

## Enhancing The Quality of Library Services Through Effective Marketing Strategies: A Revisit of Public Libraries in Tanzania

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### **Abstract**

*Public libraries in Tanzania face increasing challenges in demonstrating their value and reaching diverse communities, effectively. This study explored the current state of strategic marketing implementation in Tanzanian public libraries by analyzing public library services marketing strategies, determining effectiveness of public library services marketing strategies and contrasting issues hindering effectiveness of marketing of public library services. The study was conducted at the four regional libraries which are located in Dar es Salaam, Dodoma, Mwanza and Arusha. Using a convenience sampling strategy, 46 librarians out of 70 available librarians completed an online questionnaire survey and semi-structured interviews were conducted to four key informants of the libraries, purposively. Descriptive statistics were presented through tables, graphs, and charts. The findings revealed high familiarity with marketing concepts (93.5%) strong recognition of technology's role in marketing (87.0%), specific benefits from marketing programs (91.3%) and enhanced marketing effectiveness resulted from partnership collaboration (87.0%). However, significant implementation challenges found were; reporting difficulties in strategic marketing execution, (78.3%) requirements of additional trainings support and reaching diverse communities (60.9%). While Tanzanian library professionals demonstrate marketing awareness, substantial gaps exist in implementation, training, and evaluation. Addressing these deficiencies through targeted professional development and systematic assessment methods could significantly enhance library service quality.*

**Keywords:** *Public libraries, library marketing strategies, library service quality enhancement, Tanzania Library Services Board*

## **INTRODUCTION**

Tanzania Library Services Act was passed in 1975 to provide legal power to Tanzania Library Services Board (TLSB) for carrying out library services in the country. This corporate body is an administrative organ which is an overall management of public libraries services and endowed functions is to oversee and execute matters related to establishment, equip, manage and maintain of public libraries in the United Republic of Tanzania. Other functions are to administer librarianship activities, provide library services both in rural and urban areas and plan and coordinate library and documentation services in the country.

Throughout its lifespan the TLSB has achieved its goals and functions to a high extent. Many libraries have been established and maintained. One aspect which has been a matter of consideration to the TLSB is an issue related to marketing of library services of potential customers who are in distinctive categories (Mubofu & Mambo, 2025; Lyakurwa, & Luambano, 2019; and Wema, (2024). American Marketing Association (2013) defined marketing as “the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. Effectiveness of public library services marketing strategies in Tanzania are still inadequate according to studies by Mubofu & Mambo, (2024); Lyakurwa, & Luambano, (2019) and Wema, (2024) because there are remaining critical issues which still need solutions.

Before promotion, the library should ensure that the services and products it is promoting are cutting-edge. Marketing is very important to public libraries because it makes users aware of the services offered by public libraries. Public libraries usually use advertising, exhibitions, and the Internet to market their library services to make users aware of the services provided (Adedokun & Zulu, 2022; and Choi, & Joo, 2021). However, library services are not known to the majority of society.

For a long time, libraries around the world have been marketing their resources and services using different approaches to enhance their access and use (Potter, 2012; Lyubenov, 2024; Ademilua & Halliso 2024). These approaches have undergone various changes as a result of the advent of continuous changes in Information and Communication Technologies (ICTs) (Parihar & Amte, 2024).

Promoting library services and resource use via various media is referred to as marketing in the library (Deshapriya, & Senevirathne, 2023). Olorunfemi and Ipadeola (2018) stated that marketing in the case of libraries is necessary to offer benefits to users' wants, reduce barriers to use and access, persuade and inform the users, and carefully plan to satisfy users' needs effectively. And almost 60 percent of the libraries are not aware of the benefit of the library marketing. (Nowrin, Mostofa & Akter, 2020). User satisfaction is the end point result of all library services. Public libraries users now have higher expectations from the library. The onus now also lies on the library to ensure that users make adequate utilization of the materials provided.

