**1.0 Background of the Study**

The era where libraries and information centre depended solely on governments and their parent institutions is past and gone since budgetary allocations to these information centres are cut down or reduced drastically as the year goes by. There are also unprecedented changes and challenges that libraries and information centres face across the globe. The current trend of technological developments has brought about new forms of information, new source of information as well as diverse ways of providing information whiles avoiding traditional institutions libraries. Also, there has been an escalating pressure on libraries and information centres to marshal resources and become financially independent. Library users are on the other hand transforming into customers with rising prospects, diverse needs and wants, and choices.

Currently, the real challenge for library and information professionals is not to manage the collection, staff and technology, though managing them is also necessary, but to turn these resources into better services through information service marketing. ‘The concept of services in the field of library and information service provision has also changed, from basic to value added, from staff assisted to self -service, from in-house to outreach, from free to priced, from reactive to pro-active, and from mass customization to individualized service’.

According to Kotler (2010), Marketing is the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate products, services, and programs to serve these markets. Kumar (2006) observed that patronage is a function of good advertisement. He opined that libraries have been able to employ the weapon of advertisement to attract patronage such as indexing, abstracting services and research advisory services. Madhusudhan (2008), believes that Marketing aims to identify the client base, to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services

For academic libraries to survive these challenges and remain in competition, information managers must develop strategic plans which take in to consideration all the factors influencing their survival. It is of this view that the concept of marketing features in developing a library management strategy, because services therefore becomes ineffective when customers refuse to patronize it and so it is very critical to use the idea of marketing to encourage users access the services information centre provides. Bhatt (2009) proposed that marketing techniques and strategies can be adopted for the promotion of library products and services, and academic libraries in particular.

Madusudhan (2008) opined that the main focus of marketing and by extension library is the client and the goal is client satisfaction. Rowley (2001) describes marketing as a management process by which customer or user requirements are identified, anticipated and supplied efficiently and profitably. In the same vein, goods / products and services are offered in marketing and libraries to meet the needs of their target user groups. Marketing mix therefore becomes the most appropriate tool to be used in marketing library and information services.

The College of Technology Education, Kumasi is a satellite campus of the University of Education, Winneba situated in the Ashanti Region of Ghana. The campus was formally an Advanced Technical Training Centre responsible for the training of technical teachers in the areas of auto-mechanics, building and construction, electrical/ electronics, straighten and welding and woodwork. It became a one faculty campus of the then University College of Education, Winneba established in 1992. In addition to the afore mentioned courses under the Technology Department were B. ed. Secretarial Management, B. ed. Management, B. ed. Accounting and Diploma in Education, also under the Business Department and the Department of Interdisciplinary Studies respectively.

It therefore became a College of Technology, Kumasi after the year 2002 when the University College had its autonomy and became University of Education, Winneba. The College of Technology Education now has four faculties comprising of Business Education (FBE), Faculty of Education and Communication Sciences (FECS), Faculty of Technical Education (FTE), and Faculty of Vocational Education (FVE).

**1.1 Statement of the Problem**

There is no doubt that libraries are very important in the provision of good education, and research activities and have therefore depended on their institutional financial support for their continuous survival. (Sharma and Bhardwaj, 2009) as sited in , the value of the library is being questioned with the increasing “googleisation” and new generation of users making new demands on library service provision.

A closer observation of the College of Technology Education, Kumasi (COLTEK) campus Library of the University of Education, Winneba by the researcher indicates that the library apparently does not market the information resources and services very well and this has resulted in the low patronage, underutilization of information resources and services provided by library. It also came to light that faculty and students are not conversant with the knowledge, requisite skills needed to access the resources and services of the College of Technology, Kumasi for example; e-resources, exhibition and displays of new arrivals, reprographies, audio - visual, which has also contributed to customers inability to access the information services fully. In view of this, there is the need for information professionals of the facility to market these resources for maximum benefit of our customers and the college community at large. “Marketing is a social and managerial process by which individuals and groups obtain what they need and exchanging value with others” (Kotler, 2006). Martey (2003) in his paper titled, Marketing products and services of Academic Libraries in Ghana discusses the important variables involved in marketing the products and services of academic libraries. The importance of the quality of services and a focus on the customer is emphasized.

