MARKETING OF LIBRARIES AND INFORMATION SERVICES IN SELECTEDGOVERNMENT MINISTRIES IN NAIROBI COUNTY, KENYA

BY

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DECLARATION

DECLARATION BY THE CANDIDATE

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ABSTRACT

Libraries in government ministries offer specialized information services and products which need to be marketed in order to enhance perception of their value which is likely to enhance the support they get from the government. Before introducing new information services and products, the library staff can better understand the information needs of their users thanks to marketing. This enhances both the library's reputation and patrons' use of its resources. However, it has been established that, libraries in government ministries, do very little to market their information services. In order to suggest effective strategies to boost their effectiveness, the study's goal was to look into the marketing of information services and products made available in government ministry libraries in Kenya. The objectives of the study were to: establish the information services provided by libraries in government ministries; determine the level of awareness and use of libraries in government ministries; ascertain the strategies employed by libraries in government ministries to market their information services; establish the challenges experienced by libraries in government ministries in marketing their information services; propose appropriate marketing strategies to improve their service delivery. The study was underpinned by the gap model of service marketing and adopted mixed methods research approach and concurrent triangulation design. The population of study consisted of staff from the National Treasury and Planning, Ministry of Lands, Ministry of Agriculture, and Ministry of Foreign Affairs. A sample of 99 employees from the Ministries was used to gather quantitative data, while 16 policymakers were purposively selected from the Ministries to provide qualitative data. Descriptive statistics were used to analyze quantitative data while qualitative data was grouped into themes and analyzed thematically. The study revealed that government libraries do not use websites to market their libraries and only (3.8%) used e-mails to market their libraries. The study further revealed that libraries in government ministries are not adequately marketed (85%) and have not yet embraced modern information and communication technology to communicate with their clients. The findings also revealed that the willingness to use the libraries was very high (97.5%) but the actual use of the libraries was very low (30%). The low use was attributed to lack of content in certain fields (15%), outdated information (30%) and poor services offered by the libraries (55%).The study further revealed that the strategies used by libraries in government ministries to market their information products and services included promotion (68) and reference services (68.7). Policy makers felt that libraries in government ministries are not being supported by top level management. The study concluded that libraries in government ministries lacked marketing framework that could be used to create awareness to ensure that information materials in the library were effectively utilized and that they were not leveraging on modern information and communication technology such as e-mails and websites to market their information product and services. The study recommends that libraries in government ministries should develop marketing plans, leverage on ICTs to market their products and services, provide adequate budgets for the library, develop institutional repositories and improve library facilities and infrastructure.

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DEDICATION

I dedicate this Project to My late dad, Mr Luke Otieno Omwandho, who was my cheerleader and who inspired me to be an Information Science professional, he ensured I arranged the newspapers and dbooks that he read in a systematic and orderly manner, back then as I grew up. He was proud and always believed in me and my late Mom, Angeline Otieno, who despite the challenges of life, was resilient and encouraged us to do our best in life and academics. Without them, I would not be where I am today.

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LIST OF ABBREVIATIONS & ACRONYMS

CAS   Current Awareness Service

DIDC   District Information & Documentation Centres

EALB   East African Literature Bureau

JKF   Jomo Kenyatta Foundation

NDIS   national Information & Documentation Services

OUP   Oxford University Press

SDI   Selective Dissemination of Information

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Background to the Study

The marketing of libraries and information services has advanced significantly across the world because it makes a library visible inside the organization, secures its survival and expansion, and portrays the library as an essential resource that meets a demand that cannot be supplied elsewhere. Additionally, marketing provides librarians with a channel for effectively sharing their objectives and achievements with others. The main goal of marketing libraries in government ministries is to match the staff's preferences with the library's capabilities in order to meet everyone's goals. It is a process that has to be controlled, requires careful preparation, and necessitates an examination of client demands and potential solutions. Recent developments in information and communication technology need a customer-focused strategy as well as the integration of marketing and planning into the management of libraries (Lovelock & Wirtz, 2007). Information services can no longer be taken for granted; libraries must instead demonstrate how their products support the organization's goals. Thus, marketing strategies. Over the past two decades, interest in marketing has skyrocketed in virtually all types of libraries around the world. Some of the frequently cited causes include the fact that the founding missions are becoming more and more out of step with market demands, that budgets are getting tighter while units demand more funding, that the recruiting and fundraising markets have become fiercely competitive, and that there is growing competition among similar information services providers. Other justifications for the necessity of marketing orientation in library and information services include better management of libraries, a dedication to customer focus, promoting the benefits of

library services and paying attention to customers' needs, increasing user satisfaction so they frequent the library, and improving the library's reputation. The necessity for marketing principles to be appreciated and understood by library employees is constantly increasing since this will lead to more people supporting the library and a better awareness of its value. Coote (1994) lists several essential tasks that must be accomplished when thinking about marketing library and information services:

- Investigating and evaluating the current market for the library's services.
- Determining the needs and which segments of the market share them.
- Examining the library's resources, personnel, and areas of expertise to determine its strengths and weaknesses
- Recognizing the opposition
- Designing services and products which translate the library's internal strengths into specific services that meet the identified customer needs
- Educating current and prospective clients about these services and goods
- Tracking and evaluating consumer satisfaction with services, receiving feedback, and acting on the findings.

A dynamic, continual process is marketing. To stay up with the changing information world, both library resources and services and customers' needs change over time. This implies that after developing the original marketing plan, it is sufficient to update data and reassess the strategy every two years or more frequently, as needed. The entire library system must embrace marketing for it to be successful, from top management on down. The library and information services should be user-oriented in order to efficiently

satisfy their information needs. Government ministries' libraries should place a high priority on providing excellent customer service in order to enhance their standing as information providers in the digital era. Therefore, for the best and most efficient use of information, proper planning, production, and usage of library services and products are essential. The ultimate purpose of marketing is to provide the proper information to the right user at the appropriate moment.

1.2 Development of Government Libraries in Kenya

Government libraries are specialized libraries that are supported by central government finances in order to serve as archives and as sources of access to government information in both print and non-print media. Supporting the initiatives being undertaken by their respective ministries or departments is their primary goal. The majority of these libraries are located in and around Nairobi, the country's capital. There are departmental libraries for certain ministries around the nation. They are not independent entities; rather, they are extensions of those in Nairobi. Services from government libraries are typically only available to government employees who work for a specific ministry or department. Government libraries face a variety of issues, such as inadequate service, rising information resource costs, a high proliferation of information literature, difficulties acquiring modern equipment, rising user demand, a lack of available space, inadequate compensation, and a lack of adequate and qualified staff.

Ocholla (1993) asserts that libraries are the progeny of society. They offer comments on the society's requirements. The development of libraries and the social, cultural, economic, and political elements at play in the development of societies are closely related. Imperialism, which began in the 19th and 20th centuries and was followed by

neocolonialism in the post-independence era, made the situation in Africa more challenging (Rosenberg, 1993)

Africa remained largely pre-literate up to the arrival of the Europeans, with the exception of Ethiopia and the Islamic North. Not all of Africa was colonized simultaneously by Europeans. It should be noted that, up until the invention of printing in the 15th century, the idea of libraries was invented by Europeans. Only monasteries and the few remaining universities and schools had libraries. The revolution included the introduction of paper from China and the development of new printing methods. The entire economic and social information society continued to be the exclusive domain of learning. Democracy could only be sustained by a wise populace that was able to make decisions. Only with new information and research could industries grow. Public and specialized libraries were set up. The British Library Association was founded in 1877 as a means of recognizing the library profession (Rosenberg, 1993).

The goal of the colonial government's purpose was to elevate African civilization. Africans were first to be educated and converted to Christianity by Christian missionaries. These new libraries were created as a result of printing presses being established to provide infrastructure for books and reading. Closer to home, the public subscription-funded Mombasa Public Library and Reading Room was founded in 1903. The colonial government created government libraries because it recognized the need for information that could aid in determining how the colony could rule and be administratively self-sufficient. Additionally, some Africans had to be used in the government, which required that they be educated and have access to information.

Because of this situation, the departments of agriculture and forestry founded their own libraries in 1905 and 1907, respectively. In 1907, the Kenyan Legislative Council convened for the first time. The High Court of Kenya was founded in Mombasa in 1902. It had a vast library of legal resources when it changed its name to the Supreme Court in 1905 and moved its headquarters to Nairobi.

In Nairobi, a new structure was finished in 1935, and it currently holds a sizable library for the use of the Supreme Court, High Court, magistrates, and attorneys (Rosenberg, 1993).

In order to prepare a small but highly educated elite among the African population, élite to assume the reins of government, excellent secondary schools and even universities were established. In 1951, several educational institutions were founded, including the Royal Technical College, which served as the University of Nairobi's forerunner. There was a formal library provision for the entire African community. All government agencies in Kenya had libraries once the country gained its independence, in addition to the EAC. Government departments continue to house significant raw literature, particularly government research papers. The public sector of the government houses the majority of the government's official information, which is administered through a variety of information systems and services like registries, libraries, and documentation centers. A brand-new information processing agency called the National Documentation and Information Services was founded in the middle of 1989. Its primary goal was to gain access to and control over all categories of reports, both published and unpublished, as

well as other widely disseminated documents, which were received by the government service.

These reports and records must include ones that are private and confidential. The creation of the District Information Documentation Centers was another development (DIDC). There are just a few districts included here, and they are primarily for district development information. They were a development of the Ministry of Planning and National Development's Rural Planning Department. The Kenya Gazette Supplement of 2005 emphasizes the right of the citizen to access information held by the state when it comes to access to information.

The Kenya government publishing and printing houses meet official publications timely and cheaply to equip its people with official information conveniently.

1.2.1 Reasons for Establishment of Government Libraries

1.2.1.1 Rise of Settler Population

Early government libraries in Kenya were built as a result of the increasing number of immigrants, including Europeans and Asians who had migrated from countries with libraries and needed a place to maintain their reading habits. Access to information was also necessary for the colonists to manage Kenya as a colony.

1.2.1.2 Security and Secrecy of the Colonial Administration

For the security of the colonial administration, the colonial government also wanted to publish its own reports and official communication papers. As a result, libraries were built to store colonial government documents like records, reports, newsletters, etc. Due

to this, the first government press was founded in Mombasa in 1895 and later relocated to Nairobi.

1.2.1.3 Establishment of Publishing Firms

The founding of domestic and foreign publishing companies, including the Government Press, the East African Literature Bureau, the Jomo Kenyatta Foundation and equipment publishers, and the Kenya Ordinance Survey (maps). Government libraries were developed with assistance from regional university presses, including Macmillan, Thomas Nelson, and Oxford University Press, which primarily dealt with the production of cartography maps through the Kenya Survey, Ministry of Lands, and university presses, among others. For usage in government libraries, information needed to be collected, kept, analyzed, and disseminated.

1.2.1.4 Availability of Trained Librarians

The need or contribution to educational, social and economic development of a country was realized. In areas with concentrated population and especially in an urban environment which can provide the leadership, the financial means to support the libraries and the cultural intellectual interest to stimulate their use and provision of training facilities for library development both locally and abroad.

From the foregoing account, it is clear that although government ministries have had libraries since independence, virtually little seems to have been accomplished. The resources and services offered by professional librarians in government ministries continue to worsen despite an increase in their numbers. This is because of a lack of funds, the goodwill of decision-makers, and support from the parent ministries. Even

though government ministries' libraries are expected to support the 2030 economic plan, they face a number of obstacles, including insufficient funding, inadequate reading and storage space, insufficient information resources, and insufficient facilities. Therefore, in order to maintain their relevance in the rapidly evolving information age, government ministries' libraries must use marketing strategies to reposition themselves and encourage use of their information resources.

1.3 Statement of the Problem

Government ministries' libraries are significant information sources because they provide a framework for the collection, processing, safekeeping, and dissemination of data for decision-making. They were established to support specialized ministry functions by making pertinent data available to all parties involved in various departments. But these libraries are living through a period of unprecedented change as new informational formats, sources, and delivery methods are emerging thanks to recent technological advancements, which circumvent established institutions like libraries (Vaismoradi et al , 2013). As a result, there is more and more pressure on government ministry libraries to mobilize funding and develop independence. A significant challenge for information professionals managing government libraries is how to convert resources like the collection, staff, and technology into services as library users turn into customers with escalating expectations, varied needs and wants, and choice. Additionally, the idea of a service has evolved from being basic to value-added, staff-assisted to self-service, internal to external, free to paid, reactive to proactive, and mass-customization to individualized service. However, librarians in government ministries have not adopted

marketing as a tactic to raise awareness and usage of the library's products and services and draw in the attention of the personnel in the ministries as well as the decision-makers.

Onkoba (2011) asserts that in order for government ministries' libraries and information services to remain relevant, they increasingly need to comprehend and use marketing. However, there is lack of marketing library and information services in government libraries in Kenya. An empirical research was necessary to shed light on how government libraries can devise better approaches to market their library and information services.

1.4 Aim of the Study

The aim of the study was to investigate the marketing of libraries in government ministries in Kenya with a view to proposing appropriate strategies to improve their access and use.

1.5 Objectives of the Study

The objectives of the study were to:

1. Establish the information services offered by government ministries' libraries.

2. Ascertain the awareness and use of libraries in government ministries.

3. Examine the methods that government ministries' libraries use to promote their information services.

4. Establish the challenges encountered by libraries in government ministries in advertising their information products and services.

5. Offer suitable marketing plans to enhance their service delivery.

1.6 Research Questions

These research issues were intended to be addressed in this study:

1. What informational services do government ministries and departments' libraries provide to their patrons?

2. How do users in government ministries' libraries access and use information resources?

3. How do government ministries' libraries market their information services?.

4. What challenges do ministry libraries encounter in marketing their products and services?

5. How can the challenges be overcome?

1.7 Significance of the Study

This study was considered significant in theoretical, practical and policy related aspects discussed below:

1.7.1 Theoretical Significance

Given the paucity of research on the topic of marketing libraries in Kenyan government ministries, the study will add to the body of knowledge theoretically and methodologically related to marketing libraries.