Dada, Nwachukwu & Babarinde, (2025), in their studies on challenges in marketing information resources and services in federal university libraries in Nigeria, concluded that the main issues hindering effective marketing of library services were insufficient funding, erratic power supply, inadequate infrastructure, such as photocopiers, computers, and air conditioners, lack of staff, low staff computer literacy, and a lack of professional marketing training.

Public library services marketing strategies are still issues under continuous studies due to the nature of social changes and changes in the information communication technologies (Deshapriya, & Senevirathne, 2023). A lot of studies have been conducted to find out how the public libraries could still be relevant to the need of the communities in which they are located. Since the advent of the worldwide webs in early 2000s where the knowledge society began to get interconnected through Internet there is a paradigm shift from usage of printed library books. The use of Web 2.0 tools and social media applications has lessened library visiting tendencies (Lediga, & Fombad, 2018; Mojapelo, 2020). Information specialists and stakeholders have been engaged in finding strategies which could enhance usability of public libraries by analyzing public library services marketing strategies, determining effectiveness of public library services marketing strategies and contrasting issues hindering effectiveness of marketing of public library services. Regardless of all research efforts of finding solutions to diminishing number of public library users the issue has been persisting and becoming more severe. It is from this point of view this study was conducted in Tanzanian public libraries perspectives to find out new insights in order to enhance the quality of library services through effective marketing strategies.

The main objective of this study was to explore Tanzanian public library services marketing strategies. In order to get full insight of the study the following specific objectives guided the study, these were;

- i) To analyze public library services marketing strategies
- ii) To determine effectiveness of public library services marketing strategies
- iii) To contrast issues hindering effectiveness of marketing of public library services

## **LITERATURE REVIEW**

### **Strategies Used in Marketing in Public Libraries**

Parihar & Amte, (2024), Young et al., (2021) and Lynch, et al., (2022); identified public presentation, direct marketing, advocacy, bulletins, newsletters, readers' awareness training, display strategy, library web page, lectures, library tours, and use of Web 2.0 tools as strategies for promoting library information products and services. Adekunmisi (2017), emphasized that the use of Web 2.0 applications has made online information accessible anytime, anywhere, thereby allowing libraries to bring library services and resources to the doorstep and the convenience of library patrons.

Bamigbola (2013) noted that e-mails, telephone, library websites, faculty / departmental meetings, and selective packaging of relevant information to users were prominent among marketing strategies used by selected university libraries in Nigeria. Edewor, Okite-Amughoro, Osuchukwu, and Egreajena (2016) found that library publications (memos, bulletins, and newsletters), orientation programs, websites, flyers, and posters are key strategies used across the libraries in marketing library services, but the usage of social media is low.

Parihar & Amte, (2024), equally encourage libraries to use social media tools to enable community-based input, interaction, content sharing, discussion, and collaboration. Matoli, (2021), observed that social media applications help their users to acquire interconnections among the library members and remix the library services and products to make them visible in a wider way. Tools such as Facebook, LinkedIn, Blog, and Twitter are being used to establish relationships, connections, and sharing knowledge with user groups, to enhance libraries, and to provide information services (Choi, & Joo, 2021). Social networking sites were being used by several libraries and were perceived to help promote library services and interact with students. However, the implementation of these sites by library staff

was found to be challenged by limited time and perceived inadequacy of the staff to keep pace with the development of technology.

### **The Usefulness of Marketing Strategies Used in Public Libraries**

Marketing library and information services is a process of exchange and a way to improve the relationship between the library and its users. The aim of library marketing is to provide information on products and information services available in a particular library at the right time through user priorities, expectations, individuality, responsiveness, relationship, competencies, professional skills, value-added services, and quality of services (Adekunmisi, 2017).

Effective marketing strategies improve users' awareness and promote the use of library holdings and services, and consequently, the value of the library and the image of the library personnel. Marketing is thus essential to overcome these and guarantee the existence and survival of libraries (Matoli, 2021).

Fujiwara, Lawton & Mourato, (2022) in their study reveals that the marketing aims to identify the client base, determine their wants, needs, and demands, and fulfill them by delivering the appropriate products and services. The main focus is on user satisfaction, promotion of information resources, creation for the demand of information, maximum use of information, improving the image and status of library and professionals, shrinking budget of library and information services.

