Marketing Strategies and Library Usage in Federal Universities in the South-South Zone of Nigeria

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ABSTRACT

This study was conducted to assess the utilization of library displays, library exhibitions, and library publications as marketing strategies in four Federal University libraries in the South-South zone of Nigeria and their influence on students’ use of the library using an Ex-post-facto research design. Librarians, who are the marketers, indicated a higher utilization of these marketing strategies than the students because they scored a mean % utilization ranging from 49.4 to 72.8, 15.4 to 60.7, and 44.4 to 72.9 for library displays, library exhibitions, and library publications, respectively in the Universities studied. This is not in agreement with the student users, whose mean % utilization ranged from 26.7 to 40.0, 23.8 to 33.6, and 23.8 to 40.3 for library displays, library exhibitions, and library publications, respectively indicating a poor utilization of these strategies. Independent t-test indicated that these three marketing strategies exerted a significant influence on students’ use of the library indicating that the more frequent and effective use of these marketing strategies, the more the students’ use of the library.

Keywords: Marketing strategies, Library usage, Library exhibitions, and Library publications.

INTRODUCTION

Libraries have always assumed that their resources and service have some intrinsic values and therefore would automatically attract users (Bushing, 1995; Bakewell, 1997; Denny, 2001). This assumption would not enable libraries to meet the challenges of today which include increased concern for underutilization of library services, developing and securing sufficient fund, and competitive diversity which means more options for the user (McKenna, 1992; Sharma and Bhardwaj, 2009). Alternative information access points and providers are rapidly emerging being
largely facilitated by recent information technology (IT) revolution. As a result, there is an increase
in the recognition of the importance of marketing library and information services. Ugonna
for the adoption of marketing strategies in the management of libraries which include low library
patronage, insufficient funding, increased competition in information industry, increased
recognition of the value of information, and increased desire to create awareness of the availability
of library services among potential users.

Some marketing strategies which would enhance library patronage include library displays, library
exhibitions and library publications. Recently, University of Tasmania Australia (UTAS) mounted
exhibits and displays for the purpose of promoting library collections, services and resources;
promoting UTAS learning, teaching and research; creating the awareness that library is a
significant component in the University community; and attracting users to the
library (UTAS, 2011). Displays help to attract attention to the library and demonstrate the
interesting and useful materials available for those who may become users as a result of venturing
in to see the displays (Ward, 1992). Library exhibitions, on the other hand, highlight scholarly
works or contributions of an individual or group of people with the underlying purpose of drawing
public attention to the resources and services of a library and, therefore, create a demand for the
use of these services. Successful exhibition can act as a magnet for old and new library users (Lu
and Wei, 2006). With regards to library publications, Hamilton (1990) emphasized that no publicity
or marketing campaign is complete without some kind of regular self-advertisement being issued
in the form of newsletters or other in-house publications which are means of gaining the interest of
the users. Effective utilization of these marketing strategies would greatly improve library
patronage. The purpose of this study was to assess the utilization of library displays, library
exhibitions and library publications as marketing strategies and their influence on students’ use of
libraries in the South-South zone of Nigeria.

LITERATURE REVIEW

Different authors have offered different definitions of marketing. According to Ochai (1987),
marketing is the development and efficient distribution of goods and services for chosen customer
segments. For Ugonna (1984), marketing is a series of activities geared towards planning, pricing,
distributing and promoting services that satisfies the needs of present and potential customers or users. Nkanga (1999) described the concept of focusing on customer needs as “customer-first syndrome”, which, he maintained, is the centre pin of marketing process. Marketing is often viewed and discussed as a business activity. However, scholars have advocated the adoption of marketing principles in the management and operations of libraries. Kotler and Levy (1981) first suggested that marketing approaches could and should be applied to non-profit organizations (such as libraries) just as in commercial companies.