1.7.2 Policy related Significance

The findings of the study will reveal the prevailing conditions of information services available in the various libraries in government ministries. Such information will assist both head librarians and policy and other policy makers in the ministry to come up with policies the will enhance the awareness and use of libraries in government ministries.

1.7.3 Practical significance

The study sought to provide workable solutions to Kenya's government ministries' libraries' marketing issues. Government librarians could utilize the results to enhance the perception of the libraries among high level management and persuade them to raise the allocation of financial, human, and other resources to the library.

1.8 Assumptions of the study

The following suppositions will serve as the study's foundation: • Ministry libraries do not effectively promote their information offerings.

- Promoting libraries within government ministries is expected to increase the use of library resources and services, enhancing libraries' reputation.

- Government ministries' library patrons are not sufficiently informed about the services and goods the libraries provide.

1.9 Scope and Limitations of the study

The study was only conducted in Nairobi County and included libraries from the National Treasury and Planning, Ministry of Agriculture, Ministry of Foreign Affairs, Ministry of Lands, and Ministry of Agriculture. These ministries were chosen in particular because they had a library infrastructure that was already fairly well-established, which increased awareness and increased library use. The study's target audience was also restricted to ministry employees who were the main users of the libraries. However, other users, such as researchers and students who were not working for the ministries, were not included in the study..

1.10 Definition of Terms

Government library: Special libraries that serve as repositories and entry points to the government in both print and non-print media are maintained with money from the central government.

Special library: A special library is defined as one that provides services to the business, industrial, and governmental sectors. Alternative name for a company library and knowledge management center, research cooperative or special library.

Blueprint: A graphic depiction of the activities needed to deliver services, showing the relationships between front- and back-stage components

Benchmarking: assessing how well a department performs, produces, and uses resources by contrasting it with leading companies in the same or other related fields, as well as competitors.

Competitive Advantage: the capacity to perform in ways that rivals cannot or won't match

Empowerment: empowering staff members to solve service issues and decide how best to handle customer complaints without first seeking a supervisor's approval.

Information Services: a unit or system designed and organized to provide information to users

Marketing: the production and marketing of intangible services where emphasis is put on monitoring of customer satisfaction and the development of long-term relationships with customers.

Mission statement: Brief explanation of the organization's goals, standards, and values as well as the people it serves and the things it does.

Positioning: Establishing a distinctive place in the minds of customers relative to the attributes possessed by or absent from competing products.

1.11 Chapter Summary

The chapter examined the study's background, including the historical evolution of government libraries in Kenya, the problem description, the study's aim, its aims, its research questions, its assumptions, its importance, its limitations, and lastly the definition of operational terms.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

Any scientific investigation must include a review of earlier pertinent material. A strong basis for knowledge advancement is established by a successful review, which also promotes theory growth, addresses gaps in existing research, and identifies new areas for research. The main goal of the literature review is to identify the academic fields where prior research has been done that is most pertinent to the current topic. The literature reviewed in this section addresses the following topics related to marketing libraries in government ministries: services and products provided by ministries' libraries, public awareness of and use of ministries' libraries, marketing tactics employed by ministries' libraries, and difficulties faced by ministries' libraries.

2.2 Theoretical Framework

Polit and Beck (2009) claim that the theoretical framework directs the investigation's design and permits the extrapolation of the results to scenarios not included in the study. Theories have a critical role in all aspects of the research process, from planning to data collection to discussing new discoveries. Theoretically proposed and related abstract variables and notions are transformed into actual facts through research.

2.2.1 Theory of the Gap Model

A conceptual model of service quality was first put forth in 1985 by a team of authors at Texas A&M and North Carolina Universities under the direction of Parasuraman, Zeithmal, and Berry. The model was based on exploratory studies of service businesses and the four gaps between the environments of the organization and the consumer. In a

subsequent year, they devised more elaborate measurement scales for service quality.

Customer Gap = f (Gap 1, Gap 2, Gap 3, Gap 4)

The degree of service will depend on the size and orientation of each gap. Gap 3 will be beneficial, for example, if a service is provided above the organization's service standards, and unfavourable, if the service's delivery specifications are not satisfied.

According to the notion, the difference between consumers' perceptions and expectations about the department's capacity to deliver high-quality services is what determines perceived service quality. This gap relies on the size and direction of the four gaps. If consistency is equivalent to quality, the manager's responsibility should be to balance consumer expectations and perceptions while bridging any gaps that could arise. Four potential issues with the service organization were found, and the fifth and most significant gap was one of them based on exploratory.

The authors proposed a conceptual model of service quality based on service studies such as executive interviews and focus groups in four different service businesses, indicating that consumers' perception of service quality is dependent on the four gaps that exist in organizational - consumer environments between what service providers think clients want and what they actually need and anticipate, there is a knowledge gap. The standard gap is the discrepancy between how management views customer expectations and what is considered to be a satisfactory level of service delivery. The difference between predicted delivery standards and how service providers actually execute in comparison to these criteria is known as the delivery gap.

Between what the advertising and sales personnel perceive the product's features, performance, and service quality level to be, and what the firm can really offer, there is a communication gap. There is a perception gap between what is really given and what consumers feel they received since they are unable to appropriately judge the quality of the service.

The perception gap between what is really delivered and what customers perceive prevents customers from correctly evaluating the quality of the services they receive. The difference between what a service provider actually communicates and what the customer understands that communicator to have stated is known as the interpretation gap. The difference between what customers expect and how they perceive the services that are actually offered is known as the service gap. The following figure illustrates this.
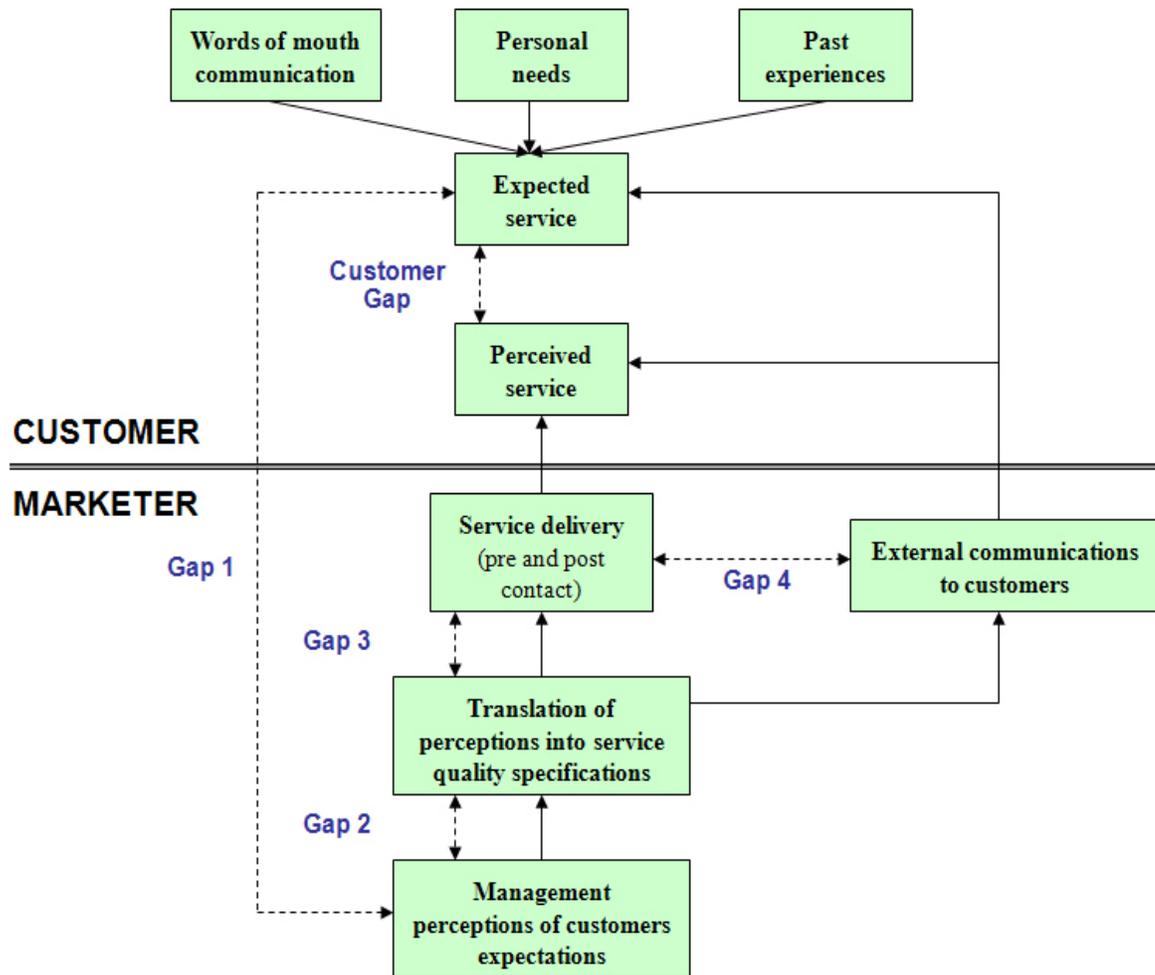
Figure 1: Theory of the Gap Service Model

2.2.1.1 Relevance of the Gap Service Model to the Present Study

Staff members at libraries can create service delivery standards by using the gap service model to identify service gaps. In spite of the fact that the majority of library personnel in government ministries think they understand what information customers require, there is occasionally a disconnect due to users' actual wants and expectations.

As a result, there is a discrepancy between customer expectations and the quality standards established for service delivery in government ministries' libraries, which lack specified service delivery standards. Although there are delivery standards for how

libraries operate, these criteria are not being followed when services are provided. Due to the quality of the services, it can occasionally be difficult for top management, librarians, and users to communicate.

The information sources can be of lesser quality, which would result in a gap in the delivery of services. Users could think they have received the right information and service, but they might not be aware of the service's quality because they lack the skills to assess it. This results into a disconnect and mismatch between the user and the information that is needed. Users are informed of the service charters for some government ministries' libraries via, websites, publications, etc. The user thinks they will obtain the services as promised thanks to this form of communication. Sometimes what is provided differs from what is communicated. Users expect to find the information they need when they visit the ministry library with their information demands. The gaps in knowledge, perception, and interpretation, as well as the service gap, represent the external gaps that exist between the organization and its customers. The communication gaps within the organization between various functions and departments are represented by the gaps in standards, delivery, and internal communication.

Customer relationships may be impacted by shortcomings in service design and delivery. The ultimate objective of raising service quality is to close or narrow the service gap as much as possible because it is the most crucial. Service providers must, however, close additional gaps in order to accomplish this.

To improve service quality, all gaps' specific causes must be identified and addressed. Creating solutions to close them. The gap model's strength is that it provides generic

insights and solutions that can be applied across organizations. These prescriptions are a good place to start when it comes to closing specific gaps in government libraries. To ensure that service quality becomes and remains a key objective, each government library must develop its own customized approach.

2.2.1.2 Ansoff's Product/Growth Matrix

Igor Ansoff created the product/growth matrix in 1992. 32–34 De Saez (1993); It implies that a company's efforts to expand will depend on whether it offers new or existing products/services in new or existing markets. This growth matrix offers a list of probable growth tactics. As proposed growth tactics, four strategic marketing possibilities are presented: market penetration, market development, product/service development, and product/service development as well as diversification. First, management uses this matrix to assess whether it can grow its market share in its current markets with its current products and services. Then it considers whether it can find or create new markets for its current goods and services.

The company then assesses its capacity to create brand-new products or services that could be beneficial to its target markets (product/service development plan). It considers if it can promote new products and services in new markets in the end.

The goal of market penetration is to sell existing products or services into existing markets.

It entails increasing the market share of already existing goods and services through aggressive marketing campaigns, such as advertising affordable prices, allocating more funds to further penetrate the market, and so forth. The organization adopts a strategy of

selling existing products to new markets when it comes to market development, which means that existing products or services are promoted more widely in their existing market.

This can be achieved either by expanding into new markets or by having a better understanding of segmentation, or who else might buy the product or service. This means that markets that were not previously addressed are now being reached by current products and services. On the other hand, product or service development refers to the process where a service provider creates new products or services and introduces them to existing markets in an effort to expand their clientele. This implies that new goods and services are created to appeal to the market that already exists. The last type of diversification is the marketing of new goods and services in untapped markets. Due to entering markets where one has little to no experience, it carries inherent risks.

There are two categories of diversification strategies: 1) Related or concentric diversification strategies are sometimes the most alluring since they call for the company to look for advancements that have a connection to or synergy with current practices. 2) An unrelated or horizontal diversification strategy involves looking for opportunities that are unrelated to current practices but may or may not benefit current users.

2.3 Rationale for Marketing Library and Information Products and Services

Libraries, regardless of type, are under pressure to justify their existence and funding by providing customer or market oriented services. This necessitates a shift away from product or service orientation and toward customer or need orientation (Kavulya, 2004).

Marketing is an exchange relationship: a procedure that is advantageous to all parties involved. It is a dynamic process that is affected by definitions, attitudes, social, political, and cultural factors, as well as trends (Kotler, 1995). This implies that the needs of the intended audience determine the products or services that are created.

As a result, before creating information products and services, library professionals must ascertain the information demands and information-seeking habits of their clientele (Odini, 1995). Due to its inherent value, this is likely to persuade the user to utilize the library (Ojiambo, 1994).

Practitioners in the information profession have not generally accepted marketing theories. Libraries have long thought that because of the intrinsic value of their offerings, patrons will swarm to them. Libraries can use various marketing concepts' tools to gather and analyze information about customers' information needs, which helps with the creation, development, and delivery of useful services.

The library needs to revamp its image if it wants to stay competitive or, more importantly, relevant. It must get rid of the perception that it is a fortified knowledge repository protected by personnel and security measures, a treasure trove where the borrower is a bother or a potential thief. The modern library ought to be a true service business, staffed by experts who can locate the specific types of information that different customers need quickly in the vast sea of knowledge.