**1.2 Scope of Study**

The University of Education, Winneba has four satellite campuses, however for the purpose of this study, the College of Technology Education, Kumasi (COLTEK) Campus Library of the university will be used.

**1.3 Objectives of the Study**

The objectives of the study are:

1. To identify the information services available in COLTEK Library
2. To reveal the marketing strategies used by COLTEK Library (if any)
3. To examine motivating factors for introducing marketing strategy and techniques in library and information products, services effectively
4. To identify impediments to the development of information marketing
5. To recommend policies and strategies to achieve improvement

**1.4 Research Questions**

1. What types of information services are provided by COLTEK Library?
2. Are there any marketing strategies used by COLTEK Library?
3. How do motivating factors influence marketing of library and information products and services effectively
4. What are some of the impediments to the marketing of information services at COLTEK?

**2.0 Literature Review**

This section shall review important literature that relates to previous research works conducted in the area of study under the sub heading as follows:

1. The concept and meaning of marketing
2. The reasons for marketing library and information services
3. Marketing policies and strategies for library and information services
4. The requisite marketing skills needed for information professionals
5. The importance of marketing library and information services
6. The challenges in marketing library and information services.

**2.1 Theoretical Framework**

According to Swanson & Chermack (2013) theories are designed to help explain phenomena and in many cases to also challenge and spread knowledge within the confines of critical bounding assumptions. The researchers’ further state that the theoretical framework acts as a structure that aids a theory of a research study. Creswell (2008) therefore indicates that the theory for a particular study directs the entire study. It is a model that guides the design of research questions and also with data collection. The theoretical framework further describes the theory that makes clear why the problem under study exists. The conception and preference for a particular theory influences the choice of research question and theoretical framework in research (Sriraman & English, 2005).The researcher will adopt the marketing mix theory for this study.

**2.1.0 Marketing Mix Theory:** This was put together by Neil .H. Borden 1964 when he published an article titled “the concepts of the marketing mix”. The ingredients in Borden’s marketing mix included product, planning, branding, distribution, promotion, display, servicing, physical handling, fact finding, and analysis, (Dhiman and Sharma 2009). Mccathy, E. J in 1978, later grouped these ingredients into four categories that today are known as the 4PS of marketing, product, price, place and promotion. Marketing mix helps to position the library very firmly in the perceptions of their communities served. It is aimed at supporting the library and information service to reach target markets and specified objectives.

Kotler & Andreasen (1991) define a marketing mix as “the particular blend of controllable marketing variables that the firm uses to achieve its objective in the target market”(p. 195). Kotler & Andreasen (1991) also mention that the 4P marekting mix is very appropriate for non-profit organizations seeking to satisfy customers but needs a little adjustment with regards to services. Even though some library studies have used the 4Ps marketing mix ( Arachchige, 2002; Kaur & Rani, 2008; Madhusudhan, 2008), it has been critiqued as not being complete since it does not consider customer needs (Bitner, 1995).

Bitner & Booms (1981) have expanded the popular 4P approach by McCarthy with three additional Ps to be able to help differentiate between service sectors. The 7Ps are: Product, Price, Place, Promotion, People, Process and Physical Evidence. According to Ratzek (2011), the extension of the 4Ps to a 7Ps framework is of great importance to the service sector and especially for the library as a service institution. Previous marketing studies according to (Adeyoyin, 2005; Austen & Ewers, 2004; Bamigbola, 2013; Islam & Islam, 2009; Jose & Bhat, 2007; Patil & Pradhan, 2014; Sharma & Bhardwaj, 2009) show that all of the 7Ps are relevant to all types of marketing including service marketing.

