LIBRARY MARKETING FOR EFFECTIVE UTILIZATION OF ACADEMIC LIBRARIES IN NIGERIA

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Abstract
The academic library contains several types of information resources in print and non-print formats acquired to satisfy overall user information needs and to provide information resources and services capable of achieving the overall objectives of the parent institution of ensuring quality teaching-learning and research purposes. Marketing plays a very vital role in creating awareness for library and information products and services. There is need to engage in extensive marketing of library products and services to getting new patrons and more importantly on encouraging existing patrons loyalty. The relevance of strategic marketing to the utilization of library has been discussed widely in the literature. Most information resources in university libraries have remained untouched or unutilized because the target patrons may not be aware of their existence. Lack of awareness of the existence of one type of information resources or the other could lead to non-utilization or underutilization of the information resources (kaur and rani (2007) cited in Udem & Udem 2019). Information seekers have plenty of choices available to them for almost any product or service today that were not available many years ago. The age in which library staff would be sitting down idly and expecting interested users to come to libraries has gone. Unlike in the ages past, users have lots of alternative information providers in the current information/knowledge age. In the current information age, the library is facing keen competition from avalanche of competitors. Therefore, the library must market its products and services to attract users so as to remain relevant as information provider.

Library Marketing, **Utilization of Products and Services, Marketing Mix/ Strategies and Academic Library**

Marketing basically plays vital roles to achieving success in every organization. It is the main channel that connects any organization and customers. Relationship Marketing recognizes the importance of the life time value of customers.

Librarians and information professionals must learn to effectively market and advertise their services. Marketing is essential to ensure customers are aware of the services and facilities offered by the library (Khalid, 2019). Marketing is a main factor to achieve success in every organization, because it is the main channel between any organization and customers. Marketing has many strategies, and all the strategies are geared toward achieving the goal of promoting products or services of organizations by increasing the satisfaction of customers. The most important strategy of marketing in our modern era is marketing mix (MM) which developed through time from one element to multi elements (Thabit & Raewf, 2018). To

effectively enlighten people on its roles, the resources, services and functions, librarians should be ready to market its information, products and services as quickly as possible to the public through marketing which is one of the methods through which any library of note can sell its information products to the public (Edom & Edom, 2019).

Introduction

Marketing concept is the philosophy that urges organizations to focus on the needs of their customers by making an analytic decision to satisfy their customers much better than their competitors. The main focus of most organizations is to identify their customer needs and to make decisions on ways to maintain long term relationship with customers by satisfying their changing needs (Kotler, 2009 cited in Bawa, 2019). Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services (Khalid, 2019). The main focus of the concept is the client, and the goal is client satisfaction. Modern marketing is applied; not only to the profit making organizations, but also to the non-profit sector and social service organizations like the library; because organizations across the world have realized the indispensability of marketing their products and services to satisfy their customers much better than their competitors.

According to Mandrekar (2020), marketing is a method involving a systematic assessment of the requirements of customers and the design of data products and services to meet the requirements. Marketing is one of the main activities conducted by a company in order to survive. Among the various functions within a company, marketing is a function that has more contact with consumers or customers. The essence of modern marketing thinking and practice today is to understand, create, communicate, and provide value and satisfaction to customers. Therefore, a company needs to know how to market a product or service properly in order to make the product or service produced not only can meet customers' needs but also, more than that, to provide satisfaction to the customers (Adji & Solimun, 2016).

Library Marketing

For libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organizational mission, goals and objectives. Popoola (2008) cited in Osinulu, Adekunmisi, Okewale & Oyewusi (2018) remarked that a major sector of the potential users of academic libraries are not aware of all the services available or have little understanding of what services and products are available in the library.

Marketing has long been associated with the selling of a product in order to make a profit, but was extended to the non-profit sector including libraries in the 1960s (Enache, 2008 cited in Yi 2016). Libraries now have both printed document as well as electronic information resources in their collection. Students need information to satisfy their needs, and also to promote and enhance their academic pursuit during their course of study in the university (Omosebi & Okhakhu, 2017). Academic libraries provide varied information resources such as textbooks, journals, database information resources, multimedia resources, etc. In addition, they offer reference services, loan services, bindery services, photocopying, video coverage and many other allied services so that users can have access to relevant information and make use of them effectively for enduring and sustainable knowledge acquisition and learning. Despite the advancement in technology which has led to information explosion and easy access to information, academic library is indispensable to effective learning and research. Supporting this view, Salubi, Ondari-Okemwa & Nekhwevha (2018) emphasized that although information resources are widely available on the Internet, the place of the library is still relevant in the selection, acquisition, provision and evaluation of scholarly information resources as well as creating an enabling environment that supports teaching, learning and research functions in the university.