As little time and effort as possible, assist them in accessing it. A knowledge-based social structure is the only kind of library that can endure and flourish in the Internet age. It is

crucial to understand how services and products are different (Maina, 2006). Pure services are distinguished from products by a variety of different qualities (Kotler 1988). These qualities have been labeled as being intangible, irreducible, heterogeneous or valid, perishable, and incapable of ownership of a service (Kotler, 1988). The way in which services are advertised will be affected by all of these factors.

The traits that set services apart from products have been covered in-depth by a number of service marketing authors. The differences between commodities and services present some very significant and particular obstacles for service marketers (Ashcroft, 2002). The key to overcoming these obstacles is comprehending the wants and expectations of the customer. In the case of services, making the service offering tangible, resolving a wide range of interpersonal conflicts and delivery problems, and maintaining client commitments. Some marketing authors have suggested that additional aspects be taken into account while marketing services in order to account for the features of services.

2.3.1 The Marketing Mix

An integrated value proposition is embraced by modern marketing. In actuality, this implies that while selecting whether to employ a certain service or assess a marketing connection, a consumer takes into account both the process and the overall transaction cost in addition to the product or value connected with it.

Value is described to a consumer as the advantages gained from the load assumed. There may be benefits in terms of convenience, personal service, and product quality. Cost encompasses both financial and intangible expenses including time, energy, and labor (Kotler and Armstrong, 1998). He or she engages with people, technology, procedures,

the environment, and the supplies utilized to serve library patrons throughout the process. In the marketing-focused library, the consumer controls the procedure. preferences and indicators of their needs. Even the users are a crucial part of the process, and at libraries, users frequently express their opinions to address issues and collaborate with staff to find solutions.

Librarians have been able to use the 5Ps of the traditional external marketing mix to give their customers a more attainable, service-oriented view of the library offerings by simply letting go of long-standing stereotypes.

The 5 P's of the traditionally external marketing mix with an internal twist for libraries is shown Table 1.

Table 1: Five P's

Product:	Information resources and research services.
Price:	Free to workers. In other words, sponsored by the corporation. This is crucial in an R&D environment when research expenditures are limited and the organization could take some time to see the Return on Investment (ROI) from a project.
Place:	No longer necessary a physical location A significant online presence is required. Today, libraries come in both physical and virtual forms, and there are countless possibilities in both.
Promotion:	The corporate intranet, the library's website, newsletters, internal bulletins, e-mails, and poster campaigns are all useful promotional methods for showcasing new products and promoting events.
People (Staff):	As its significance for the development of strategies has only lately been acknowledged, staff is a relatively new component of the marketing mix. Without the right personnel, it is challenging to accomplish positive interactions with the public. Because of this, marketing professionals now discuss "internal marketing," stressing the need of including every employee in the company's marketing initiatives.

Source: Kumar, D. B. & Kumar, K. S. (2008).

2.3.1.1 Product

The product serves as the cornerstone on which the other components of the marketing mix are constructed.

The product in the profit sector is typically tangible and intended for sale, but the product in the information services sector may be better suited to the profit or non-profit sectors.

Taxpayers support public libraries because they are non-profit institutions. There are distinguishing characteristics that apply to both the profit and non-profit sectors, including quality level, features, styling, brand name, and packaging.

Materials that can be connected to goods include books, serials, magazines, electronic resources, software, access channels, and programmers. The organization's mission and aims are directly tied to the product line that is offered. Ministry libraries need to reassess the items they have on hand because patrons' opinions of the library's offerings will affect whether or not they use it.

2.3.1.2 Price

Information services are priced (or funded) according to a variety of variables, including the ministerial library tradition, the charge vs free debate, the advent of information brokers, and the perception of free library service.

The concept of price is still relevant in spite of the wide range of philosophical perspectives presented in the literature.

Price can refer to the cost of the equipment, sources of information, and labor in the ministry library.

2.3.1.3 Place

This element of the marketing mix serves as the conduit between the consumer and the product. How will customers and users access the product? There are several different entry points. Some ministry libraries house office space on the top levels, deterring patrons from using the facility.

Due to ease, atmosphere, and proximity, customers are open to using libraries' services. Technology is advancing quickly, expanding the variety of both goods and delivery. Rebranding and innovation bring about the essential change to close some channels of distribution while simultaneously opening up possibilities for new growth. Most ministry libraries have trouble finding offices. Less physical plant space will be needed as a result of technological and telecommunications advances. In order to move creatively into the future, the proactive information department needs to cultivate flexibility, knowledge of emerging trends, and the capacity for taking risks.

2.3.1.4 Promotion/Communication

Although promotion is an important component of the marketing mix, it has received far too much attention and has become synonymous with marketing. Furthermore, promotion has been based on the erroneous assumption that the information exists independently of user behavior as an end in itself. The assumption also promotes the obsolete notion that the information product and in particular the libraries product is intrinsically worthy that people should use it without reference to addressing the client needs (Jambhekar et al (1995).

2.3.1.5 People

People who use the library and the human resource are both mentioned here. The majority of government libraries are accused of having unmotivated, distant employees. To accomplish the ministry's aims and objectives, the workforce must be effective and efficient.

The library needs to alter its image if it wants to be competitive or, more importantly, relevant. The new-age library should be a true service company, staffed by experts who can rapidly determine in the huge sea of information the kind of material that various clients require and assist them in accessing it with the least amount of time and effort wasted.

2.4 Creating Awareness and Use of Libraries in Government Ministries

The primary functions of government libraries are to support the government and other businesses or people. Government libraries offer the knowledge essential to help public officials become better decision-makers. To registered members, policymakers, academics, researchers, and general readers, among others, they offer reference and referral services. The Kenyan government's objective is to provide information wherever possible without charging a fee.

2.4.1 Institutional Repositories

Libraries have typically been thought of as knowledge repositories. The past, records, culture, history, and events are all preserved through libraries. To accomplish this, all documents created by the parent institution are collected and deposited. This enables the

special libraries to quickly establish sufficient depository collections and keeps them current with a steady flow of new acquisitions.

2.4.2 Selective Dissemination of Information

The provision of selected information distribution is one of the functions of a special library. The uniqueness of SDI ensures that the library engages its consumers personally. It is important for a specialized library to compile bibliographies and gather data that is then distributed to readers based on their areas of specialization and employment.

2.4.3 Current Awareness Services Information Provision

Services for current awareness inform academics, researchers, and personnel about newly published works in their areas of expertise. These services' librarians utilize a variety of techniques to stay up to date with cutting-edge and expert literature. Routing print journals, sending photocopy journal tables of contents, and even perusing specialized periodicals are traditional approaches. Newer techniques include sending email table of contents warnings and doing stored searches in selected databases. Since the beginning of time, librarians have understood that only in a very small number of the most narrowly defined topics can any modern library hope to be complete. Government libraries implement CAS by displaying recently received pertinent current publications, newspaper clippings, and drawing attention to it.

A successful library educates patrons about its offerings and persuades them to utilize it. Libraries are learning that by utilizing marketing principles and techniques, they can better understand the needs of their users, justify funding, communicate with a variety of external audiences, and produce more effectively and efficiently when delivering goods

and services that satisfy the user's identified needs. With the growth of online services and the millennial generation's changing needs for informational goods and services, the utility of Ministry libraries is also being questioned. "Several conditions must be met for a user to obtain information, including awareness of the availability of information resources and access to those resources (Odini, 1993). All of these elements strongly suggest that marketing library and information services to users be used.

According to Hernon and Dugan (2002), librarians and information experts today contend that libraries must sell their services, expertise, and resources in order to guarantee a significant role within the future world of research. Libraries may look less relevant to future personnel, departments, and administrators if there is little continuous public relations (Rowley,2001).

Government Ministry libraries are challenged by a variety of contemporary information sources and suppliers, as was previously mentioned. However, it's crucial to debunk the myth that branding consists solely of names, logos, and color schemes in contemporary practices, particularly in government departmental libraries. The following characteristics are emphasized in definitions of branding that go into greater detail and promise to consistently provide the customer with a particular set of features, benefits, and services. The majority of government ministry libraries do not make a special effort to market to or sell to their target audience of intended and potential customers. Branding has traditionally been linked to goods and the commercial sector, but its use, as well as internalization of brands and their management, has increased in the public sector.Every year, during public service week in Kenya, government agencies showcase their work, bring services closer to the populace, and field inquiries from the public. Government

libraries support the parent ministries in their decision-making processes by storing, retrieving, and disseminating the necessary information. In an age where competitors abound and goods and services are easily duplicable or replicable, brands become an important means of simplifying the consumer's decision-making process.A strong brand will increase a person's confidence in using services and enable them to envision the features of a service before using it.

2.4.4 Marketing Strategies Used by Libraries in Government Ministries

Market penetration, according to Tucci (1988), enables the librarian to create strategies that improve the marketing of already-available services and goods. The goal can be to persuade current users of a given product or service to use it more frequently, to convince users of a directly competing product or service to switch, or to persuade non-users to start using the product or service.

According to De Saez (1993), many consumers are either ignorant of the variety of services and products available or might be convinced to utilize them more frequently. Potential customers that share the same characteristics as current customers, or the same market, may also be convinced of the advantages of existing services. This is a logical place to start since it is typically more cost-effective to contact existing customers and because there are more opportunities to persuade them to utilize other services or products.

The basis for promotional techniques will include information from market research on user profile levels of awareness, advantages claimed while utilizing the services/products, etc. This can be a tutorial on how to utilize the library (an orientation tour) for new

employees or students joining the institution. Users' access to library teaching, as well as its worth and significance, can be expanded.

Librarians can find additional prospective customers that can be addressed with current services by using market development strategies. It entails identifying a new clientele to serve—either a different sector of the present market or a brand-new clientele entirely, like inviting the neighborhood to use the library. Most school libraries wouldn't be wise to develop by entering new markets, i.e. outside the school setting, given their limited purposes. De Saez (1993; 33) noted that this tactic necessitates original thought. How may current services be improved? It may involve minor adjustments to present services or the creation of an entirely new service that is comparable to those now being provided.

The diversity approach encourages innovation and creativity in librarians. It poses the greatest risk since it necessitates sailing into uncharted waters. It puts pressure on librarians to go above and beyond what they currently do and to differentiate themselves from the competition by luring in fresh clients with alluring, innovative services. It makes sense to diversify and create opportunities outside of the current sphere of activity when the current markets have little room for growth or when lucrative growth opportunities are found that have nothing to do with the current product/service or market.

2.5 Challenges Experienced by Libraries in Government Ministries in Marketing their Information Products and Services.

In today's worlds, the librarian's argument regarding the intrinsic and incalculable value of libraries carries little to no weight and is in any event in opposition to a sensible economic approach (Morgan1998). For service providers than for product providers,

marketing issues are more complex due to the intangibility of services. The sellers view themselves as producers or creators rather than as marketers in many service businesses, notably professional services. The senior management in the public sector is also characterized as not yet comprehending two fundamental concepts, namely what marketing is and or its significance to an organization's success.

The executives don't seem to consider other aspects of the marketing system in libraries and seem to link marketing with selling. Additionally, if they coordinate them at all, they do not do so efficiently. Many public organizations don't have an executive whose sole responsibility is marketing; this may be because of the Official Secret Act, which still encourages secrecy and fear of the services as a whole. In order to suggest effective strategies to boost their effectiveness, this paper investigates the marketing of libraries in Kenyan government ministries and departments.

2.6 Research Gaps

The objective of the literature review was to find comparable empirical and descriptive studies on the research topic from around the world in order to establish criteria for contrasting and comparing newly discovered research findings. Themes derived from the research objectives and research questions were used to review the literature. Therefore, the following topics were covered: information services offered by government ministry libraries; level of awareness and use of government ministry libraries; marketing techniques used by government ministry libraries to promote their information services; difficulties encountered by government ministry libraries in marketing their information services; and appropriate marketing techniques to enhance service delivery, which were highlighted .The literature reviewed provided a number of studies on marketing of

government libraries. These studies included Ojiambo (1994), Ashcroft (2002), Gupta (2003), Kavulya (2004) and Kumar and Kumar (2008)). A number of studies reviewed also used quantitative methods.

Several of them employed qualitative techniques. The majority of these research also employed interview guides and questionnaires. Although the majority of these studies were biased towards developed countries and therefore did not adequately represent respondents from developing nations, the results of the majority of them can be compared to those of the current study.

The literature research also showed that government libraries are under pressure to promote their services globally. The promotion of the goods and services made available to users is essential to the success of government libraries. However, a large portion of the research on marketing government libraries concentrated on usage and awareness.

Furthermore, the literature research revealed that the majority of Sub-Saharan African governments, including Kenya, constructed governments libraries without paying attention to promoting the services and products they provided, resulting in very low usage. Because of this, most government libraries in sub-Saharan Africa frequently fall short of user expectations and hence miss their intended purposes. Therefore, the purpose of this study is to show how important it is to match the marketing of government libraries with the essential infrastructure and policies. Therefore, by establishing a connection between the marketing of government libraries and consumer knowledge, consumption, and visibility of goods and services, this study fills in the gaps in the literature.

As a result, the researcher had a full understanding of marketing for government libraries in relation to consumption and access to their goods and services thanks to the literature review. This helped the researcher create the research topic and refine the research challenge. The research was able to position the current study in its intellectual framework thanks to the literature assessment, adding to the body of knowledge in the area.

The researcher was able to build on the foundation of preexisting knowledge and ideas, which helped in placing the original work in the context of preexisting literature, and second, gaps in the literature that exist were revealed as described in the preceding paragraph. Thirdly, the review uncovered research techniques that had been employed in related studies and might be applicable to the current investigation.