Library Displays and Students’ Use of Library Services

It is generally assumed that successful library displays draw users and potential users to the library which might lead to a maximum utilization of its resources and services. Display is a regular routine in librarianship; it involves displaying of newly acquired resources with the view to attracting attention to them and encouraging their use. Thus, libraries regularly feature new books, book jackets, and materials for class project on bulletin boards or on display cases (Lyle, 1961; Antwi, 1990; Lu and Wei, 2006). For Lawal and Amusa (2005), display of newly acquired books and serial publications can serve as a means of marketing the library services as the newness and freshness of the materials would attract the public attention to the library and increase library use. It enables users to browse newly acquired information sources on “New Arrivals” shelves. Lyle (1961) suggested that colours, captions, and skillful arrangement of materials or pictures help to make the displays attractive and effective.

Library Exhibitions and Students’ Use of Library Services

Exhibition is a less frequent activity in most University libraries. For instance, University of Benin library, which was established since 1975, had its maiden exhibition just in 2004 (Idiodi, 2004). Idiodi (2004) and Afolabi in Lawal and Amusa (2005) identified three types of exhibitions as commercial, museum, and literary. Commercial exhibition provides avenues for promoting sales of exhibits, while museum type is the display of exhibits being accompanied with descriptive annotations (Idiodi, 2004). Literary exhibition focuses on literary works. Libraries generally engage in literary exhibition which is commonly referred to library exhibitions. However, exhibition organized to mark special events or ceremonies can be of mixed type. Afolabi in Lawal and Amusa (2005) described library exhibition as “a studious
effort to present to an interested body of people certain books, manuscripts, letters, and relevant materials in order to demonstrate the work of an individual or group of people or a period of history through organized bibliographic means”. Library exhibitions are usually organized to publicize little-known or rare library materials, encourage reading, promote interest in a specific field or group of subject fields, call attention to a particular anniversary or special occasion, acknowledge outstanding gifts, relate library to campus organizations and activities, and publicize faculty research (Lyle, 1961).

Abegunde in Lawal and Amusa (2005); Idiodi (2004) and Olanlokun and Zaid (2006) opined that libraries should embrace exhibition because it is:

(i) a public relations strategy through which a library would attract members of its community (especially non-users) to the library. It creates a positive attitude towards the library as an important asset of the university in the pursuance of its primary objectives;

(ii) an advertisement medium through which a library advertises its collections for maximum utility; and

(iii) a platform for education through which a library can contribute to educational and intellectual development of its user community.

Ogunrombi (1997) in a study on exhibitions in university libraries found that anniversary events are the most frequent subject for exhibitions followed closely by the promotion of library services. He concluded that successful exhibitions could be used as an influential public relations strategy for the promotion of library services. Similarly, Lu and Wei (2006) in a study of display and exhibitions in university libraries in Taiwan revealed that most libraries (81.1%) did not hold displays and exhibitions regularly; most libraries (73.0%) organize displays and exhibitions to publicize and market library collections and services; and that the responsibility for organizing these in most libraries was informally handled.

The electronic aspect of exhibition and displays in librarianship should also be highlighted since we now operate in information technology era. In this regard, Schnell (1996) advocated for online library exhibits and outlined some of the advantages of web-based library exhibit over a traditional one such as increased viewership, simultaneous mounting and staying online indefinitely, and web-based library exhibits are not restricted in size and scope.
It should be stated that the basic purpose of most library exhibitions whether traditional or web-based, remains to draw users and potential users’ attention to library resources and services for maximum utilization.

**Library Publications and Students’ Use of Library Services**

Arachchige (2002) observed that a library can promote its services and resources through various modes—oral, written, and electronic. Scholars have, in fact, identified library publications as important promotional strategies in academic libraries. Supporting this view, Lyle (1961) stated that regardless of its size, a library should take special pain to develop its own publications as promotional strategies no matter the type or form which can be used at one time or another.

Library publications advertise various library services and resources, thereby raising awareness and stimulating students’ interest. Libraries are, therefore, encouraged to produce their own publications which can either be print or web-based depending on needs (Penn. State Univ., 2007). Library publications are usually aimed at larger group of users. These publications include newsletters, leaflets, web page, e-mail, annual reports, pamphlets, bulletins, brochures, posters, hand books, guides, and flyers (Arachchige, 2002; Marshall, 2001; Bakewell, 1997; Lyle, 1961). Martley (2000) in a survey of marketing approaches in special and academic libraries encouraged Ghanaian librarians to embrace marketing fully by producing in-house publications about the services of the library.