Marketing in the context of libraries involves provision of library resources and services, using different tools and technologies in order to create awareness, attract and improve library patrons use of the library resources and services. librarians should be competent in all aspects of librarianship which include , basic foundational knowledge in librarianship, readers' services, information and communication technologies

(ICTs) handling and use, reference services etcetera, before library professionals can adequately and effectively market library services and information products, librarians must be knowledgeable, skilled and must possess good attributes or disposition in these core aspects of librarianship. (Osinulu, Adekunmisi, Okewale and Oyewusi, 2018). Effective marketing would allow academic libraries to identify and target their existing and potential customers so as to provide them with high quality information products and services that would satisfy their needs. Library marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and goal is client satisfaction (Sharma and Bhardwaj, 2009 and Madhusudhan, 2008 cited in Kutu and Olajide (2018).

Marketing is essential for the library as an instrument of achieving its objectives. Libraries need to expand their sources of income to cover their expenses in a competitive environment. For their survival, libraries need to levy for information services provided through membership fees, taxes, charging for the document delivery and online searching etc. Various fee-based services were introduced to the library with the purpose of cost recovery and revenue earning. Libraries now make charges either for general use of the library or for the specific services provided to the customer. Any or all services provided by the library are possible to be marketed. For instance, lending services, Inter Library Loans, online searching services, home-bound-readers services, picture loans, consultancy services, provision of affinity products (such as publications, badges, posters, books, maps, photographs), the organization (library) as an entity, and people (library staff) can be based on the revenue earning process. Some libraries and information professionals seek the possibility of making profit on information services though concept of information marketing does not necessarily mean a financial profit (Arachchige, 2020)

Creating Awareness about Library Products and Services
A university Library is part of a university organization which aims at the advancement of teaching, learning, and research. Its functions include: provision of materials for undergraduates and postgraduates, supplementary reading, provision of materials in support of faculty, and external and collaborated researches (Ogunniyi & Omobolaji, 2020). The need for the library to always address the issue of its relevance to national development and as key information agency cannot be overemphasized. Conventionally, Marketing is about teams and individuals working together to **promote** a **product** in the right **place** at the right **price** with appropriate method. Marketing plays a vital role in creating awareness for library information products and services. It provides an opportunity to see how the library can offer effective and efficient services to their users online. Libraries and information centers have begun to realize that marketing of information products and services is an integral part of the administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users (Mandrekar, 2020). Information marketing is the marketing of information-based products and services. Marketing of information products and services is the best way to create awareness about university libraries, its functions, stock, staff, services and challenges. Information products are the sources of information and knowledge contents that are available in information bearing resources. The information products marketed in university libraries could be in both print and electronic formats (Edom & Edom, 2019).

Libraries have the responsibility of encouraging the use of the services they provide. Effective marketing provides the means by which users are aware of the services of the library and their value. Heavy patronage determines the worth of the library and effective marketing is one of the factors that determine library use (Gupta, 2003 cited in Kutu & Olajide, 2018). If libraries do not meet up with the expectations of the users, then commercial ventures may grab the opportunity. To counter the situation, the National library of Scotland (NLS) decided to introduce effective marketing relations to ensure the awareness of library sources and services among stakeholders (Wade, 2013) cited in (Bhardwaj & Jain,2016). There is often a great deal of misunderstanding about marketing. People often consider marketing to be the same as advertising. They are

not the same. Advertising is only one part of marketing. Very simply put, marketing is the wide range of activities involved in making sure that the marketer continuing to meet the needs of their customers and getting value in return. Marketing includes ongoing promotions, which can include advertising, public relations, sales and customer service (Free Management Library).

