable of delivering personalized, efficient, and innovative

services. In turn, patrons are more likely to have positive experiences, leading to higher satisfaction and long-term loyalty.

The relationship between marketing information resources and service quality outcomes in medical libraries is multifaceted. Marketing efforts, whether through digital presence, targeted communication, or events, help raise awareness, engage users, and ultimately improve the library's ability to meet user needs. This leads to higher satisfaction, increased usage, and overall better service quality. By continually improving communication, resource availability, and user engagement, marketing strategies directly contribute to the success of medical libraries. This ultimately drives higher patron satisfaction, loyalty, and trust in the library, leading to consistently high service quality. By leveraging marketing information, libraries can enhance their services in a targeted, adaptive, and continuous way, ensuring that they not only meet but exceed the expectations of their patrons.

The finding on the types of information resources was supported by the observation by the researcher in the current study, who found that the medical libraries had books that covered most of the subject areas taught by the institutions. Even though the books were inadequate, given the number of students enrolled in the various programs**.**

Marketing information resources play a pivotal role in driving service quality improvement initiatives in medical libraries. These resources enable libraries to increase user engagement, personalize services, and streamline operations, all of which directly impact the quality of service delivered. By using marketing strategies effectively, medical libraries can continuously adapt to meet users' needs, providing better access to resources, training, and professional support, which ultimately enhances the overall user experience and service quality.

Conclusion

It is obvious that librarianship is losing grips of information management to other smart professions due to their carefulness in repackaging method of management system. The revelation made is good enough for all the stake holders to hastily work on how best to market information as well as find a way of creating awareness of the happenings in librarianship. Failure to act fast will definitely affect the level of patronage by the user community. And as rightly pointed by Rangnathan that good librarians should be able to save the time of the user by providing the information the user as well as linking the right information to the right user. This can only be achieved when there is the political will and carefulness in addressing some critical issues affecting the libraries.

Recommendations

Based on the findings of the study, the following recommendations are worthy of consideration for effective marketing of information to improve reader service output:

1. It is recommended that, the management of the libraries should design policies that can harmonize the use of conventional and emerging technologies in marketing information resources and services in the medical libraries to attract patronages;

2. The information managers should devise other methods through which information can be marketed to attract patronage by the user community.
3. The management should find a way of publicizing their services in order to reach out to many people regardless of socio-economic status or cultural background;
4. The medical libraries should solicit more funding from their parent institutions, donor agencies, alumni associations and publishers. This will help the medical libraries to meet the minimum standard of funding for the educational institutions model from advanced countries. As such, the funds will be used to provide more library services to the users.
5. Considering the fact that marketing information is key to information dissemination, proper orientation or aware campaign should be organized occasionally to update users on the new development.

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