Any government benefits greatly from having a departmental library. The establishment of infrastructure that enables stakeholders' availability and access to information in a significant and appropriate way is made possible by libraries and other information centers. In order to play a crucial role in supplying society with information, librarians must market both themselves and their services to draw in the attention and interest of everyone. It is necessary to redefine and promote this crucial core function, around which library methods and approaches have grown. In order to avoid probable closure in the event of cost reduction, libraries need to be more aggressive in selling their services.

2.7 Chapter Summary

Chapter two gives an introduction of the literature review. It addresses the theoretical framework. The gap model theory being a service model and its relevance to the study, It

also discusses the marketing mix. The rationale for marketing library and information products and services. How library and information services can be marketed. It also discusses the challenges that are experienced in marketing information products and services and the gaps identified

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

A methodical strategy to addressing a research issue scientifically is known as research methodology, which "includes research techniques as well as the thought behind the chosen procedures of the study" (Kothari, 2004: 8). This chapter serves as the initial introduction to the study's research methodology. The target population, the sampling procedure, and the methodology used to establish the sampling size are then discussed. Additionally, the methods and plans employed to acquire the study's data are discussed. The ethical guidelines that were followed when performing the research are provided at the chapter's conclusion.

The researcher used a mixed technique approach to collect both qualitative and quantitative data. This strategy was selected because it enabled the researcher to discover numerous facets of the problem under examination and collect diverse types of data in a single study.

According to Creswell, research approaches may be roughly divided into three fundamental categories: quantitative, qualitative, and hybrid approach (2014). Creswell (2013) adds that the core philosophical assumptions the researcher takes to the study, the variety of research methodologies employed in the research, and the specific methods utilized are where the distinctions lie in an endeavor to discern between the approaches.

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methodologies utilized in the research, and the specific methods used are where the distinctions lie in an effort to discern between the approaches.

The research was mostly quantitative, although some qualitative information was also gathered. Creswell (2014) asserts that qualitative research is an organized approach in which each phase of the inquiry is predefined. This approach was selected because it provided a flexible means of data collection, analysis, and interpretation, enabling the study to be descriptive. In qualitative research, the researcher strives to understand individuals by understanding how they describe their own surroundings. This is one of the main characteristics of the method (Kothari, 2004).

The respondents' perspectives, experiences, and opinions regarding the marketing of government libraries were thoroughly elicited from them using this method. It was crucial for the researcher to develop a thorough comprehension of the topic. This strategy was highly effective since it allowed for probing, especially on unexpected concerns, which revealed new information about the issue and enhanced the study.

This strategy was also very appropriate because the researcher was free to ask for clarifications on some of the respondents' answers. The respondents were able to qualify their responses and emphasize their strongly held beliefs and opinions in light of the circumstances, such as the difficulties in marketing government libraries that have a detrimental effect on the caliber of the services provided and the measures they would suggest for improvement.

To supplement the quantitative data and improve the research conclusions, qualitative research data was utilized. After that, each ministry's senior assistant secretaries and chiefs of library services were given interview guides as part of the qualitative approach.

As a result, the qualitative approach was used to gather information about the informants' views, emotions, and opinions, and the quantitative approach was used to gather information about what the users believed from a statistical and numerical perspective. This method allowed the researcher to quantify occurrences using numerical representations.

3.2 Research Design

A research design is a blueprint or a strategy outlining how a study will be conducted. It is a procedure that the researcher uses to provide legitimate, impartial, accurate, and cost-effective answers to inquiries (Kumar, 2011). The goals of research design, according to Kerlinger (2004), are to answer research questions and to manage variance. A research design establishes a logical flow between the research questions, the method used to answer them, the underlying assumptions of that method, the data collection and analysis, and the results and conclusions.

In the current experiment, concurrent triangulation was employed. In this mixed-methods study, the researcher collects both quantitative and qualitative data, examines each kind independently, then compares the findings to see if they concur with or contradict one another (Creswell, 2014).

Due to the integration of the two data sets, the researcher was better able to understand the results provided by the quantitative and qualitative results. This is useful for comparing the data and drawing broad generalizations. Convergence design is a

methodical and popular way to perform mixed methods research (Creswell & Plano Clark, 2018). Research design is acceptable, according to Churchill (2001), when a study intends to identify a population's features and estimate the proportion of respondents who exhibit specific attributes for prediction.

3.2.1 Study Sites

The study sites were:

1. Ministry of Agriculture Headquarters in Nairobi County,

2. Ministry of Lands Headquarters in Nairobi County

3. Ministry of Foreign Affairs Headquarters in Nairobi County

4. National Treasury and Planning headquarters in Nairobi County

3.3 Target Population

The total number of potential units from whom the sample is to be drawn is referred to as the population of a study (Gray, 2004). 5471 library patrons and 8 policymakers, including senior assistant secretaries in charge of administration and the directors of libraries and information services in each ministry, made up the study's population. Kenya had 21 ministries at the time this research was being conducted. The Ministry of Agriculture, Ministry of Lands, Ministry of Foreign Affairs, and the National Treasury and Planning libraries served as the study's target institutions. These ministries were specifically chosen because they had well-established libraries run by highly qualified staff that were often used and were deemed ideal for this study.

The decision-makers were specifically chosen because they have a significant say in deciding how much money would be allocated for the library's construction and because

they are in charge of enforcing a number of ministry regulations that could have an impact on how ministry libraries are marketed.

Table 2: Distribution of Target Population

Ministry	Library Users	Senior Assistant Secretaries	Head of library Services	Head of ICT	Head of Records
Ministry of Agriculture	606	1	1	1	1
Ministry of Lands	1398	1	1	1	1
Ministry of Foreign Affairs	456	1	1	1	1
National Treasury and Planning	3012	1	1	1	1
Total	**5471**	**4**	**4**	**4**	**4**

Library users were chosen for the study because they are entitled to use the library. They included the staff of the various ministries as well as researchers and students in learning institutions in Kenya.

Heads of library service formed part of the population because they are responsible for the overall management of the ministry libraries and were therefore in a position to

provide information on marketing, policies, funding and use of the libraries as well as challenges encountered in marketing library services in their respective ministries.

Heads of ICT were chosen for this study because they are responsible for ICT infrastructure including the internet network and technical support to the library and are involved in policy making.

Heads of Records formed part of the population are responsible for the preservation and re-use of records and are also involved in policy making in regard to information services in general.

3.4. Sample size and Sampling Procedure

Taking a representative sample from a much larger population, analyzing it, and drawing reliable conclusions about the full population is sampling's major objective (Neuman, 2007). The sampling procedure, on the other hand, outlines the technique or plan the researcher employs to choose the items for the sample (Kumar, 2011).There are several ways to determine the sample size, such as utilizing published tables, algorithms, a census of a small population, or the sample size of a related research. It was not possible to survey the whole population due to time and budgetary constraints, hence the current study employed a purposive sampling of the population (Saunders, Lewis &Thornhill, 2012).

Four ministries were specifically chosen. The National Treasury and Planning, the Ministries of Agriculture, Lands, and Foreign Affairs were among them. These ministries were chosen in particular because they had a library infrastructure that was already fairly well-established, which increased awareness and increased library use. The sample size

for policy makers was determined via purposeful sampling, but the sample size for library users was determined using Yamane's (1967) formula.

3.4.1. Sampling Procedure for the Staff

The sample size is the number of items to be randomly selected from the universe or population to create a sample. Kothari contends that the sample size needs to be just right and shouldn't be either too large or too small.

Stratified sampling was used to divide library staff into groups according to the ministries. Each ministry constituted a strata and then Yamanes' formula (1967) was used to determine the sample size follow:

N=number of total population= 5471

Where e=10% which is the level of precision

n=is the sample size which is representative of the group

$$ n \ = \ \frac{N}{1 \ + \ N(e)^2} $$

n =5471/ 1+5471(0.1)^2

n = 5471/55.71

n = 99

The sample size for library users is 99

Table 3: Sample Size of the Staff in each Ministry

Ministry	Target Population	Sample size
Ministry of Agriculture	605	11
Ministry of Lands	1398	25
Ministry of Foreign Affairs	456	8
National Treasury and Ministry of Planning	3012	55
Total	**5471**	**99**

3.4.2 Sampling Procedure for the Policy Makers

Non-probability sampling, which is frequently used in experimental or trial research, does not correctly represent the target population. Non-probability sampling depends on judgment and uses a practical selection of population units. Non-probability sampling is a sampling technique that does not establish any basis for a probability estimate of the likelihood that any given element in the universe will have a chance of being included in the study sample. Five non-probability sampling techniques are available. These include the quota, convenience (intentional), expert, snowball, and modal instant sampling techniques. Because qualitative studies focus more on gathering specific data than they do on drawing generalizations or conclusions, non-probability samples are frequently utilized in these types of investigations. Purposive sampling, according to Bryman (2001), is a non-probability sampling technique where the researcher does not choose participants at random because its goal is to strategically choose a sample in order to obtain the one that has important information about the study. Because it was believed

that they were involved in strategic planning at their universities, the respondents were specifically picked. Purposeful sampling is effective when a researcher has knowledge of particular persons or events and deliberately chooses them because they are thought to be key informants who are likely to supply the most relevant data.16 decision-makers were chosen through a purposeful sample process from the Nairobi County ministry headquarters, including 4 senior assistant secretaries, 4 heads of library services, 4 heads of ICT, and 4 heads of Records. Purposive sampling's strength rests in its ability to choose cases with a wealth of material for in-depth examination in relation to the study's main topics. Using this method, the researcher chose study participants based on the identified variables that were taken into account.

Table 4: Sample Size of the Policy Makers from each Ministry

Ministry	Senior Assistant Secretaries	Head of Library services	Heads of ICT	Heads of Records	Total
Ministry of Agriculture	1	1	1	1	4
Ministry of Lands	1	1	1	1	4
Ministry of Foreign Affairs	1	1	1	1	4
National Treasury and Planning	1	1	1	1	4
Total	**4**	**4**	**4**	**4**	**16**

3.5 Data Collection Instruments

Data collection is an organized method of getting information from respondents that is pertinent to the study's goals. According to Creswell (2014), there are four different methods for gathering data for qualitative studies. These include qualitative observation, in which the researcher takes field notes on the behaviors and activities of respondents at the research sites; qualitative interviews, in which the researcher conducts in-person or phone interviews with participants and also involves them in focus group discussions; and qualitative document analysis, in which the researcher examines qualitative documents.

The process of gathering information using a specific technique in order to respond to the study's pre-established research questions is known as data collecting (Stopher, 2012). The primary research methodology used in this study was the survey approach. To gather data from the data collecting process, this method employs interviews and questionnaires (Kothari, 2004). As instruments for gathering data, the study utilized the use of survey questionnaires and interviews. These tests were conducted at the same time. The primary research tool was a survey questionnaire that was used to gather information from a sample of library users from the four ministries. Senior assistant secretaries, heads of the library, and directors of the library services were also interviewed for data collection.

3.5.1 Data Collection Procedure Using Survey Questionnaires in this Study

A questionnaire is a research tool that asks participants to answer a series of questions in a specified order. It is one of the most popular methods for gathering data (Gray, 2004). Connaway and Radford (2016) note that questionnaires are widely used to acquire primary data because they enable the collection of accurate and trustworthy data that may

be used to test particular hypotheses or provide answers to research questions because they may acquire both quantitative and qualitative information from the sample, Saunders (1997) contends that questionnaires are useful as the primary data gathering instrument in surveys. Since the instruments were designed to make it simple to gather and analyze both quantitative data, questionnaires were found to be appropriate because they have a fixed format that encourages thoughtful responses.

The questionnaire was used to collect quantitative data from the library users who were generally many. The rationale behind the usage of the questionnaire as a survey tool in this research included:

a) It was easy to administer to a large numbers of individuals simultaneously to facilitate the collection of data in a relatively short period and thus less expensive and less time consuming.

b) Questionnaires were found to be appropriate because they have a fixed format which encouraged honest answers which are well thought out since the instruments were constructed with a view to easily collect and analyze both quantitative and qualitative data (Busha and Herter, 1980).

Random sampling was applied in choosing library users from various ministries. The librarians in each ministry assisted in distributing the questionnaires and follow up the respondents to obtain their responses.

3.5.2 Data Collection Procedure Using In-depth Interviews in this Study

According to Gray (2004), an interview is a conversation between two persons that takes place over the phone or in person during which one person serves as the respondent and

the other as the researcher. Due to constraints including the high cost of the telephone interviews and the need for qualitative data from policymakers, this study used in-person interviews (Kothari, 2004). The use of semi-structured interviews in this study was justified by their flexibility and adaptability, high response rate, control of interview circumstances, ability to record unintended and unintended responses, and ability to provide in-depth data to meet the study's specific objectives. Senior assistant secretaries and heads of library services from each ministry were interviewed. The interviews were performed in-person by the researcher, which allowed for uniformity and sufficient probing of the problems at hand. To reduce distractions and make sure the respondents were at ease to provide unbiased answers, the interviews were conducted in the location the interviewees wanted. Additionally, the researcher tried to maintain objectivity and refrained from showing praise, disapproval, surprise, or shock in response to the respondents' responses. The interview gave the researcher the chance to elicit more detailed responses and explore and clarify any problems that could have come up during the data gathering phase.

3.6. Validity and Reliability

Validity is the degree to which an instrument measures what it is intended to measure, whereas reliability is the degree to which a measuring technique is accurate and precise (Leedy & Ormrod, 2005). When the same outcomes are obtained after using a specific measuring approach on research subjects repeatedly, a data collection tool is said to be dependable (Mugenda and Mugenda, 1999). Using the following techniques, the validity and reliability of research instruments was attained:

3.6.1 Pilot Study

In addition to the specialized pretesting of a specific research instrument, such as a questionnaire or interview schedule, a pilot study refers to a scaled-down prototype of a full-scale study. The pilot research may highlight areas where some instruments may be ineffective or complex. In order to determine whether the research instruments were adequate, pre-testing of the data gathering equipment was done at the Ministry of Energy, which was not involved in the project. The Ministry of Energy was chosen because, in terms of goals and working methods, it is quite comparable to the other ministries in the research. 14 respondents in all, including 10 library customers, 1 senior assistant secretary, 1 head librarian, 1 head of ICT, and 1 head of records, participated in the pilot study.