Academic librarians, as active participants and major stakeholders in achieving qualitative education, and actualizing the mission and vision of their various parent institutions are expected to offer their expertise in marketing library products and services to members of the university community. By so doing, they would enhance their institutional success in producing sound academia and recording quality research outputs. To ensure qualitative and sustainable education legacy, academic librarians provide divers services and access to both print and electronic informational and instructional resources to strengthen the teaching, learning and research activities in their various universities. In order to remain viable in the environment of competition with other information sources such as internet and web based commercial services, libraries must market their services to make strong connection with community, anticipate trends and use new technologies in a way to make services as timely and convenient as possible for their patrons (Lankes et al., 2006 cited in Kutu and Olajide, 2018).

Moreover, Librarians and information professionals must learn to effectively market and advertise their services. Marketing is essential to ensure customers are aware of the services and facilities offered by the library (Khalid, 2019). Marketing is a main factor to achieve success in every organization, because it is the main channel between any organization and customers. Marketing has many strategies, and all the strategies are geared toward achieving the goal of promoting products or services of organizations by increasing the satisfaction of customers. The most important strategy of marketing in our modern era is marketing mix (MM) which developed through time from one element to multi elements (Thabit & Raewf, 2018). To effectively enlighten people on its roles, the resources, services and functions, librarians should be ready to market its information, products and services as quickly as possible to the public through marketing which is one of the methods through which any library of note can sell its information products to the public (Edom & Edom, 2019).

Strategic Marketing of Library Products and Services

In our current dispensation where competitors are increasing in information profession, to have competitive edge over other competitors, the academic library cannot afford to remain passive but introduce marketing strategies to create awareness about its products and services to the public, especially the academic community. Snoj and Petermanec (2001) cited in Mandrekar (2020) asserted that marketing knowledge can assist libraries to have a competitive advantage over competitors and that it is through the development of new services or changes in the existing ones that they can achieve this and satisfy users better. Marketing strategy is an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives (Varadarajan, 2010 cited in Morgan**,** Whitler, Feng, and Chari, 2018).

Strategy can be described as a broad statement of goals to be achieved by an individual or organization. It could also be viewed as a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. In the library world, marketing strategy can be described as a plan of action designed to achieve stated goals of promoting a library product or service to its users (Osinulu, Adekunmisi, Okewale & Oyewusi, 2018). Application of marketing Strategies is another means of raising the service quality of the library because the universal language today is customer – centricity, that is, customer is the centre of the universe; customer is the pivot of business; without customer there is no business; everything revolves around the customer. To align with market currency is to create a customer-centric organization. However, everyone says the customer is important, but in most businesses, actions and reality are opposites (Azees, 2015) cited in (Ajayi, 2018).

Owing to the fact that each type of library has its own defined users' group, there should be slight modification in the application of marketing to library services and products considering the uniqueness of each of these libraries. In its quest for products and services development, libraries must put in place information services that correspond to the information seeking behaviour of its users (Skrzeszewski and Cubberley, 1997 cited in Adedoyin, 2005). Khalid (2019) revealed the strategies that the University of Malaya Central Library, Kuala Lumpur, Malaysia Central Library introduced in order to maintain good relationships with its numerous clienteles include the introduction of exhibition and display; complaints/suggestion boxes, information skill session for postgraduate, library information skill course for undergraduate, electronic bill board, audio-visual services, online dissemination of information via the internet technology by creating links for current information on the library portal. Eye-catching displays, interactive web sites, contests, library briefing for new students during new semester opening and trial classes for introduction of new databases. Knowledgeable and enthusiastic staff members are also great promotion tools used to persuade the library users.

Wolfe's (2005) cited in Mandrekar and Rodrigues (2020) made the following suggestions as means for marketing the library services to the readers:
i. A well-designed library web page for promoting library information services and resources.
ii The e-mails containing the tips about finding information on library resources are of great value at the critical stage.
iii. Use library wall space. The library can display different language study tools such as bilingual dictionaries, English thesaurus, dictionary of synonyms and antonyms, subject-related dictionaries and encyclopedias.
iv. The librarian needs to meet the users to discuss and gather the relevant information they required.
v. Provision of help services link to library web pages, where assistance may be provided to search for resources.
There are many strategies adopted by organizations to market their products and services. This paper focuses on two of such strategies: 1. marketing mix and 2. Marketing innovation