The 7Ps are briefly explained below in the context of information service marketing:

1. The product to be marketed is mainly information which includes printed information, e-resource materials, audio-visual materials, and digitized information. The services, the resources and programs offered;, e.g. reference services, loans, opening hours, website, books, journals collections, e-sources, databases, printers, training, seminars (Ewers and Austen, 2004; Breivik and Gee, 2006; Saunders, 2008; Balabanidou et al., 2009)
2. The place is said to be the building housing the information centre and the channel through which the user receives the information taking into consideration disability access.
3. Price also is the cost of the information provided, be it cash, time spent in receiving the information.
4. Promotion is very important component of marketing as it can boost brand recognition and sales. It comprises of various elements like advertising, public relations, sales organisation etc. People include the information professionals and para-professionals, the targeted market in this case students and researches, as well as people directly related to the information centre. Staff plays a crucial role in a service organization like the library itself. They are integral part of the production and delivery of the ‘product’ as well as the service interaction (Ewers and Austen, 2006).
5. Process refers to the systems and processes of the information centre which affect the execution of the service. This could probably be the entire sales funnel, a pay system, distribution system, and other systematic procedures and steps to ensure a working business that is running effectively.
6. Physical Evidence also refers to the general environment where the information service is delivered and this describes the ambience, thus, ventilation, lighting, seating, security etc.

**3.0 Methodology**

In order to ascertain the true nature of the situation in marketing library and information services and come to meaningful conclusion, various methods and procedures must be devised for this study. This section identifies the methods to be used in collecting data for the analysis and it covers briefly discussed areas below.

**3.1 Research Design**

The research design to be used for the study is evaluation. The purpose of using evaluation will be to find out problems and shortcomings confronting the staff in marketing information and make judgments about the effectiveness, relevance, and efficiency about marketing library and information services. Some possible suggestions will be made in order to improve upon the problem defeated.

**3.2 Selection of case**

College of Technology Education, Kumasi (COLTEK) Library, a satellite campus of the University of Education, Winneba has been selected for this study.

**3.3 Population**

Population in research, according to (Nwana, 2008) refers to all members of a target group as defined by the objectives of the study. The population of the study will target all staff comprising professionals and para-professionals and non - professionals of the COLTEK Library.

**3.4 Sample and Sampling procedures**

The researcher intends using a sample size of 100% staff comprising senior members, senior staff and their subordinates who are identified with the information service delivery. In order to reduce cost, make the research work easier and to meet the essential criterion of randomness, a simple random sampling technique will be used.

**3.5 Data collection and Instrument**

In data collection for a research work, the type of instrument that will be appropriate in each case depends largely on; a) the nature of research being undertaken, b) the characteristics of the sample to be used. In view of this, the researcher hope to employ an integrated approach using non participant observation, document analysis and asking questions through questionnaire administration and structured interviews.

Questionnaire items would comprise close ended, open ended, dichotomy, multiple choice as well as rating questions. The questionnaires will also be in two types, one for the information professionals and the other for information para-professional of the information centre.

There are three common data collection techniques in the social science research namely observation, analysing document and asking questions. The researcher seeks to employ a period of about two weeks for the observation and interview. Distribution of questionnaires and observation will be done on the same day. However, the interview and the questionnaire distribution will be done personally.

**4.0 Data Analysis**

The information to be gathered through questionnaire and interview should be compared and edited to check contradictions and ensure consistency. The researcher intends to summarise and organise the data through the following steps to enable him discuss empirical evidence using statistical package for service solution (SPSS).

1. Categorisation and classification of data to help summarise the data. The data will be classified into frequency distribution and the usual rules of frequency classification will be adhered to.
2. The data will be coded base on the categories.
3. Finally, the presentation of the data will be in the form of frequency tables and charts to facilitate the drawing of conclusion. Interviews and observation results would be presented mainly in description form with charts where necessary.

In general, the researcher will examine the various views that will be expressed by respondents. Comparisons will be made on the views expressed for suggestions and recommendations to be made in order to solve or improve upon the problems raised.

**4.1 Significance of the Study**

The study will be significant to information professionals and para-professionals, faculty staff and students in the areas of effective information service delivery, effective use of information through research.

**5.0 Organisation of the Study**

The research will be organized in five chapters:

* Chapter One will provide the introduction to the study.
* Chapter Two will be a review of the literature relevant to the study
* Chapter Three will describe the methodology
* Chapter Four will provide analysis and discussion of findings.
* Chapter Five will provide summary of findings, conclusion and recommendations of the study.

**5.1 Ethical consideration**

* The purpose of the research will be explained to the respondents and their consent will be sought and their confidentiality assured.
* All citations used in the study would be duly acknowledged.
* The study will be conducted with due regard to the University of Ghana Code of Ethics guiding the conduct of research.

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