Marshall (2001) revealed that most respondents considered newsletters and e-mail very effective and useful; majority of the respondents (8 out of 13 libraries) use newsletters most; and that newsletters reach a large number of users while e-mail targets either large or small group of users quickly and efficiently. Library publications could be effective promotional techniques for library services and resources if only they are properly planned and effectively distributed, keeping in mind the target audience (Bakewell, 1997). The aim of library publicity publications remains the same, to attract users. However, achieving the desired effectiveness depends very much on designs, regularity, and mode of distribution. These media should be designed to attract attention and consequently create awareness in users, increase the use of services, and improve the overall image of the library.

**METHODOLOGY**
Descriptive research design of the *Ex-post-facto* type was used in the study. This design was used because the interactions between the independent and dependent variables (the marketing strategies and library usage) to be measured had already taken place and the author just studied their relationship in retrospect.

The populations comprised all Librarians and all registered student library users in the Federal University libraries in the South-South zone of Nigeria. A total of 1510 registered student library users were selected for the study using systematic sampling technique. Also 68 librarians were involved in the study.

Two researcher-developed questionnaires: Marketing Strategies in South-south University Libraries Questionnaire (MSSULQ) and Marketing Strategies and Library Usage Questionnaire (MSLUQ) were used for data collection. The MSSULQ was designed to solicit for librarians’ opinion regarding the availability of the investigated marketing strategies in their respective university libraries. The MSLUQ was designed to measure users’ rating of marketing strategies and their level of utilization of library services provided in their various university libraries.

The MSSULQ had two sections, A and B. Section A solicited for respondents’ demographic data, and section B solicited for the respondents’ opinion as regards marketing strategies adopted by the library management, rated on a 5-point Likert scale. The opinion scales for this section consisted of strongly agree (SA), agree (A), undecided (U), disagree (D), strongly disagree (SD) responses scored 5, 4, 3, 2, and 1, respectively.

The MSLUQ for registered student users had three sections. Section A solicited for respondents’ demographic data and Section B focused on the availability of three the marketing strategies, and Section C focused on frequency of utilization of library services and resources by students all rated on a 5-point Likert scale. The response categories for Section C were very often (VO), often (O), occasionally (OC), rarely (R), and never (N), scored 5, 4, 3, 2, and 1, respectively. The responses from Section B of MSLUQ were used in categorizing the marketing strategies as either available or unavailable; while the responses from Section C were used as the dependent variable.

The researcher personally visited all the Federal university libraries in the study area and with the help of some library personnel administered the questionnaire to respondents in each institution. The completed questionnaire was collected immediately after completion.
necessary to forestall non-return of the questionnaire. Based on frequency counts, % responses of librarians and students to the availability and utilization of the marketing strategies were calculated. In addition, data collected were analyzed using independent $t$-test statistics at 0.05 alpha level of significance.

**RESULTS**

Positive responses of librarians to the utilization of library displays as a marketing strategy were relatively satisfactory, except for regular display of audio-visual materials in which all the universities scored below 40% (Table 1). The most used strategy in library displays categories was the regularly displaying of newly acquired books, journals, magazines, serials, abstracts, and indexes, in which the Universities of Uyo and Calabar scored 100% and Port Harcourt and Benin scored 69.5% and 64.7%, respectively. This was closely followed by regularly displaying special collections.

In the students’ responses on library displays marketing strategy, only Universities of Uyo and Benin scored 50% and above on displaying of newly acquired books, journals, serials, magazines, abstracts and indexes, while others scored below 43%. This was the most used strategy under library displays components. On the availability of new arrival units and displaying of special collections, students’ responses ranged from 27.1 - 40.2% and 32.2-47.8%, respectively in all the Universities (Table 1).