The main focus of marketing is the client, and the goal is client satisfaction (Fujiwara, Lawton & Mourato, 2022). Library marketing enables libraries to compete favorably in the dynamic world, particularly with other information providers and it creates an avenue in libraries that nurtures customer consciousness among librarians and also increases library resource usage.

### **Challenges Facing the Marketing Strategies of Public Library Services**

Okafor, (2020), posits that most librarians do not promote library resources, services, and products effectively due to a lack of training and poor knowledge of marketing tools and techniques, as well as fear of commercial publicity. The problem of funding in libraries constitutes a setback and the highest sabotage to the ability of libraries in Nigeria to design and deliver high-profit services. Some librarians see marketing as

manipulative, unprofessional, a waste of time and resources (Agboke & Effiong, 2020; Ademilua & Halliso, 2024).

## **MATERIALS AND METHODS**

This study was conducted at the Tanzania Library Service Board regional libraries at DSM, Dodoma, Mwanza, and Arusha Regional Library. The sample was selected conveniently, whereby the study participants were available and requested to fill in the survey questionnaire during the data collection. The sample size for this study was 46 respondents who completed the online survey out of seventy (70) librarians available in the official WhatsApp group of TLSB employees. According to Bailey (2008), a minimum sample size of 30 is normally sufficient for studies in which descriptive statistical analysis is to be done.

The study adopted the cross-sectional research design, whereby data for the study were collected at one point in time. In a cross-sectional study, the investigator measures the outcome and the exposures in the study participants at the same time (Setia, 2016). A structured questionnaire method for data collection which consisted of ten questions with four stages of Likert Scales was designed and adopted in a Google Form. The link containing the questions was shared with the TLSB employees for them to fill in their responses. The link stayed active for two weeks to allow the participants to respond to the questions. Thereafter, the link was closed to allow the researcher to continue with the analysis. Data from the survey was exported to Microsoft Excel for data cleaning, coding, and analysis. For easy visualization, the descriptive data were presented in graphs, tables, and pie charts. Semi structured interviews were conducted to respondents selected in a purposive sample which was represented by one respondent from each of the four public libraries whereby face to face conversations to each of the key informants during interviews. Interview guide included research variables like; usefulness of marketing strategies, familiarity with marketing strategies, strategic marketing implementation, effectiveness of marketing strategies, efficiency of marketing strategies, utilization of ICT in marketing strategies, need for training and support on marketing strategies, library user groups outreach. These variables were purposely selected to explore the extent of enhancement of effective marketing strategies in provision of public library services which are under TLSB umbrella. In the analysis the variables were arranged into themes, summarized, grouped, coded and interpreted. The general responses were scaled into five levels which are; very high, high, moderate, low and very low.

### **Ethical considerations and data analysis techniques**

Assurance to all participants in the study that any information they would provide would be treated as confidential and would not be used anywhere for any other reason other than the initial reason for which it was sought was provided. Ensuring privacy along the research process was essential to create safe and comfortable environments to participants to share their thoughts, experience and sensitive information. Care was taken to ensure that all works referred to in this study were acknowledged to so as to avoid cases of plagiarism.

## **RESULTS AND DISCUSSION**

### **Response Rate**

In order to collect data for this study, a survey questionnaire was distributed to 46 respondents and four semi structured interviews were conducted to purposive sample which was represented by one respondent from each public library. However, only 45 respondents correctly answered the poll, so their answers can be examined further. This is equivalent to 97.8 percent of all respondents as shown in Table 1. According to Creswell & Creswell (2018), the researcher considered the data adequate to move forward with the study because the response rate is higher than the generally recognized cutoff point of 50 percent for survey-based research. Refer to Table 1 for further details.