3.6.2 Adopting Questions from Related Studies

The study also modified survey questions that were utilized in earlier, comparable investigations. It was considered that these instruments could be utilized for the current investigation because they had already been pre-tested for validity and had been used in actual studies.

3.6.3 Seeking Expert Opinion

Questionnaires and interview schedules were given to experts in library and information studies to critique as a result several changes were made to the both the questionnaires and interview schedules which greatly improved their validity and reliability.

3.7 Data Analysis

The organization of the data, preliminary reading of the questionnaire and interview responses, classifying and organizing themes, representing the data, and developing an interpretation of them are all steps in the data analysis process (Kumar & Kumar, 2008, Creswell, 2013, Bazeley, 2013). Both quantitative and qualitative data were produced by the study, and both types of data were individually analyzed before being combined or integrated for interpretation. For the purposes of completeness and comprehension, every data was examined.

Descriptive and inferential statistics were used to analyze quantitative data. For ease of understanding and analysis, descriptive statistics were used to describe the fundamental characteristics of the data that were compiled into tables, graphs, charts, and frequencies. Based on the information gathered, inferential statistics were used to generalize about the population.

The qualitative data, obtained from semi-structured interviews and direct observation, was analyzed using content analysis to identify trends and themes. Vaismoradi et al., (2013) describes content analysis as a strategy for coding and categorizing qualitative data to determine trends, frequencies and relationships. The researcher spent time familiarizing themselves with and comprehending the data that had been gathered, finding general ideas, concepts, words, and phrases, and assigning codes to them that helped organize, classify, and quantify the data. In order to convey the responses, narrative statements were created from the coded data after further analysis to identify common trends and topics. In light of the study's goals and research questions, the

analysis was directed and interpreted. Verbatim quotes were occasionally used to help illuminate the feelings and experiences of the informants.

Both quantitative and qualitative data were gathered for the study. The survey questionnaire given to library patrons produced quantitative data, whereas interviews with senior assistant secretaries and heads of library services produced qualitative data. While the qualitative data was organized into themes and interpreted in light of the objectives and research questions, the quantitative data was analyzed using the Statistical Package for the Social Sciences (SPSS) to produce descriptive and inferential statistics depicting the distribution and relationships among variables using mean, variance, and standard deviation among others.

3.8 Ethical Considerations

Ethics is said to as a rule of conduct or an expected societal norm of behavior when undertaking research by Saunders, Lewis, and Thornhill (1997). In order to prevent "fabrication and falsification of data, copyright violation and plagiarism, and double publication, among others," ethics are required at every stage of the research process (Mugenda and Mugenda, 1999). The researcher made an effort to follow all the procedures necessary for information gathering, analysis, and reporting. A research permit was requested from the National Commission for Science, Technology, and Innovation in order to conduct the study in Kenya. The researcher then went to the appropriate ministries to request authorization to conduct study in those libraries, and was successful. Respondents gave their consent to engage in the study, and they were fully informed of its objectives, thus those who opted to participate did so with knowledge. The respondents received guarantees that all information and opinions would be shared in

confidence. As identities were not requested on the questionnaires, the individuals remained anonymous. To prevent misunderstandings, the data were correctly analyzed and presented. To prevent plagiarism, every source used in the study was acknowledged.

3.9 Chapter Summary

The approach used for the study was provided in this chapter. The research employed a mixed-methods technique. For the study, a survey design was used. 99 library patrons, four senior assistant secretaries, and four heads of library services from four Kenyan ministries made up the population. Survey respondents were chosen using random and purposeful selection techniques. Additionally, information was gathered through interviews and questionnaires. While qualitative data underwent theme analysis, the quantitative data collected was examined using SPSS to produce inferential and descriptive statistics. A pilot research and the adoption of questions from earlier studies helped to ensure the validity and reliability of the instruments. By seeking permission from the ministries and respondents to collect data, ethical care was observed.

CHAPTER FOUR
DATA ANALYSIS AND INTERPRETATIONS

4.1 Introduction

In this chapter, the information that was acquired to respond to the research questions of the study is given, examined, and interpreted. In order to address the research issues the study addressed, data analysis and presentation in research aim to highlight the empirical findings.

4.2 Response Rate

The number of interviews and questionnaires that were successfully completed is referred to as the response rate, and it is used to interpret the data that was gathered to address the study's research questions. The goal of data analysis and presentation in research is to highlight the empirical findings in an effort to respond to the research questions the study addressed. Reports including tables, figures, and charts were created after the data was compiled. We employed both descriptive and inferential statistics.

This is a percentage of all target interviews and questionnaires that were conducted. The acceptable response rate ranges have been discussed by various academics. For instance, Neuman (2007) noted that anything below 50% is considered to be poor and anything over 90% as excellent. According to table 1 below, this study received a response rate of 85.6% from ministry employees and 100% from decision-makers.

Table 5: Response Rate of Staff and Policy Makers in the Ministries

(n=80 for staff)

Target Group	Ministry	Sample Size (N)	Response Rate (n)	Response rate in percentage (%)
Staff	Ministry of Agriculture	11	10	12.5
	Ministry of Lands	25	23	28.8
	Ministry of Foreign Affairs	8	8	10.0
	National Treasury and Planning	55	39	48.7
	Total	**99**	**80**	**100**
(n = 16 for Policy Makers				
Policy Makers	Ministry of Agriculture	4	4	25.0
	Ministry of Lands	4	4	25.0
	Ministry of Foreign Affairs	4	4	25.0
	National Treasury and Planning	4	4	25.0
	Total	**16**	**16**	**100**

Data from table 5 shows that majority of the staff 39(48.7%) came from National Treasury and Planning, followed by the Ministry of Lands 23(28.8%), where as the

Ministries of Agriculture and Foreign Affairs had 10(12.5%) and 8(10%) respectively. On the other hand, 4(25%) of the policy makers interviewed came from each ministry. The response rate for both types of respondents was relatively high and acceptable in all four ministries, ranging from 100% at the Ministry of Foreign Affairs to 70.9% for library users at the national Treasury and Planning. In each of the examined ministries, the response rate for the decision-makers was 100%. The researchers relentlessly pursued the respondents to get this high response rates.

4.3 Demographic Profile of Respondents

The study determined that it was crucial to construct the respondents' general information since it serves as the framework for legitimately accessing the pertinent data. The study gathered demographic information from the workers and decision-makers of four ministries, including the National Treasury and Planning, Ministry of Agriculture, Ministry of Lands, and Ministry of Foreign Affairs. The information requested included the respondent's college, gender, age, credentials, and experience, which are all listed in table 6.

Table 6: Bio-Graphical Information of Respondents

(n= 96 for Staff and Policy Makers)

Biographical Information	Categories	frequency	Percentages
Ministry	Ministry of Agriculture	14	14.6
	Ministry of Lands	27	28.1
	Ministry of Foreign Affairs	12	12,5
	National treasury and Planning	43	44.8
Gender	Male	58	60.4
	Female	38	39.6
Age	30 years and below	9	9.4
	31-40 years	22	22.9
	41-50 years	34	35.4
	51-60 years	28	29.2
	61 and above years	3	3.1
Qualifications	KCSE	17	17.7
	Professional Certificate/Diploma	45	46.9
	Degree	19	19.8
	Masters	11	11.5
	PhD	4	4.1
Experience	5 years and below	7	7.3
	6-10 years	21	21.9
	11-15 years	24	25.0
	16-20 years	30	31.3
	21 years and above	14	14.5

Table 6's data indicate that National Treasury and Planning accounted for the majority of respondents, with 43 (44.8%), followed by the Ministries of Lands (27.1%), Agriculture (14.6%), and Foreign Affairs (12.5%) in that order. The findings also show that there were more male respondents (58, 60.4%) than female respondents (38, 39.6%) in the sample. The majority of respondents (35.4%) were between the ages of 41 and 50, followed by those between the ages of 51 and 60 (29.2%). The data also showed that 22 (21.9%) of the respondents were in the 31–40 age range. On the other hand, 3 (3.1%) and 9 (9.4%) were both 61 years of age or older. It can be observed from the above table that majority of the respondents were 41 years and above suggesting that the four ministries had a middle aged workforce.

The results also showed that the majority of respondents (44.9%) held a certificate or diploma, followed by degrees (19.8%) and Kenya Certificates of Secondary Education (17.7%), while 11.5% and 4.1% of respondents, respectively, held master's and PhD degrees.

The results also show that the majority of respondents, 30 (31.3%), had between 16 and 20 years of experience working in their respective ministries, followed by 24 (25%) respondents who had worked between 11 and 15 years and 21 (21.9%) respondents who had worked between 6 and 10. In addition, 7 (7.3%) of the respondents had had worked for five years or less, whereas 14 (14.5%) of the respondents had worked for 21 years or more. The majority of the respondents had been in their respective ministries for more than ten years, as seen in the above table, indicating that the respondents were relatively seasoned individuals who could supply accurate information.

4.4 Services offered by Libraries in Government Ministries

Without the support of an effective, sufficient, and efficient library information service, the tasks and duties of libraries cannot be fulfilled (Ocholla, 1993). The nature and scope of the services vary from library to library, and the variety of services depends on the resources that are available for a particular library, the type of information user, and the library itself. The purpose of the study was to determine the services that government ministries' libraries offer. Table 7 presents the findings.

Table 7: Services Provided by Libraries in Government Ministries

(n = 80 for staff)

Service	Frequency	Percentage
Lending	47	58.8
Selective Dissemination of Information	22	27.6
Current Awareness Service	41	51.3
Reference Service	45	56.3
Photocopying	26	32.5
Printing	19	23.8
Searching and retrieval	14	17.5
Information literacy	11	13.8
Interlibrary Lending	15	18.8
User Education	44	55.0

Multiple responses

Table 7's findings showed that most respondents believed that government ministries' libraries offered landing services, which came in at 47 (58.8%), followed by reference services at 45 (56.3%), user education at 44 (55%) and current awareness services at 41

(51.3%). The responder also highlighted selective information dissemination (22.27.6%), photocopying (26.32%), printing (19.23%), interlibrary loan (15.18%), searching and retrieval (14.17%), and information literacy (11.13%) as additional services. According to the research, government ministries' libraries primarily offer classic information services like lending and user education rather than more contemporary ones like electronic information searching and information literacy. The results agreed with the opinions of the majority of policymakers, particularly the heads of library services who highlighted insufficient budget as a significant barrier to upgrading library services.

4.5% Knowledge of Services Offered by Libraries in Government Ministries

Typically, information seekers are unaware of the potential and capabilities of the libraries they use or plan to utilize for information providing. It is crucial to be aware that government ministries have libraries because this will likely increase the efficient use of library resources. It was asked of the responders if their ministry has a library. Table 8 presents a summary of the responses.

Table 8: Awareness of Existence of Library in the Ministry

(n = 80 for Staff)

Ministry	Yes		No	
	f	**%**	**f**	**%**
Ministry of Agriculture	10	100	0	0
Ministry of Lands	21	91.3	2	8.7
Ministry of Foreign Affairs	10	100	0	0
National Treasury and Planning	35	89.7	4	10.3

Table 8's findings demonstrate that every government ministry had a very high level of awareness of the library's existence, ranging from 91.3% at the National Treasury and Planning to 100% at the ministries of Agriculture and Foreign Affairs.

There was high awareness and appreciation of the library services by staff in government ministries. Although these libraries are playing a significant role in creating awareness, they lack marketing strategies to sustain the momentum and ensure that awareness is converted into usage. Marketing and promotion strategies lead to continued development, growth and usage of the repository. Therefore, librarians must build awareness to allow a solid marketing framework to be put in place.

4.5 How the Respondents Came to Know About the Existence of Different Services in Libraries in Government Ministries

The study further sought to establish how the respondents came to know about the existence of the libraries in government ministries. The results are presented on table 9.

Table 9: How the Library Users Come To Know About the Existence of Different Services in Libraries in Government Ministries

(n = 80 for staff)

Variable	Frequency	Percentage.
Leaflets or Newsletters or Flyers	12	15.0
Posters	7	8.8
Library orientation	9	11.3
Staff meetings	19	23.8
Workshops	27	33.8
Informed by library staff	43	53.8
Informed by colleague	54	67.5
Library website	0	0
E-mail from library	3	3.8

Multiple responses

Table 9's findings showed that the majority of respondents learned of the presence of government ministry libraries from colleagues 54 (67.5%), followed by library personnel 43 (53.8%). On the other side, workshops and staff meetings were how 27 (33.8%) and 19 (23.8%) of the respondents learned about their existence. The results also showed that the least effective methods for informing respondents about the existence of government ministries' libraries were leaflets/newsletters/leaflets (12, 15%), library orientation (9, 11.3%), posters (7, 8.8%), E-mail (3, 3.8%), and library websites. It can also be observed from the finding that majority of the respondents prefer verbal communication as opposed to written communication.