1. **Marketing Mix**
The marketing mix is considered one of the key principles of marketing which holds the foundation of every marketing strategy ((Pour et al, 2013 and Ziethaml et al, 2006 cited in Amofah, 2015). Marketing mix can be used as a tool for developing the strategies of long-term and the tactical programs of short-term. Marketing mix can be defined as the most important marketing terms. It is the operational part of marketing also named the 4Ps -Price, Place, Product, and Promotion (Thabit & Raewf, 2018). The term 'marketing mix' is a foundation model for businesses, historically centered on product, price, place and promotion (also known as the 4ps). It is a set of levers which an organization can manipulate to achieve set objectives such as profitability, market share, customer satisfaction and survival. The marketing mix is traditionally referred to as the 4 Ps: price, product, promotion and place; however the fifth P, people, is now commonly included. Although the marketing mix was developed for imparting the advantages of a tangible product, with the focus on product marketing, the literature agrees on the importance of applying this focus to service promotion. As the need for promotion of services has grown and is now more widely recognised, the marketing mix has been refined and adapted to include services, not just products (Mollel, 2013 cited in Yi 2016). Roy et al (2015) and (Zeithaml et al, 2006) cited in Amofah (2015) found that there is a high degree of dissatisfaction with the traditional marketing mix (4Ps) which suggest a gap in the marketing mix applicability in organizations especially the service industry. According to him, additional 3Ps such as People, Process and physical evidence was introduced by Bitner (1990), bringing the marketing mix to 7Ps. The marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market. The marketing mix is considered to be one of the most important aspects of the marketing process because it plays a significant role in creating value and satisfaction for the customer. In particular, the marketing mix or 7'P's (product, price, promotion, and place, People, Process and physical evidence)

operates as the main forces when it comes to meeting the demands of customer and creating a long, profitable relationship with them. The traditional theoretical framework with regard to the implementation of marketing-management process activities is based on the concept of the marketing mix (Festa, Cuomo, Metallo, & Festa, 2016) cited in (Al Badi, 2018). Marketing mix is the set of controllable variables that the firm can use to influence the buyers' response. The controllable variables are referred to as the 7 'P's, - product, price, place (distribution) and promotion, People, Process and physical evidence. Each firm strives to build up such a composition of 7 'P's which can create highest level of consumer satisfaction. And at the same time meet its organizational objectives (Kotlrt & Kolle, 2008) cited in (Parmeshwar, 2014). Edom & Edom (2019) explained product as everything that is received by the customers in a marketing exchange. Product can be ideas, goods, services, experiences, organizations, persons, or places, or a combination of two or more of these. An information product (as applicable to the academic library) is a product whose core is information or knowledge based.

The Main Elements of Marketing Mix
i. Product: Product refers to the products and services offered by the organization. In library context it refers to facilities and services provided by it. It includes book lending service, reading room service, reference services, Referral service, selective dissemination of information service, abstracting and indexing service, online search of databases internet based services, reprographic service etc. All the above mentioned services are open to library users to satisfy their informational needs (Kumbar, Kolle & Parmeshwar, 2014). The product makes up the first element of the marketing mix and affects the other three elements of the mix due to its nature and attributes. The product can vary in terms of its attributes and features based on the dissimilarity of the target markets in terms of the variance of the needs and wants that make up the market components and the marketing environment (Mathieu, 2001) cited in (Al Badi, 2018). Also, Singh (2012) cited in Thabit & Raewf (2018) identified product as the main element of any marketing mix which he described as the goods and services presented by a marketer to the customer for a price. Edom & Edom (2019) averred that marketing of library products is very necessary because it is the only means through which people will know about the library, its programmes, activities, functions and services. Marketing of library products makes it easy for prospective library users to be aware of what the library has in stock for them. They stressed further that, university libraries like other academic libraries should evolve various methods through which it can market its products in this digital era. Rowley (2006) cited in Edom & Edom (2019) listed some information products to be marketed by libraries to include: periodicals such as journals, magazines, newspapers, newsletters, and bulletin board(s); reference documents such as encyclopedias, dictionaries, bibliographies, directories and databases; books of various kinds; published reports from government and other agencies, videos, CDs, DVDs, multi-media documents, government publications, corporate reports, patents, conference proceedings.