**Table 1:**  
*Response Rate*

Total Respondents (N)	Completed Surveys (n)	Response Rate (%)	Incomplete Surveys	Incomplete Response Rate (%)	Minimum Acceptable Response Rate (%)
46	45	97.8	1	2.2	50

### **Familiarity with Marketing Strategies**

In order to determine the familiarity and awareness of library staff concerning the marketing strategies they used in public libraries, respondents were asked to indicate their familiarity with the strategies. The responses are summarized in Table 2.

**Table 2:**  
*Familiarity with Marketing Strategies*

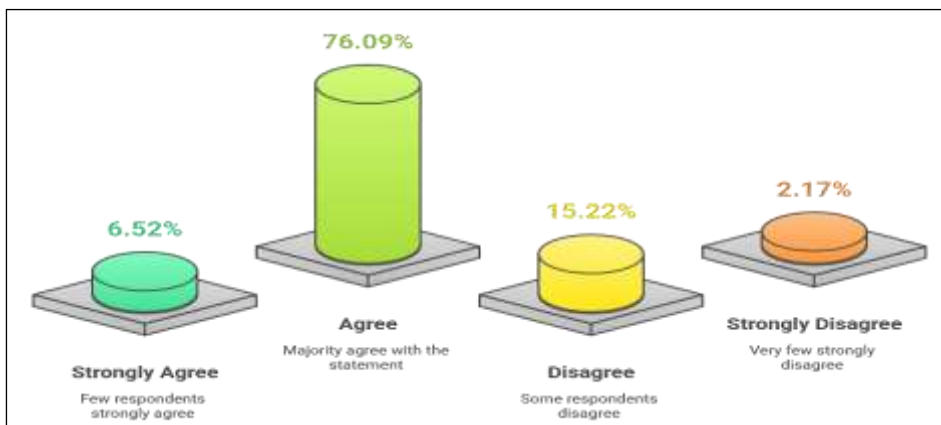
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	8	17.4
Agree	35	76.1
Disagree	3	6.5
Strongly Disagree	0	0.0
<b>Total</b>	<b>46</b>	<b>100.0</b>

The data reveals that the overwhelming majority of library staff (93.5%) are familiar with marketing strategies used in public libraries, with 76.1 percent agreeing and 17.4 percent strongly agreeing with this statement. This high level of familiarity aligns with contemporary research indicating that library professionals increasingly recognize the importance of marketing in modern library operations. The minimal disagreement (6.5%) suggests that professional development in marketing concepts has been largely successful, though leaders of public libraries are increasingly aware of the importance of using marketing techniques and strategies to make their service more effective and to boost the library's clientele.

### **Employment of Specific Marketing Strategies**

Respondents were asked to indicate if the marketing strategies employed by their library are effective in increasing library usage. The responses are summarized in Figure 1.

**Figure 1:**  
*Employment of Specific Marketing Strategies*



The majority of respondents (82.6%) indicated that their libraries employed specific marketing strategies. Research indicates that while awareness of

marketing importance has grown, actual implementation varies significantly based on institutional resources and support. Effective marketing can improve the usage and utility of library services and products, yet the 17.4 percent who report no specific strategies highlight ongoing challenges in translating marketing knowledge into practice. This implementation pattern reflects the evolving landscape of library marketing, where marketing encompasses a range of activities, including digital marketing, social media engagement, community outreach, and partnerships (Deshapriya, & Senevirathne, 2023).

### **Effectiveness of Marketing Strategies**

Respondents were asked to indicate the effectiveness of marketing strategies employed by their libraries. The responses are summarized in Table 3.