4.5.1 Marketing of Libraries in Government Ministries

The study also sought to establish whether the libraries in government ministries were effectively marketed. The responses are presented in figure 2
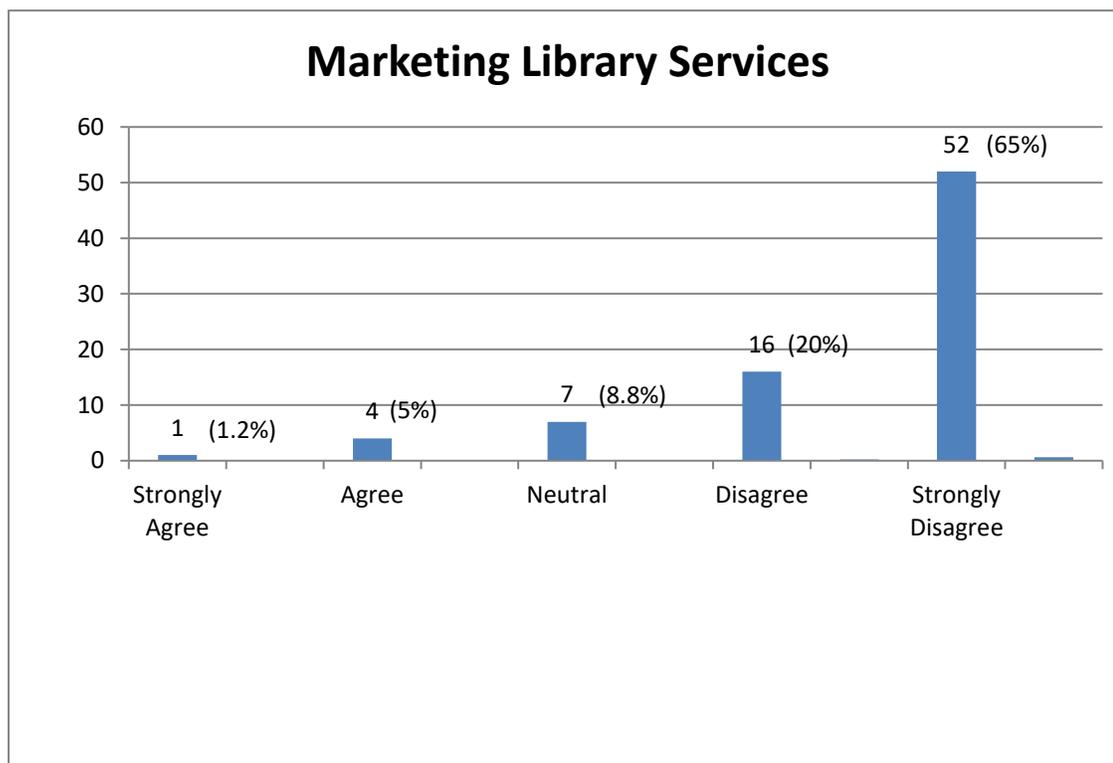
Figure 2: Is your Library Adequately Marketed?

The results in Figure 2 indicate that majority of the respondents 52(65%) strongly disagreed and 16(20%) disagreed that the libraries in government ministries were adequately marketed whereas 1(1.2%) of them agreed and 4(5%) strongly agreed that libraries in government ministries were adequately marketed. The results further revealed that 7(8.8%) of the respondents did not know whether the libraries were adequately marketed or not. This result suggests that majority 68(85%) of the respondents strongly disagreed or disagreed that the libraries in government ministries were adequately marketed. These findings are supported by the views of policy makers who agreed that

libraries in government ministries are not being supported by top level management since library issues are not given priority.

When heads of library services in the four ministries were asked whether their libraries were adequately marketed, they responded as follows:

Head of library services at the Ministry of Agriculture

> *"We use the word of mouth to market our library services".*

The head of library services at the Ministry of Lands responded:

> *"The library uses current awareness service to inform the users of new developments".*

The head of library services at the Ministry of Foreign Affairs responded that:

> *"We do not market library services because we mainly serve the staff in our ministry".*

Head of library services at the National Treasury and Ministry of Planning

> *"We use the word of mouth to market our library services".*

4.6 Level of Use of Libraries in Government Ministries

The respondents were asked to state whether they were willing to use the libraries in government ministries. The results are represented in figure 3.
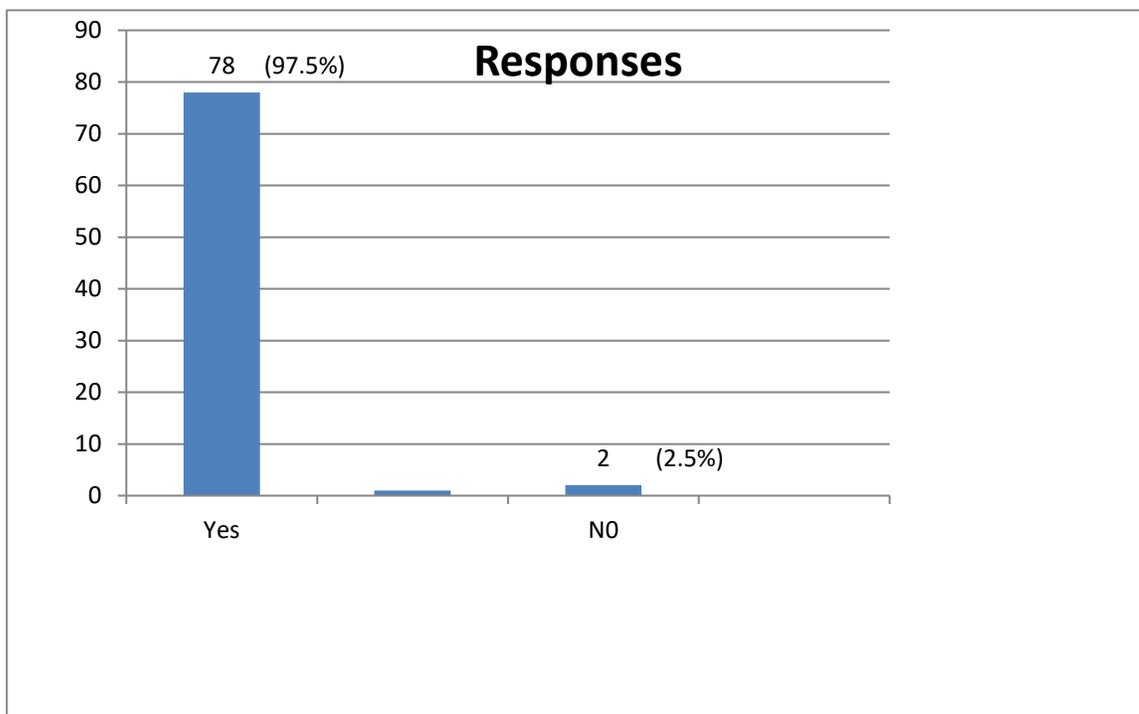
Figure 3: Willingness to Use the Library by the Respondents.

The data in figure 3 revealed that majority of the respondents 78(97.5%) were willing to use the libraries in government ministries while a paltry 2(2.5%) were not willing to use them.

4.6.1 Frequency of Use of Libraries in Government Ministries

Respondents were required to state how frequently they used the libraries and responses are shown in figure 4
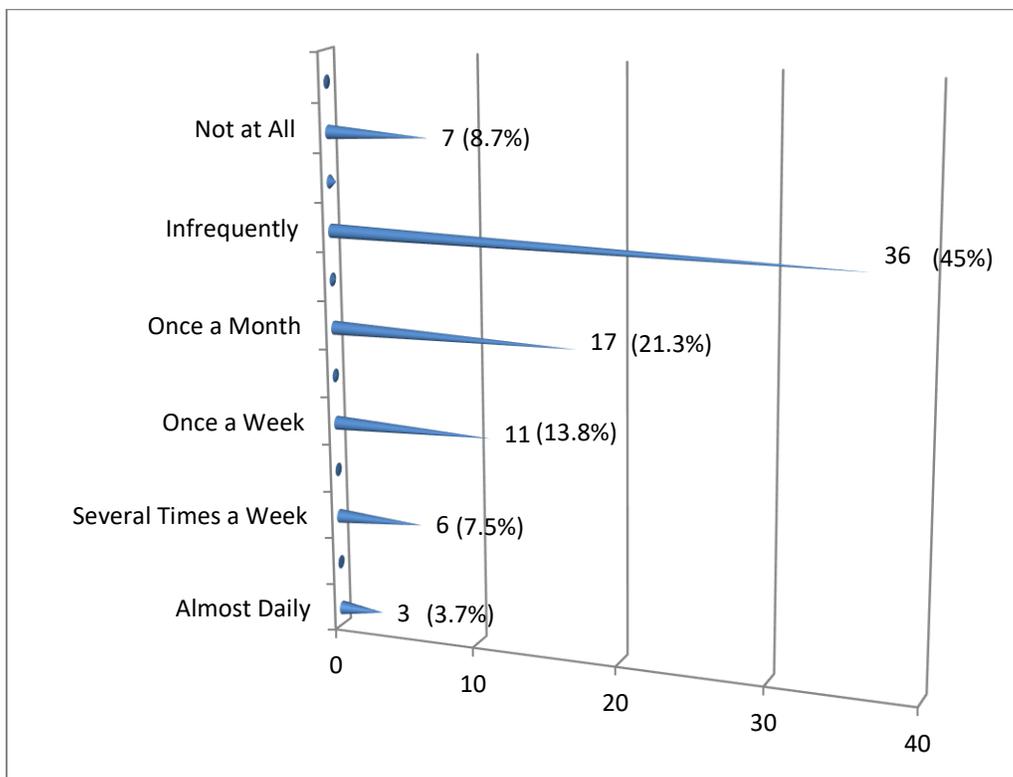
Figure 4: Frequency of Use of Libraries in Government Ministries

The results figure 4 show that majority of the staff 36(45%) had not used the library very infrequently, followed by 17(21.3) who had used the libraries once a month whereas 11(13.8%) of the respondents had used the libraries once a week. The findings also revealed that 6(7.5%) of the respondents had used the library several times while 3(3.7%) of the respondents had used the libraries almost on daily basis. It can also be observed from the table that 7(8.7%) of the staff had not used the library at all.

4.6.2 Types of Library Materials Frequently Used by the Respondents

The research also sought to establish the awareness of the types of materials that were available in libraries in government ministries. The responses are presented in table 10.

Table 10: Types of Library Materials Frequently used by the Respondents

(n = 80 for staff)

Type of Scholarly content	Frequency	Percentage
Daily Newspapers	74	92.5
Books or book chapters	68	85
Conference, workshop and seminar papers	34	42.5
Journal articles	18	22.5
Theses and dissertations	6	7.5
Policies, reports and newsletters	38	47.5

Multiple responses

The findings in table 10showthat majority of the respondents 74(92.5%)used daily newspapers on regular basis, followed by books or book chapters 68(85%), followed by policies, reports and newsletters at 38(47.5%) and then conference, workshop and seminar papers at 34(42.5%). In addition, 18 (22.5%) and 6(7.5%) of the respondents used journal articles, theses and dissertations respectively.

4.6.3 Reasons why the Respondents did not frequently Use the Library.

The respondents were asked to state the reasons for not using the library. The responses are presented in figure 5.

Reasons for not using the library
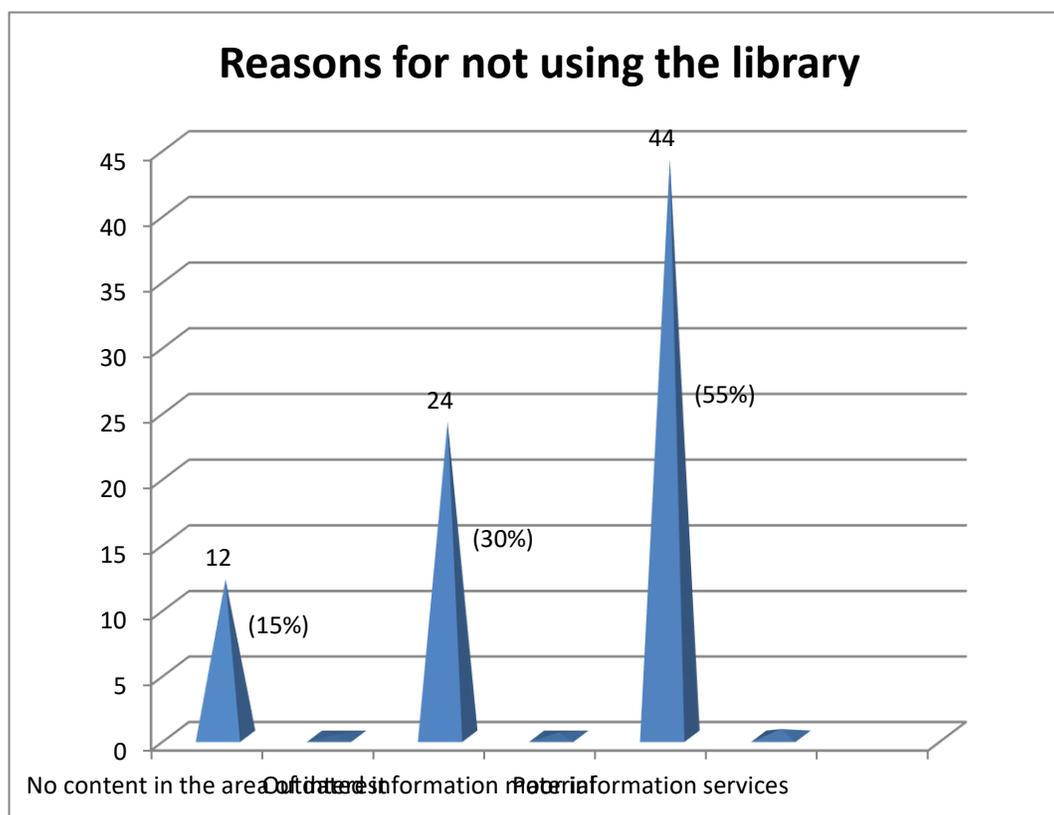
Figure 5: Reasons why the Respondents did not Frequently use Libraries in Government Ministries.

The results in figure 5 show that most respondents 44(55%) did not use libraries because of poor information services followed by outdated information materials 24(30%) while. 12(15%) did not use the library because of lack of contents in the areas of their interest.

4.7 Strategies Used by Government Libraries to Market their Services

The respondents were also asked to state the strategies used by libraries in government ministries to market their information products and service. The responses are presented in table 11.