ii. Price: Price is the amount charged for a product or service. It is the second most important element in the marketing mix. In library context, it includes the amount paid for transport to visit library, Library membership fee, print charge, reading room fee, fee paid for preparation of bibliographies, fee charged for accessing online resources, fee paid for reprographic services. Fixing price is crucial because library is non-profit (Kumbar, Kolle & Parmeshwar, 2014). Many authors identified price as the second most significant element in the marketing mix. It can be known as the value charged for any product or service. It is affected by the purchasing power of the customer and considered to be the critical element in the buying decision. Several factors identified to affect the pricing strategy of an organization include the cost of materials, product differentiation, competition level, market share, and the customer's perceived value of the product (Davenport & Harris, 2007) cited in (Al Badi, K. S. (2018). Fixing the product's price is a difficult job. The marketers have to know that while fixing the price, so many factors like the need of a product, cost involved, consumer's ability to pay, government restrictions, prices charged by competitors for comparable products, etc. can control this process. Pricing is a very critical decision zone as it has its impact on the need for the product and also on the profitability of the organization (Borden & Marshall, 1959 and Singh, 2012) cited in (Thabit & Raewf, 2018).

Most traditional librarians believed that the price was irrelevant for library services. However, librarians recently came to know library's price potentials with the practice of charging fees for online searching, inter library loans, and photocopies. Price is not always concerned in monitory terms, but ones associated with time effort, and psyche. Librarians should consider the 'monetary price' concept as well as the 'social price' concept when the price is decided for library products. Librarians should consider the 'monetary price' concept as well as the 'social price' concept when the price is decided for library products. In calculation of monetary price, factors such as size of the demand, cost for the product, and the impact of the competition must be taken into account. Real value of the product can be ascertained by the practice of cost analysis. Costing is important even when a service is provided free of charge (Bell, 1985 and Colin, 1993) cited in (Arachchige, 2020).

iii. Place: Place refers to the convenient locations where the patrons could conveniently obtain various library services. For a university library to be able to serve the academic environment where it belongs effectively and efficiently, the various faculty and departmental libraries should be properly networked to enhance proximity to the information, avoid congestion in the main or central library. This also ensures the convenience of the students, lecturers, researchers and faculty members (Adedoyin, 2005). In the marketing mix, the process of moving products from the producer to the intended user is called place. In other words, it is how your product is bought and where it is bought. Goods are produced to be sold to customers and they have to be made ready to the customers at a suitable place where they can handily make deal. It is important that the product is ready at markets in the city. This includes a chain of persons and organizations like distributors, wholesalers and retailers who shape the distributing network of the organization (the channel of distribution). The organization must choose whether to sell directly to the persons or through the distributors. It can even plan to sell it directly to customers (Burnett, 2008) cited in (Thabit & Raewf, 2018).

Orgem(2012) cited in Mutani (2016) identified location as a major factor which influences the use of the library. He buttressed that if a library is located far away from user's residence; its use will be low; on the other hand, proximity of the library to the user's residence is likely to maximize library use. No matter how large and well stocked a library is, if the resources cannot be accessed and utilized, such a library is meaningless. It is the utilization of library resources and services that infuses life into a library, determine its worth and the perception of its users. Library use leads to users' perception and users' satisfaction or dissatisfaction as the case may be. If library use leads to positive perception of the library and its services, users will find fulfillment for the time spent in the library and a good reason to return to the library again and again (Odu & Edam-Agbor, 2018). Goods are produced to be sold to the consumers and they must be made available to the consumers at a place where they can conveniently make purchase (Kumbar, Kolle & Parmeshwar, 2014). The above assertion is a call to academic librarians to realize that selling market products has link with the location of the library and the need to convey library products and services to users through divers ICT medium such as the social media. It should be easy and convenient for users to access library products and services and facilities and they should be able to check through OPAC to know whether particular information available at the library or not.

iv. Promotion: Todorova (2015) used promotional mix interchangeably with marketing communication mix to mean the same thing. He cited McCarthy (1998) who explained the mix of marketing communications as a specific combination of elements comprising: advertising, personal selling, sales promotion, public relations and direct marketing that companies use to implement their targets for advertising and marketing.. Promotion is one of the strongest elements in the marketing mix. Sales promotion actions are publicity, public relations, fair and demonstrations etc. It is marketing manager who decides the level of marketing expenses on promotion. This implies that before embarking on any promotion activity, the academic librarians are in the position of managers to do cost analysis to determine what an intended promotional activity would cost the library. Promotion mix determines the positioning of the product in the target market. It should be considered as an expense and hence added to the cost of a product. Advertising is a strong

element of promotion mix. The main purpose of the advertising is to make and evolve the image of a product in the market zone. It is one of the significant tools of competition which saves the dynamism of industry (Culliton, 1948, Borden & Marshall, 1959, Burnett, 2008 and Singh, 2012) cited in (Thabit & Raewf, 2018).