**Table 3:**  
*Effectiveness of Marketing Strategies*

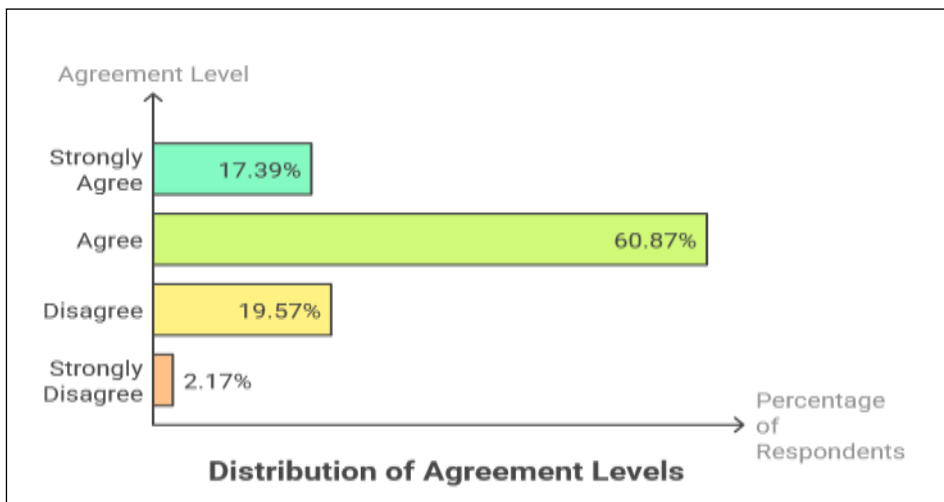
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	4	8.7
Agree	32	69.6
Disagree	10	21.7
Strongly Disagree	0	0.0
<b>Total</b>	<b>46</b>	<b>100.0</b>

A substantial majority (78.3%) of respondents believed that their marketing strategies were effective in increasing library usage. However, 21.7 percent of the respondents disagreed with the effectiveness of their current strategies, indicating room for improvement in marketing execution. This effectiveness pattern aligns with contemporary research showing mixed results in library marketing outcomes. The significant minority expressing disagreement may reflect challenges in measuring marketing effectiveness or inadequate strategy implementation. Public libraries have a significant role in supporting educational initiatives by providing access to diverse and quality resources through strategic marketing, suggesting that effectiveness often depends on alignment with community needs and proper execution.

### **Challenges in Implementing Marketing Strategies**

Respondents were asked to indicate challenges in implementing marketing strategies. The responses are summarized in Figure 2.

**Figure 2:**  
*Challenges in Implementing Marketing Strategies*



A resounding 78.3 percent of respondents admit to having major difficulties when putting marketing strategy into practice. In contrast to the previously mentioned familiarity with marketing principles, a large percentage of reported obstacles suggest that knowledge does not always convert into successful execution. Recent research has extensively highlighted the difficulties libraries have when implementing marketing. Library marketing strategy studies have been shown to be inadequate, with present techniques having flaws and issues. Implementation obstacles still exist even though it is acknowledged that library marketing includes partnerships, social media interaction, digital marketing, and community involvement. Although marketing aids libraries in increasing their reputation, exposure, and accessibility, effective implementation is nevertheless hampered by the real-world issues of staff training, resource allocation, and technological integration. 21.7 percentage who do not perceive significant challenges may represent libraries with better resources or more established marketing programs. These findings coincide with research by (Choi, & Joo, 2021).

### **Reaching Diverse User Groups**

Respondents were asked to indicate whether marketing efforts successfully reach diverse user groups, including underserved communities. The responses are summarized in Table 4.

**Table 4:**  
***Reaching Diverse User Groups***

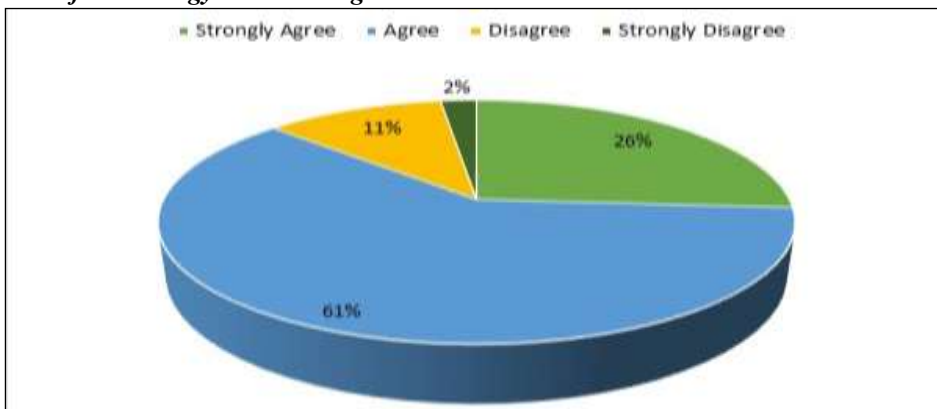
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	2	4.4
Agree	26	56.5
Disagree	18	39.1
Strongly Disagree	0	0.0
<b>Total</b>	<b>46</b>	<b>100.0</b>