Table 10: Strategies Used by Government Libraries to Market their Services

Strategy	Frequency	Percentage
Promotion	48	60.0
Selective Dissemination of Information	15	18.7
Current Awareness Service	21	26.2
Reference Service	55	68.7
Product Innovation	6	7.5
Advocacy	24	30.0

Multiple Responses

The findings in table 11 show that majority of the staff were of the opinion that their libraries used reference services 55(68.7%) as a marketing tool followed by promotion 48(60%) whereas 24(30%) felt that the libraries used advocacy programs to market their services. On the other hand current awareness service was mentioned by only 21(26.2%) followed by selective dissemination of information at 15(17.7%) while product innovation was mentioned by 6(7.5%)

When heads of library services in the four ministries were asked whether their libraries had marketing strategies in place, they responded as follows:

Head of library services at the Ministry of Agriculture noted that:

"We do not have a written marketing plan but we promote our services using current

awareness and selective dissemination of information".

The head of library services at the Ministry of Lands responded:

"The library uses a number of strategies to market the information services including selective dissemination of information, current awareness service and the use of word of mouth".

The head of library services at the Ministry of Foreign Affairs responded that:

"We display the current materials in the library and also use current awareness service to inform the users of the new acquisitions in the library".

Head of library services at the National Treasury and Ministry of Planning

"We use the word of mouth to market our library services".

4.7.1 Promotional methods Used by Libraries in Government Ministries

The respondents were also asked to state the most effective promotional method used by the libraries in government ministries. The responses are presented in figure 6
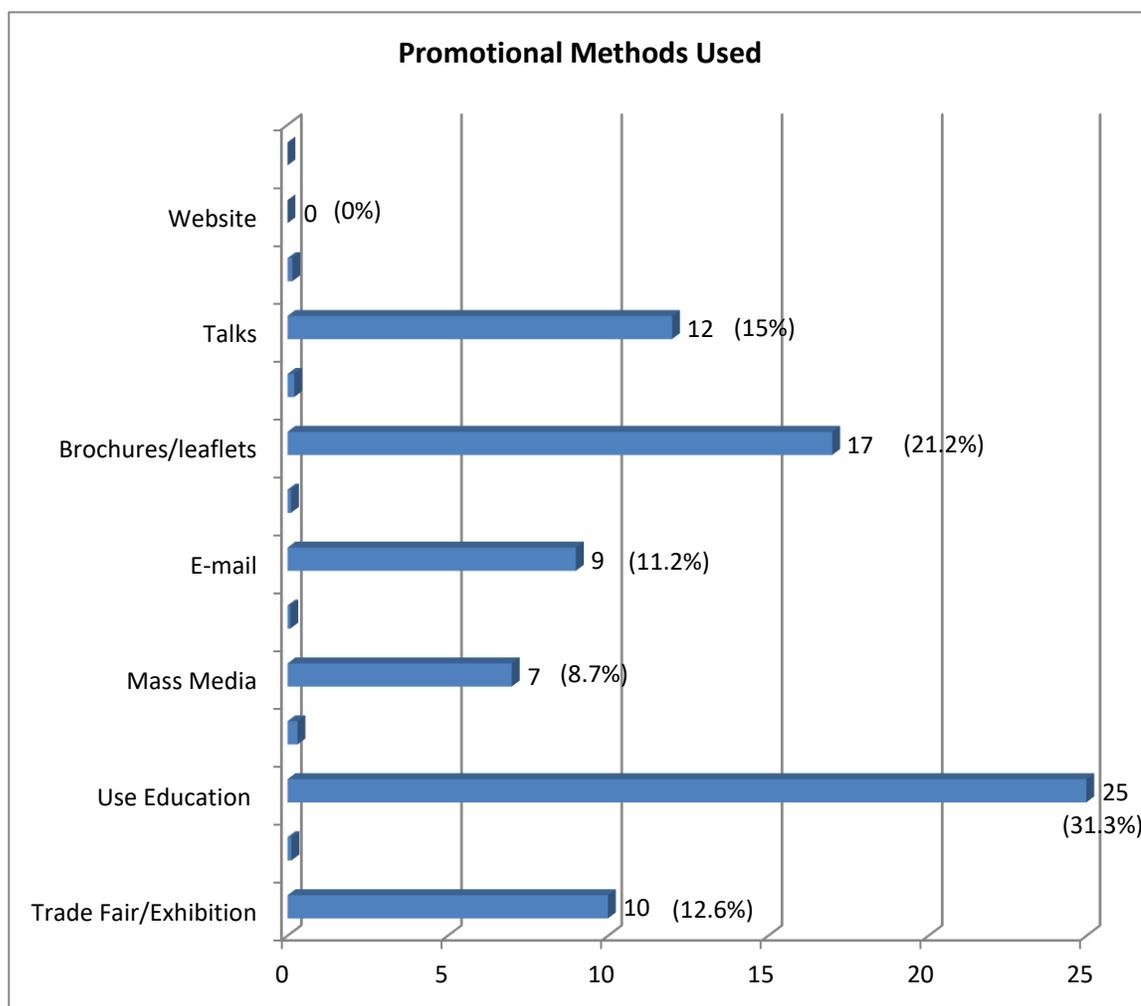
Figure 6: Promotional Methods used by Libraries to Market their Services

The findings in figure 6 revealed that 25(31.3%) of the respondents stated that libraries in government ministries used user education to promote library services, followed by brochures/leaflets/posters at 17(21.2%) and then talks by the librarian at 12(15%) while trade fairs and exhibitions were stated by 10(12.6%). The study also revealed that the least used promotional methods used by the libraries in government ministries included e-mail at 9(11.2%), mass media 7(8.7%) and library website at 0(0%).

4.8 Challenges Experienced by Libraries in Government Ministries to Market their Products and Services

The respondents were asked to state the challenges experienced by libraries in government ministries to market their products and services. The responses are presented in table 12

Table 11: Challenges Experienced by Libraries in Government Ministries to Market their Products and Services

(n = 80 for staff)

Challenges experienced	Frequency	Percentage
Lack of current information materials	70	87.5
There is poor or inadequate promotion	57	71.2
There is poor or inadequate services	71	88.7
Poor facilities and infrastructure	64	80.0
There is inadequate funding	77	96.2
There is inadequate policies	53	66.2
There is inadequate technical expertise	44	55.0

Multiple responses

The findings in table 12 revealed that majority of respondents felt that the major challenge in marketing the libraries in government ministries was inadequate funding 77(96.2%), followed by poor or inadequate services 71(88.7%) and then lack of current information at 70(87.5%). Other challenges experienced by libraries in government

ministries in marketing their information services included poor facilities and infrastructure at 64(80%), poor or in adequate promotion of library services and products at 57(71.2%), inadequate policies to guide marketing 53(66.2%) and inadequate technical expertise 44(55%).

When asked about the challenges facing libraries in government ministries, senior assistant secretary in the Ministry of Lands responded:

> *"The library is allocated limited financial resources".*

The head of library services at the Ministry of Lands responded:

> *"The library uses a number of strategies to market the information services including selective dissemination of information, current awareness service and the use of word of mouth".*

The head of library services at the ministry of Foreign Affairs responded that:

> *"We display the current materials in the library and also use current awareness service to inform the users of the new acquisitions in the library".*

4.8.1 Recommendations to Mitigate the Challenges

The respondents were asked to suggest measures that could be put in place to mitigate the challenges. The responses are provided in table 13.

Table 12: Recommendations to Mitigate the Challenges

(n = 80 for staff)

Mitigation	Frequency	Percentage
Improve infrastructure especially	70	87.5
Stock the libraries with current information materials	76	95.0
Introduce more information services	73	91.2
Market the library services	68	85.0
Seek for more funding	78	97.5
Employ qualified information professionals	42	52.5
Develop library policies	36	45.0

Multiple responses

The results in table12 revealed that majority of the respondents felt that most of the challenges could be minimized if the libraries in government ministries are given more funds 78(97.5%), stacked with current information materials 76(95%), introduce more information services 73(91.2%) improve library infrastructure and facilities 70(87.5%), market library services 68(85%), employ qualified information professionals 42(52.5%) and develop library policies 36(45%).

4.9 Chapter Summary

The chapter presented and analyzed data based on the research questions. The major findings revealed that majority of the staff in government ministries are aware of the services offered by the libraries. However the libraries in government ministries are not considered as vital infrastructure for sharing information in government ministries. The findings further showed that libraries in government ministries are still faced with many

challenges, which included: poor or inadequate promotion, poor or inadequate services, poor facilities and infrastructure, inadequate funding, inadequate policies, inadequate technical expertise. Moreover, top level management support of libraries was minimal as there was very limited budgetary allocation for library services.

CHAPTER FIVE
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of the research findings, a discussion of the findings, conclusions drawn from the findings, and recommendations that, if followed, would serve as a foundation for improving library marketing within government ministries with a focus on particular ministries.

The lack of efficient use of government ministry libraries was partially caused by a lack of understanding of their purpose and the services they provide, which served as the inspiration for the research. This scenario can be attributable to a lack of marketing tactics that appropriately address how to raise awareness and encourage use. As a result, the ministries are not at all ready to use libraries to increase the use of informational resources.

This chapter covers summary of findings, conclusion, recommendations and suggested areas of further research.

5.2 Summary of the Findings

The objectives of this study were to establish the information services provided by libraries in government ministries, ascertain the awareness of these services by the staff in the ministries, establish the extent of use of these libraries, establish the strategies employed by libraries in government ministries to market their information service and determine the challenges experienced by government libraries to market their information services.

5.2.1 Biographical Information

The study revealed that more males 58 (60.4%) participated in the study compared to females 38(39.6%). The study also revealed that majority of the respondents 43(44.8%)came from National Treasury and Planning, followed by Ministry of Lands 27(28.1%), then Ministry of Agriculture 14(14.6%) and lastly Ministry of Foreign Affairs 12(12.5%). The findings further revealed that majority of staff 62(77.5%) who participated in the study were aged 41-60 years. The findings also revealed that most of the staff 45(46.9%) had certificate/diploma while only while 11(11.5%) and 4(4.1%) of the respondents had masters and PhDs respectively.

5.2.2 Services Offered by Libraries in Government Ministries

The results of the study revealed that libraries in government ministries are mainly providing the traditional information services such lending, reference, user education, current awareness and reprographic. Other services provided at minimal level included selective dissemination of information, printing, interlibrary lending, searching and retrieval and information literacy.

5.2.3 Level of Awareness of Services Provided by Libraries in Government Ministries

There was very high awareness about the existence of libraries in government ministries by both staff and policy makers. However, there is very low level of awareness of the services provided by the library. Although, the libraries are playing a significant role in creating awareness of their services to government employees, they lack marketing strategies to sustain the momentum and ensure that awareness is converted to usage. This is because; marketing and promotion strategies lead to continued development, growth

and usage of the library. There is need to build awareness by putting in place a solid marketing framework in order to enhance usage of the library materials.

5.2.4 Level of Use of Libraries in Government Ministries

The overall results showed that majority of the respondents were willing to use the library, however this willingness is not translated into actual usage since slightly over 50% respondents had used the library very infrequently or not used them at all. The findings further revealed that the commonly used information materials in government libraries were daily newspapers, books or book chapters and policies, reports and newsletters. On the other hand, the least used information materials in libraries in government ministries included conference, workshop and seminar papers, journal articles and theses and dissertations.

The respondents cited the following reasons for not using libraries in government ministries: poor information services, outdated information materials lack of contents in the areas of their interest. Majority of the policy makers were not satisfied with the milestones the libraries in government ministries had achieved, and expressed the view that they had not yet reached a desirable level of success in terms of library facilities and equipment as well as purchasing current information materials thereby creating conducive environment for the staff to use the libraries

5.2.5 Strategies Used by Government Libraries to Market their Services

The finding revealed that majority of the respondents knew about the existence of the libraries in government ministries through colleagues and library staff indicating that majority of the respondents prefers verbal communication as opposed to written communication. The findings also revealed that websites and e-mails were least used to

market the libraries in government ministries in government ministries implying that libraries in government ministries have not embraced modern information and communication technology to communicate with their clients.

The findings further revealed that libraries in government ministries mainly used reference services, promotion and advocacy programs to market their services and products. The study also revealed that current awareness service, selective dissemination of information and product innovation were least used as marketing tools in libraries in government ministries.

In order to reach more people the government ministry use promotion in newspaper and magazines and internet as a mean of advertising.

5.2.6 Promotional Methods used by Libraries to Market their Services

The results of the study revealed that the major promotion methods used by libraries in government ministries included: user education, brochures/leaflets/posters, and talks by the librarian and trade fairs and exhibitions. The results further revealed that e-mails and mass media were least used to promote library products and services in government ministries while library websites were not used at all.

5.2.7 Challenges Experienced by Libraries in Government Ministries to Market their Products and Services

The results of the study revealed that the major challenges in marketing the libraries in government ministries included: inadequate funding, poor or inadequate services, lack of current information, poor facilities and infrastructure, poor or in adequate promotion of

library services and products, inadequate policies to guide marketing and inadequate technical expertise

5.2.8 Measures to take to mitigate the Challenges

The results revealed that majority of the respondents felt that most of the challenges could be minimized if the libraries in government ministries are: given more funds, stocked with current information materials, introduce more innovative information services, improve library infrastructure and facilities, market library services and products, employed more qualified information professionals, and develop library policies.

5.3 Conclusion

The study concludes that Libraries in government ministries lack marketing framework that can be used to create awareness to ensure that information materials in the library are effectively utilized. The marketing strategies used including promotional methods are not effective since the respondents were highly aware of the existence of the library but unaware of most of the services offered by the libraries in government ministries. The study also concludes that libraries in government ministries use promotion to enhance public attention on their services and products. These promotion methods include: user education, brochures/leaflets/posters, talks by the librarian and trade fairs and exhibitions. The study further concludes that libraries in government ministries are not leveraging on modern information and communication technology such as e-mails websites to market their information product and services.