Kumbar, Kolle & Parmeshwar (2014) described Promotion as an important component of marketing mix which they described as a process of informing, persuading and influencing a consumer to make choice of the product to be bought. Furthermore, they listed techniques such as: e-mail alert, internal bulletins, library website, poster, campaigns, book display programme, orientation Programme, extension service and online OPAC for the promotion of resources and services offered by the library to satisfy user needs. Owing to the increased level of competition (from other sources such as compact disks, the internet, etc.) the library needs to promote the services it offers. This could be in form of advertisement, public enlightenment, sponsorship of events, etc. There is need to shift from the library's publicity approach of traditional book jacket display, window display and unimpressive book exhibition that hardly communicates, to a more vibrant and dynamic approach. The traditional approach is no longer tenable in this "global village". Aggressive marketing of library services is required if the importance of the library's contribution to the development of the intellectual world in particular and economic in general is ever to be acknowledged, appreciated and reciprocated (Adedoyin, 2005).

v. People: Many researchers are not considering People as a necessary factor in the marketing mix. However, Hollensen (2010) and Brassington (2006) cited in Amofah (2015), contended that services depends on the people who deliver them, as they are directly involved in the customer experience of the service. In the study carried out by Al-Dmour, Kakeesh & Zu'bi (2013), They revealed that People could have a magnificence role on customer-based brand equity, because the quality of a service can vary from service providers. They buttressed that lack of homogeneity in services can be solved by the well-trained employees, as services are delivered through contact between customers and employees, and attention to the behavior and attitudes of service providers can therefore greatly influence customers' views and loyalties.

vi. Participants: Participants are also occupying strategic position in the marketing mix because the success of any library activities is dependent on the feedback of the participants. Therefore, participants are involved in promoting and marketing of the services provided by library professionals. Their feedback helps to get the lacunas in the system and it will help to improve the services and library system.

vii. Physical Evidence: According to Shostack " a physical object is self-defining ; a service is not " Hence in educational sector the marketing task is " defining for the services what it cannot define for itself " Evidence for the service can be both peripheral and essential. Physical evidence can support the marketing programmes by providing adequate service to the library users. It can make the service tangible. x Process: process is related to the process management, it consists of process planning , control, operation planning, facilities to be available with users, scheduling, quality of services etc.

Among the various strategies in place, marketing mix (MM) is significant. The marketing mix is considered to be one of the most important aspects of the marketing process. The marketing mix (i.e. the 7P's) is the mechanisms the organization can use to create customer satisfaction and to stay competitive within the market. It is considered to be a dynamic model since it adapts to change in consumer preferences, market condition and government policies. Hence, it is a vital tool for firms in the hospitality industry in order to adapt to the changes within the marketing environment and find a new way of marketing to stay competitive and profitable (Singh, 2012 and (Karlsson & Tavassoli, 2016) cited in (Larsson & Gustavsson, 2020). It plays a significant role in creating value and satisfaction for the customer (Al Badi, K. S. (2018).

Basically, marketing competency can bring about improvement in organizational status and enhance the image of librarians thereby improving library performance. Parmeshwar (2014) identified the following as the main reasons for applying marketing mix in libraries:

- To help library professionals judge the information needs of the users.
- The visibility of library can be improved if marketing mix technique is used.
-To attract end user by promotion of library products and services with the help of marketing techniques.

- Library as a growing organism is growing keeps growing in terms of users, resources, staff members so on. The marketing mix will help library professional to manage library in efficient way and achieve library goal and objectives

Thabit & Raewf (2018) mentioned two important benefits of marketing mix which are:

i. It is an important tool used to enable one to see that the marketing manager's job is a matter of trading off the benefits of one's competitive strengths in the marketing mix against the benefits of others.

ii. Marketing mix helps to reveal another dimension of the marketing manager's job. All the managers must specify available resources among different needs, and the manager of marketing will specify these resources among the different competitive devices of the marketing mix to help install the philosophy of marketing in the organization.