Only 60.9 percent of respondents think that their marketing campaigns effectively target underserved neighborhoods and other diverse user groups, while 39.1 percent disagreed. This is a crucial area for library marketing efforts to address, as it had the lowest positive answer rate of any survey item. The problem of marketing to underserved and diverse communities is still a recurring problem in library services. Libraries must collect and evaluate relevant data in order to comprehend community priorities and establish relationships with non-library patrons. Even while partnerships and community outreach are elements of library marketing, the evidence indicates that many libraries find it difficult to successfully engage a variety of demographics. The substantial percentage of disagreement (39.1%) indicates that libraries need to develop more inclusive and culturally responsive marketing strategies to effectively serve all community members.

### **Role of Technology in Marketing**

Respondents were asked to indicate the role of technology in library marketing and outreach activities. The responses are summarized in Figure 3.

**Figure 3:**  
***Role of Technology in Marketing***

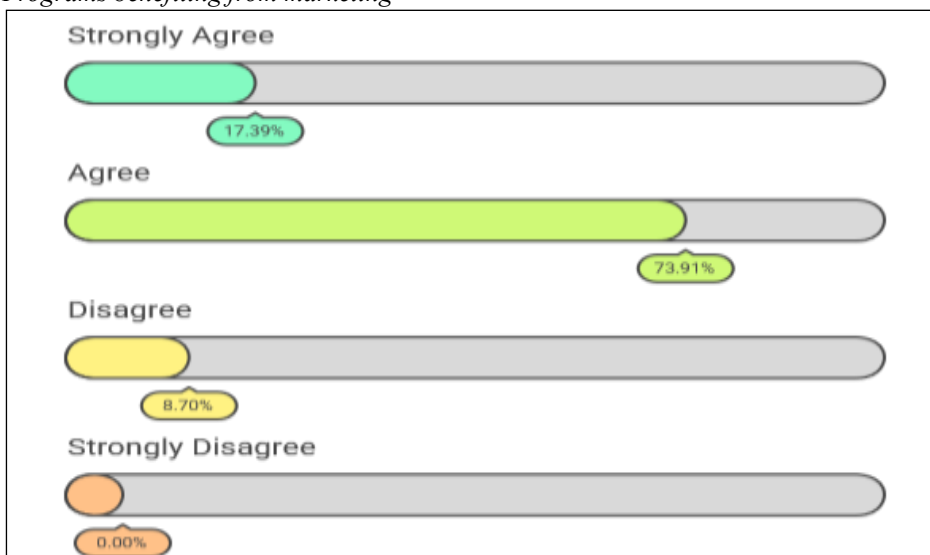


The total of 60.9 percent of respondents agreed and 26.1 percent strongly agreed that technology plays a crucial role in their library's marketing and outreach efforts. This strong appreciation of technology's value is a reflection of the digital revolution taking place in marketing strategies and library services (Otolu, 2022). It is well acknowledged in current research and practice that technology plays a crucial role in library marketing. Given the speed at which digital technology is developing and the increasing need for services that are focused on the needs of users, the subject of how to successfully apply marketing methods in libraries has gained significant attention. Today's library marketing includes social media interaction and digital marketing as essential elements of all-encompassing outreach plans. Though some may still have trouble implementing it or lack the necessary technological resources for successful digital marketing efforts.

### Programs Benefiting from Marketing

Respondents were asked to indicate the programs benefiting from marketing. The responses are summarized in Figure 4.