5.4 Recommendations

The following recommendations are presented:

5.4.1 Develop a Marketing Plan for the Library

Under order to offer a framework for the creation of activities that can be expanded upon and updated over time as user demands change and library services advance to meet them, libraries in government ministries should create a marketing plan for the library. The target market(s), who will be executing the marketing, what may be promoted, the type of marketing activities, what should be included in the activities, evaluation of the efficacy of each action, and budgetary concerns should all be covered in this plan. The plan should be simple to adjust over time to take into account input and evaluations of how each plan element is performing.

5.4.2 Leverage on ICTs to Market their Products and Services

Since ICT has taken a centre stage in the collection, processing, storage, access and distribution of information, the study recommends that the libraries in government ministries should enhance their information communication technology infrastructure so that they can be able to create blogging sites to encourage dialogue and use the platform to explain library issues. This will make it possible for the librarians to obtain insights into the information needs and information seeking behavior of staff in the different departments across the ministry. The library should also digitize their information materials in order to facilitate their use instead of concentrating on paper work which has become outdated mean of information storage.

5.4.3 Provide Adequate Budgets for the Library.

The study recommends that the government should increase funding to libraries so that they can be able to perform their roles effectively. This is important because a modern library is now generally called an information market and the library user is a consumer of information and information is a vital resource for research and development of any nation.

5.4.4 The Librarians Should Carry Out User Surveys to Understand their Clients

The study recommends that the libraries should carry out user surveys from time to time in order to address the information needs of their clients. The following issues should be addressed by the surveys: Who are the clients to be served by the library? What are their areas of interest? What can the library provide to serve these interests? What are the conditions for offering information services and products? How well to communicate with the clients and how they communicate their needs to the library? This will enable the libraries in government ministries to pay attention to users' requirement and preferences.

5.4.5 Develop Institutional Repositories

The study recommends that libraries in government ministries should establish institutional repositories since the focus has shifted from the library being a gatekeeper for information created elsewhere towards being actively involved in supporting the creation and dissemination information produced within the parent ministry of the library. This will enable the users of these libraries to access to information material without the economic barriers that currently exist with published information materials.

5.4.6 Stock Current Information Materials

The study recommends that libraries in government ministries should develop collection development policies that will facilitate the balancing of library collection. Developing policies for an IR is a difficult task that requires the knowledge of the culture of various stakeholders in order to have a clear picture of their wishes. The university librarian should play a great role in this process because he/she has the advantage of a broad perspective and knowledge of institutional stakeholders. The librarian should engage the all the stakeholders when it comes to developing the policy.

5.4.7 Improve Library Infrastructure and Facilities

Since ICT has taken a centre stage in the collection, processing, storage, access and distribution of information, the study recommends that libraries in government ministries should improve their information communication technology infrastructure that take cognizance of likely future update that are capable and sustainable for elaborate and appropriate quality information delivery process. This should involve establishing workstations in the library for accessing the internet.. In addition, wifi should be installed in the library to allow users to access internet in the library using their laptops.

5.4.8 Train Library Staff to Improve Their Skills

Simply put, marketing is a method of conducting business that doesn't require skilled marketers but rather a set of abilities or qualities that make it no different from other service providers. The study suggests that regular training be made available to library staff so they can:

- a commitment to providing excellent customer service;

- a thorough understanding of the main goals and objectives of their organization;

- a capacity for gathering and analyzing data for the benefit of the client;

- good written and verbal communication skills;

- Enthusiasm, dedication, and the capacity for accepting criticism—even if it's not always helpful.

Due to the importance of service providers' skills, attitudes, and judgment in the marketing of libraries and information services, the aforementioned qualities are highly desired for successful information service providers.

5.5 Areas of Further Research

The present study investigated marketing of libraries in government ministries with the aim of proposing interventions to improve marketing strategies used by these libraries to create to enhance usage of their products and services. The study focused on libraries in government ministries, therefore, there is need to probe the situation in other special libraries and public libraries to obtain a comprehensive picture of the status of marketing different types of libraries in Kenya.

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APPENDICES

Appendix I: Letter of Introduction to Respondents

Dear Sir/Madam

RE: Research into Marketing of Library and information services in selected Government Ministries in Nairobi County

I am a postgraduate student pursuing a Masters of Philosophy degree in the School of Information Science (Arhives and Records Management), Moi University. I am conducting a study entitled: Marketing of Libraries and Information Services in Selected Government Ministries in Nairobi County.

The aim of the study is to examine how government ministries in Kenya market their libraries and information services in order to suggest effective tactics for raising efficiency.

You are kindly requested to assist in filling the attached questionnaire, Your participation is voluntary and your responses will be treated with strict confidence and used only for research purposes.

If you have any questions about this study, you should feel free to ask them now or anytime throughout the study by contacting the undersigned,

Thank You,

Yours Faithfully,

Maria Omwandho

Researcher

Mobile : 0722256959

Email : momwandho@gmail.com

Appendix II: Survey Questionnaires for the Staff

Section 1: Background Information

1. What is the name of your ministry?……………………………………

2. What your gender?   Male   { }   Female { }

3. What is your Age Profile: 30 years and below { }   31-40 years { }

   41-50 years { }   51-60 years   { }   61yrs and above { }

4. What is your highest academic qualification?

   PhD   { } Masters   { } Bachelors   { } Diploma level {   } Certificate Level

   { }

5. How long have you worked for the ministry?

   5 years and below   { }   6-10 years   { }

   11-15 years   { }   16-20 years   { }

   21 years and above   { }

Section 2: Services offered by Libraries in Government Ministries

6. Which of the following services are offered by your library? (Tick all that apply)

Service	Tick
Lending	
Selective Dissemination of Information	
Current Awareness Service	
Reference Service	
Photocopying	
Printing	
Searching and retrieval	

Information literacy	
Interlibrary Lending	
User Education	

7. To what extent are you satisfied with the services provided by the library?

   Very satisfied { } Satisfied { } Less satisfied { }   Not satisfied { }

8. Which additional services would you like the library to introduce?
   …………………………………………………………………………………
   …………………………………………………………………………………

Section 3: Level of Awareness and Use of Libraries in Government Ministries

9. Is there a library in your ministry?   Yes { }   No { }

10. If the answer to question 10 is YES, How did you come to know about the

    library? (Tick only one that is applicable)

Variable	**Tick**
Leaflets or Newsletters or Flyers	
Posters	
Library orientation	
Staff meetings	
Workshops	
Informed by library staff	
Informed by colleague	
Library website	
E-mail from library	

11. Is the library conveniently located?

    Yes { }   No { }

12. Can the library be used off site?   Yes { }   No { }

13. Is your library adequately marketed?   Yes { }   No { }

14. Are you willing to use the library?   Yes { }   No { }

15. How often do you use the library?

    Almost daily { }   Several times a week { }   Once a week { }

    Once a month { }   Infrequently   { }   Not at all   { }

16. Which of the following library materials do you frequently use? (Tick all that are

    applicable)

Type of Information Material	Tick
Daily Newspapers	
Books or book chapters	
Conference, workshop and seminar papers	
Journal articles	
Theses and dissertations	
Policies, reports and newsletters	

17. State the reasons that hinder you from frequently making use of the library.
…………………………………………………………………………………………
…………………………………………………………………………………………
…………………………………………………………………………………………

Section 4: Strategies used by Government Libraries Market their services

18. Which promotional method is commonly used by your library to market their

    services? (Tick only one)

    Trade fair/Exhibition { }   User education { }   Mass media { }

Leaflets/Brochures   { }   E-mail   { }   Talks   { }

Websites   { }

Section 5: Challenges Experienced by Libraries in Government Ministries to Market their information services

19. What are the challenges experienced by government libraries in marketing their products and service? (Tick where applicable)

Challenges experienced	Tick
Lack of current information materials	
There is poor or inadequate promotion	
There is poor or inadequate services	
Poor facilities and infrastructure	
There is inadequate funding	
There is inadequate policies	
There is inadequate technical expertise	

Section 6: Propose Appropriate Marketing Strategies to Improve their Service Delivery

20. Suggest measures that could be put in place to mitigate the challenges experienced in marketing libraries in government ministries

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

Appendix III: Interview Schedules for Policy Makers

Section 1: Background Information

1. What is the name of your ministry?……………………………………

2. What your gender?   Male   {   }   Female {   }

3. What is your Age Profile: 30 years and below {   }   31-40 years {   }

   41-50 years {   }   51-60 years   {   }   61yrs and above {   }

4. What is your highest academic qualification?

   PhD {   } Masters   {   } Bachelors {   }   Diploma level {   } Certificate Level {   }

5. How long have you worked for the ministry?

   5 years and below   {   }   6-10 years   {   }

   11-15 years   {   }   16-20 years   {   }

   21 years and above   {   }

Section 2: Services offered by Libraries in Government Ministries

6. Which services are offered by the library?

7. In your opinion, does the top management support the library?

8. Do you think that libraries in government ministries enhances the visibility and reputation of the ministry?

Section 3: Level of Awareness and Use of Libraries in Government Ministries

9. What would you say is the level of usage of the library by the staff in the ministry?

10. What measures have you put in place to encourage the staff to use the library?

Section 4: Strategies used by Government Libraries Market their Services

11. Do you think the concept of marketing has received wide support in the ministry?

12. What kind of support/services does the ministry provide to market the library resources?

13. Is your library reflected in the library strategic plan?

14. To what extent is the budget allocated meets the requirements of the library?

15. What policies have you put in place to regulate the development and implementation of your institutional repository

16. Does your library have adequate and qualified staff to market the services?

Section 5: Challenges Experienced by Libraries in Government Ministries to Market their information services

17. What are the challenges encountered by the staff and using the library? (Please elaborate and suggest possible solutions to such challenges)

Section 6: Propose Appropriate Marketing Strategies to Improve their Service Delivery

18. Do you have any other general comment(s) regarding the development and implementation of institutional repository?

Appendix IV: Request to NACOSTI to Conduct Research in Kenya
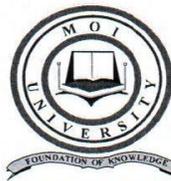
MOI UNIVERSITY
DEPARTMENT OF LIBRARY, RECORDS MANAGEMENT AND INFORMATION STUDIES
SCHOOL OF INFORMATION SCIENCES

Tel: (053) 43231   P. O. Box 3900
Fax No. (053) 43292   Eldoret
Telex NO: 35047 MOIVASITY   Kenya.
E-Mail: hodlis@mu.ac.ke OR deanis@mu.ac.ke

Our Ref: IS/MPHIL/02/010

28ᵗʰ March, 2019

The Executive Secretary,
Kenya National Council of Science and Technology,
P. O. Box 30623,
NAIROBI.

Dear Sir,

**RE: MARIA ADHIAMBO OMWANDHO – IS/MPHIL/02/010**

The above named is a Master of Science student in the Department of Library, Records Management and Information Studies, School of Information Sciences, Moi University.

Ms. Omwandho is intending to carry out research work entitled *"Marketing of Selected Libraries in Government Ministries in Nairobi County"*.
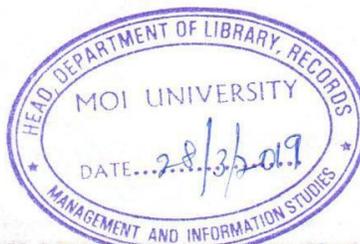
We are kindly requesting you to issue her with a research permit to enable her proceed with her research.

Thank you.

Yours sincerely,
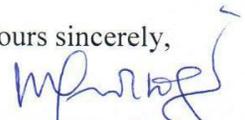
DR. ELSEBAH MASEH
HEAD,
DEPARTMENT OF LIBRARY, RECORDS MANAGEMENT & INFORMATION STUDIES

EM/mn

Appendix V: Authority Letter from NACOSTI to Carry Out Research in Kenya

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone:+254-20-2213471,
2241349,3310571,2219420
Fax:+254-20-318245,318249
Email: dg@nacosti.go.ke
Website : www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/19/11323/29433**

Date: **28ᵗʰ May, 2019**

Maria Adhiambo Omwandho
Moi University
P.O. Box 3900-30100
ELDORET.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Marketing of selected libraries in Goverment Ministries in Nairobi County"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **27ᵗʰ May, 2020.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

DR. STEPHEN K. KIBIRU, PhD.
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

National Commission for Science, Technology and Innovation is ISO9001:2008 Certified

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014.

CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and innovation
P.O. Box 30623 - 00100, Nairobi, Kenya
TEL: 020 400 7000, 0713 788787, 0735 404245
Email: dg@nacosti.go.ke, registry@nacosti.go.ke
Website: www.nacosti.go.ke

REPUBLIC OF KENYA

NACOSTI

National Commission for Science, Technology and Innovation

RESEARCH LICENSE

Serial No.A 24985

CONDITIONS: see back page

Appendix VI: Research Permit

THIS IS TO CERTIFY THAT:
MISS. MARIA ADHIAMBO OMWANDHO
of MOI UNIVERSITY, 1128-515 ongata
Rongai,has been permitted to conduct
research in *Nairobi County*

on the topic: *MARKETING OF SELECTED
LIBRARIES IN GOVERMENT MINISTRIES
IN NAIROBI COUNTY*

for the period ending:
27th May,2020

Permit No : NACOSTI/P/19/11323/29433
Date Of Issue : 28th May,2019
Fee Recieved :Ksh 1000

Applicant's
Signature

Director General
National Commission for Science,
Technology & Innovation

Appendix VII: Plagiarism Report

ISO 9001:2019 Certified Institution

EDU 999 THESIS WRITING COURSE

PLAGIARISM AWARENESS CERTIFICATE

This certificate is awarded to

MARIA A OMWANDHO

IS/MPHIL/02/2010

In recognition for passing the University's plagiarism

Awareness test for thesis :MARKETING OF LIBRARIES AND INFORMATION SERVICES IN SELECTEDGOVERNMENT MINISTRIES IN NAIROBI COUNTY with a similarity index of 5% and striving to maintain academic integrity.

Awarded by:

Prof. Anne Syomwene Kisilu
CERM-ESA Project Leader   Date: 01/08/2023