

**An assessment of Attitude of Library Staff towards Marketing of Library Services:  
a case of selected university libraries in Mbeya Region, Tanzania**

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This study examined the attitude of library staff towards marketing of library services. The study aimed at assessing various factors that influence the attitude of library staff towards marketing and the way the same could be changed so that library staff may adopt and implement various marketing strategies and approaches for optimum utilization of libraries. The study employed observation, questionnaire and interview methods for collecting primary data and documentary review for secondary data respectively. Data were interpreted by using SPSS software and content analysis techniques, respectively. The findings of the study revealed that majority of the respondents had positive attitudes towards the marketing of library services. Personality characteristics, level of education, knowledge and other factors were found to have varied influence on the respondent's attitudes towards the marketing. The library staff admitted to have adopted and utilized various marketing strategies in their libraries, though not consistently. Also the study found out that there were certain factors that accelerated negative attitudes of the library staff in adopting and utilizing marketing strategies including: budgetary constraints, management perception towards the marketing of library services: to mention but a few. This study recommends that various mechanisms be put in place for improving the library staff's attitudes as well as proper adoption of library marketing strategies such as: capacity building for the library staff, adequate allocation of funds for marketing plans and actions that require financing and incorporation of marketing knowledge into library courses curriculum at all levels