2. Marketing Innovation: Apart from marketing mix, marketing innovation is another input to improving marketing products and services. A marketing innovation is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing. Naidoo (2010) averred that another marketing strategy that has proven to be successful in times of crisis is the adoption of marketing innovation. Marketing innovation is a tool that assists the developing and sustaining of competitive advantage (Anning-Dorson et al. 2018). Market innovation can be described as the application of a new marketing strategy with changes in product, pricing strategy, packaging style and product placement (Karlsson & Tavassoli, 2016; Hussain et al. 2020). It can also be described as the creation of value by using relevant information and capabilities to implement an idea for a new marketing strategy or improvements in an existing marketing strategy (Varadarajan, 2018). Marketing innovation includes innovations such as distribution innovation, promotion innovation and pricing innovation (Varadarajan, 2018). The objective with marketing innovation is to better meet customer needs, give the company's product a new position in the market or open up new markets (Karlsson & Tavassoli, 2016; Medrano & Olarte-Pascual, 2016; Widjojo et al. 2020). Empirical studies have shown that successful marketing innovation helps companies to gain or sustain a competitive edge (Line & Runyan, 2012; Scaglione et al. 2009). An empirical study by Falk (2013) showed that firms that focus on marketing innovation during a crisis have a higher chance of surviving.

The concept of marketing being applied to libraries, adds a new dimension to the profession. The topic of marketing strategy for library resources and services is much more relevant today when the area of marketing itself is being redesigned to create and sustain more customers through creative, anticipate and response style of marketing. Libraries are cable of offering their resources and services in a way that more users are able to access them with much ease and flexibility (Murugesan, 2018). Marketing library services cannot be treated in exactly the same way the physical products of manufacturing firms are treated. In marketing its services, library must define its users on one hand, and offer services and products to meet the needs of those users satisfactorily on the other hand (Adedoyin, 2005). What the above submission implies is that, since there are different types of library with different aims and objectives, the mode of operation, products and services offered are not the same. For instance, while the public library is regarded as the people's university and the door is widely opened at any given time to all comers from the public, academic library is established to cater for members of the university community to support teaching, learning and research activities. For effective marketing of library products and services, conducting market analysis is indispensable.

Market analysis includes finding out what groups of customers (or markets) exist, what their needs are, what groups of customers you prefer to serve (target markets), what products or services you might develop to meet their needs, how the customers prefer to use the products and services, what your competitors are doing, what pricing you should use and how you should distribute products and services to customers. Result of market analysis indicates the position, or market "niche", for the organization to work from. Various methods of market research are used to find out information about markets, target markets and their needs, competitors, market trends, customer satisfaction with products and services, etc(Free Management Library). Marketing in library and information services is the process of identifying the library users through systematic planning, pricing, promotion and distributing library products and services to the identified

customers to create exchanges that satisfy the library customer profitably. The aim of library marketing is to provide information on products and information services available in a particular library at right time through user priorities, expectations, individuality, responsiveness, relationship, competencies, and professional skills, value added services and quality of services (Adekunmisi, 2013) cited in Bawa (2019).

Information Products and Services Available in Nigeria University Libraries
The university libraries as well as other academic libraries have several products and services that could be marketed to users or patrons (consumers) and every member of the university community. An information product is a product whose core is information or knowledge based. It is everything that is received by the customers in a marketing exchange which could be ideas, goods, services, experiences, organizations, persons or places, or a combination of two or more of the above (Edom & Edom, 2019). Information products and services available in Nigeria University libraries include lending and information services, reference services, indexing/abstracting services, user education, Selective Dissemination of Information (SDI), inter-library lending, electronic resources, E-library facility, On-line Public Access Catalogue(OPAC), books, digital products, photocopy services, films, the Internet, advisory services, bibliographic and reprographic services, Current Awareness services(CAS). Academic libraries provide varied information resources such as textbooks, journals, database information resources, multimedia resources, etc. In addition, they offer reference services, loan services, bindery services, photocopying, video coverage and many other allied services so that users can have access to relevant information and make use of them effectively for enduring and sustainable knowledge acquisition and learning. Anhwere, Paulina &Manu (2018) state that library resources contain information in both print and non-print formats such as textbooks, journals, indexes, newspapers and magazines, reports, internet, video tapes, diskettes, and microforms. They explained further that library resources are the raw materials that provide vital services in the teaching and learning process.