**Figure 4:**  
*Programs benefiting from marketing*



Findings showed 91.3 percent of respondents said that marketing activities have greatly benefitted some of their library's programs or services. This reaction suggests that marketing methods tend to provide observable outcomes for particular library programs when they are put into practice. According to studies, good marketing can raise the visibility, accessibility,

and reputation of libraries by enhancing the use and usefulness of their services and goods (Lyakurwa, & Luambano, 2019). Digital marketing, social media interaction, and community outreach are examples of library marketing initiatives that have been successful in increasing awareness and encouraging participation in particular programs.

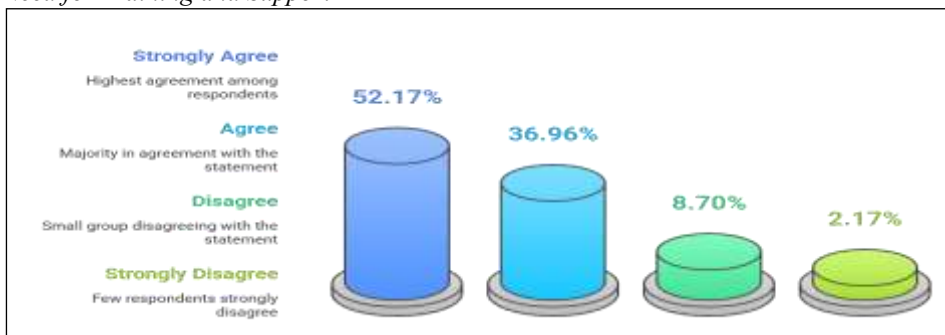
### **Assessment of Efficiency of Library Service Marketing Strategies**

Findings indicated that in library management practices, a significant weakness is the absence of systematic ways for evaluating marketing effectiveness. Library marketing strategy study includes flaws, according to studies, such as inadequate evaluation techniques for gauging marketing efficacy. It further shows that marketing enhances a library's reputation, accessibility, and exposure, moderate number of libraries lack appropriate evaluation techniques, which is a major obstacle to proving return on investment and refining marketing tactics.

### **Need for Training and Support**

Respondents were asked to indicate if librarians in the library need more training or support to improve marketing efforts. The responses are summarized in Figure 5.

**Figure 5:**  
*Need for Training and Support*



The highest level of strong agreement among all survey questions, with 52.2 percent strongly agreeing and 37.0 percent agreeing, indicates that librarians need more training or support to improve marketing efforts. The high demand for marketing training and support reflects the changing needs of modern library practice and the gap between current skills and emerging needs. The rapid evolution of digital technology and the growing demand for user-centered services have created new challenges in implementing effective marketing strategies that require specialized knowledge and skills

(Young et al., 2021). Although library leaders are becoming more and more aware of the importance of marketing techniques and strategies, the shift from awareness to effective implementation requires significant professional development. Given the low level of disagreement (10.9%), it appeared that almost everyone acknowledges the training deficit, underscoring the pressing need for organized professional development initiatives in library marketing.

### Collaboration Benefits

Respondents were asked to indicate that collaboration with other institutions (e.g., schools, community centers) has enhanced our library's marketing efforts. The responses are summarized in Table 5.

**Table 5:**

*Collaboration Benefits*

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	19	41.3
Agree	21	45.7
Disagree	6	13.0
Strongly Disagree	0	0.0
<b>Total</b>	<b>46</b>	<b>100.0</b>

Collaboration with other organizations has improved their library's marketing efforts, according to a significant 87.0 percent of respondents, with 45.7 percent agreeing and 41.3 percent strongly agreeing. The overwhelming positive reaction to institutional cooperation is indicative of the increasing understanding that partnerships are crucial to successful library marketing campaigns. Given that cooperation increases the accessibility and efficacy of marketing initiatives, partnerships are a fundamental component of modern library marketing. Libraries have successfully encouraged lifelong learning and community engagement through strategic collaborations and expansion beyond conventional limits. Institutional relationships enable libraries to engage with community organizations and non-library customers, which is necessary for effective marketing tactics.