(Adeoye & Popoola, 2001); (Adomi, 2008); and (Roa, 2005) cited in (Eiriemiokhale & Ibeun, 2017) aver that library resources are many and varied and are divided into two broad categories namely "printed and non-printed materials". The printed materials are books, pamphlets, periodicals, newspapers and reference resources, while the non-print resources are often referred to as audio visual and electronic resources. Library resources are materials that support libraries to effectively perform the functions of providing resources to clienteles like books and other media. It also contains everything that is used to provide the requested information service from the client. Library resources includes, among others, books, manuscripts, periodicals, government publications, brochures, catalogs, reports, files, microfilm, microfiche, micro cardspunched cards, computer tapes and so on. The library resources comprise prints and electronics such as textbooks, magazines, notebooks, summaries, newspapers, magazines, reports, databases on CD-ROM, Internet, e-mail, video cassettes, floppy disks, computers and microforms(Jonathan & Udo 2013); (Jimoh, Hussaini & Ibrahim, 2016); (Suleiman, Rajeev, Garba & Jimah 2017); (Adeoye & Popoola 2018) cited in (Hussaini, Vashistha & Jimah, (2018). The library is stocked with diverse types of recorded information, like books, periodicals, reference materials, manuscripts, periodicals, etc. e-resources such as microforms, films, tapes and slides. Videos and data stored on electronic media such as disks and CDs are available in the libraries. University Library faces a critical challenge in responding to the new demand of the 21st century with growing demographic growth linked with a lack of appropriate usage of library resources (Hussaini, S. , Vashistha, R. & Jimah, H. 2018).

Rationale for Marketing Mix in Library Context
The marketing mix concept works as a tool used by an organization to survive in a competitive environment. This concept is controlled by the organization and comprises four elements: product, price, place, and promotion (Owomoyela, Oyeniyi & Ola, 2013) cited in (Al Badi, 2018). One of the means through which marketing can be carried out is using the marketing mix also known as the four P's. The marketing mix refers to the actions a company takes to market its product(s) and/or service(s). It acts as a framework for breaking down the four key components of marketing - product, price, place, and promotion. The marketing mix helps

companies and organizations organize their marketing initiatives by task and department for more process-driven and impactful marketing campaigns.

Kumbar, Kolle & Parmeshwar (2014), identified the following as the main reasons for application of marketing mix in library context:

Information needs: The information needs of the users always keep changing at the same time libraries are facing so many constraints, such as application of new technology for publishing and distribution. The marketing mix can be a solution to library professional to judge the information needs of the users and in turn, it will help to satisfy the information needs at better way.

Increased Library Visibility: The satisfaction of the customer is of primary concern in the marketing process; the users are satisfied with resources and services. The visibility of library can be improved if marketing mix technique is used.

End user: The marketing mix can be very useful in attracting end users by promotion of library products and services with help of marketing techniques.

Library is growing organism: library is growing organism. It keeps growing in terms of users, resources, staff members so on. In these circumstances, the marketing mix will help library professional to manage library in efficient way and achieve library goal and objectives. The components of the marketing mix and Library services

Product: Product refers to the products and services offered by the organization. In library context it refers to facilities and services provided by it, such as, book lending service, reading room service, reference services, Referral service, selective dissemination of information service, abstracting and indexing service, online search of databases internet based services, reprographic service etc. Users avail these services to satisfy their informational needs. Thus, the term product refers to products and services of organization.

Murugesan (2018) emphasized that information professionals must understand that it is essential to actively market their resources and services. Library marketing according to him is critical for any information professional in order to spread the word about their library. 'It is important to understand the organization's mission to produce effective marketing resources and services that build the library brand and image, drives traffic to your web site and differentiates your library from its competitor'. He further explained need for marketing library resources and services to include: Satisfying customers' requirements, effective utilization of scarcity of resources, maintaining relevance, visibility to users, valuable community resource, rising users' expectations and for the survival of the library.

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