**Table 6:**  
*Semi-structured interview findings from the four regional libraries*

Variables	Very high	High	Scale Moderate	Low	Very low
Familiarity with marketing strategies			√		
Strategic marketing implementation		√			
Effectiveness of marketing strategies			√		
Efficiency of marketing strategies				√	
Utilization of ICT in marketing strategies			√		
Need for training and support on marketing strategies			√		
Library user groups outreach			√		
Collaboration benefits	√				

From Table 6 the findings from the semi structured interview indicate that the condition of public libraries services marketing through enhanced strategic marketing is generally still moderate. These hindering issues imply that there are insufficient funding, erratic power supply, inadequate infrastructure, such as photocopiers, computers, and air conditioners, lack of staff, low staff computer literacy, and a lack of professional marketing training. According to (Parihar & Amte, 2024; Young et al., 2021; and Lynch, et al., 2022), this condition has resulted into moderate condition public presentation, direct marketing, advocacy, bulletins, newsletters, readers' awareness training, display strategy, library web page, lectures, library tours, and use of Web 2.0 tools as strategies for promoting library information products and services.

## CONCLUSION

This study provides valuable insights into the current state of marketing strategies implementation among public libraries in Tanzania, revealing a complex landscape of awareness, challenges, and opportunities. The findings demonstrate that while library professionals in Tanzania possess a high level of familiarity with marketing strategies and strongly recognize

the importance of technology in marketing efforts, significant gaps exist between knowledge and effective implementation. They also, revealed substantial challenges in implementing marketing strategies, indicating that theoretical understanding does not automatically translate into successful practical application. Three key areas requiring immediate attention are; professional development, inclusive outreach, and systematic evaluation. The data revealed an unprecedented demand for training and support. Nevertheless, the study identified significant shortcomings in reaching diverse user groups, highlighting the need for more inclusive and culturally responsive marketing approaches. These findings collectively suggest that while Tanzanian public libraries recognize the value of marketing and have experienced its benefits, systematic improvements in training, inclusive outreach strategies, and evaluation frameworks are essential for maximizing the potential of marketing efforts to enhance library service quality.

## **RECOMMENDATIONS**

Developing a strategic promotional plan will boost the level of the library's patronage. There is need to adopt marketing of library resources and services, such as promotion of resources, user awareness, improving the library's reputation, and marketing the services to generate quantity. Based on the key findings of this study, three critical recommendations emerge to enhance the effectiveness of marketing strategies in Tanzanian public libraries:

### **Establish Comprehensive Professional Development Programs in Library Marketing**

The Tanzania Library Service Board should develop and implement systematic professional development programs focused on theoretical and practical marketing knowledge and skills. These programs should encompass digital marketing techniques, social media engagement strategies, community outreach methods, and partnership development. The training should be delivered through multiple formats, including workshops, online courses, and peer-to-peer learning networks, to accommodate diverse learning preferences and geographical constraints.

### **Develop Inclusive Marketing Strategies for Diverse Community Engagement**

Libraries management teams should conduct comprehensive community needs assessments to better understand the specific requirements and preferences of underserved populations. These strategies include creating

multilingual marketing materials, partnering with community organizations that serve diverse populations, and developing targeted outreach programs that address barriers to library access.

### **Implement Systematic Marketing Assessment and Evaluation Frameworks**

The Tanzania Library Service Board should create, implement, monitor and evaluate comprehensive assessment tools that include both quantitative metrics (such as program attendance, service usage statistics, and community reach) and qualitative measures (such as user satisfaction surveys and community feedback). These frameworks should be implemented consistently across all regional libraries to enable comparative analysis and best practice sharing.

### **Limitations**

There were some limitations which were encountered and consequently affected the research process, these limitations were;

- Observation, documentary review, and focus group discussion methods were not used in data collection in all of the four public libraries because the participants claimed that their timetables were occupied with various tasks.
  - Only that literature written in English language were reviewed
- Hence, due to the sampling strategy and methods of data collection applied the findings cannot be generalised to all Tanzanian public libraries

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