**Table 1. Percentage positive responses of librarians and students on library displays marketing strategy in four Nigerian Federal Universities.**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Components of marketing strategy</th>
<th>UNIBEN Librarians (N=17)</th>
<th>UNICAL Librarians (N=18)</th>
<th>UNIPORT Librarians (N=13)</th>
<th>UNIUYO Librarians (N=14)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Students (N=394)</td>
<td>Students (N=370)</td>
<td>Students (N=380)</td>
<td>Students (N=366)</td>
</tr>
<tr>
<td>1.</td>
<td>Library regularly displays newly acquired books, journals, magazines, serials, abstracts, and indexes</td>
<td>64.7</td>
<td>42.1</td>
<td>100</td>
<td>50.3</td>
</tr>
<tr>
<td>2.</td>
<td>Library regularly</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Displays special collections 58.9 41.1 77.8 46.5 69.2 32.2 71.4 47.8

3. Library regularly displays government documents 40.9 30.1 61.1 28.1 53.8 22.7 64.2 32.1

4. Library regularly displays audio-visual materials 23.5 15.5 11.1 12.7 15.4 9.0 35.7 24.9

5. There is new arrival section/unit in the library 58.8 28.2 86.6 37.3 46.2 27.1 92.8 40.2

Mean responses 49.4 31.4 67.3 35.0 50.8 26.7 72.8 40.0

The least used component was displaying of audio-visual materials in which the scores ranged from 9.0 - 24.9% in all the Universities. This was followed by regularly displaying government documents.

Librarians’ responses indicated that library exhibition components were the least utilized marketing strategies in all the universities investigated (Table 2). The University of Uyo led with 78.6% in mounting exhibitions in some library holding on each discipline in the university; 64.2% in exhibiting research works of individuals/groups and 50% each on exhibiting some special collections and manuscripts of prominent scholars. University of Uyo was closely followed by the University of Benin with 70.5% on mounting exhibitions on some special collections. The Universities of Port Harcourt and Calabar scored below 40% in all the library exhibition components. There is need for all the universities to pay adequate attention to this marketing strategy in their university libraries.

As regards students’ responses on the availability of exhibitions marketing strategy, Table 2 revealed a very poor utilization of all the categories in this strategy in all the Universities investigated. The scores for this strategy in all the Universities ranged from 7.7 - 35.8% for exhibitions of special collections, 23.1- 29.8% for research work, 22.4 - 38.7% for library holdings, and 7.7 - 34.7% for manuscripts (Table 2). Thus, all the Universities recorded below
40% in students’ responses in all the components of library exhibitions compared with librarians’ responses in which at least Universities of Uyo and Benin scored above 60% in three categories under this strategy (Table 2).

**Table 2. Percentage positive responses of librarians and students on library exhibitions marketing strategy in four Nigerian Federal Universities.**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Components of marketing</th>
<th>UNIBEN Librarians (N=17)</th>
<th>UNIBEN Students (N=394)</th>
<th>UNICAL Librarians (N=18)</th>
<th>UNICAL Students (N=370)</th>
<th>UNIPORT Librarians (N=13)</th>
<th>UNIPORT Students (N=380)</th>
<th>UNIUYO Librarians (N=14)</th>
<th>UNIUYO Students (N=366)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Library usually mounts exhibitions on some special collections</td>
<td>70.6</td>
<td>17.8</td>
<td>16.7</td>
<td>29.5</td>
<td>7.7</td>
<td>23.4</td>
<td>50.0</td>
<td>35.8</td>
</tr>
<tr>
<td>2.</td>
<td>Library usually mounts exhibitions on research works of individuals or groups</td>
<td>47.1</td>
<td>23.6</td>
<td>16.7</td>
<td>29.8</td>
<td>23.1</td>
<td>25.0</td>
<td>64.2</td>
<td>26.2</td>
</tr>
<tr>
<td>3.</td>
<td>Library usually mounts exhibitions on some library holdings on each discipline in the university</td>
<td>29.4</td>
<td>22.4</td>
<td>38.9</td>
<td>38.7</td>
<td>23.1</td>
<td>30.0</td>
<td>78.6</td>
<td>37.7</td>
</tr>
<tr>
<td>4.</td>
<td>Library usually mounts exhibitions of manuscripts of prominent scholars</td>
<td>29.4</td>
<td>31.5</td>
<td>11.1</td>
<td>27.0</td>
<td>7.7</td>
<td>21.9</td>
<td>50.0</td>
<td>34.7</td>
</tr>
</tbody>
</table>

Mean responses: 44.1 23.8 20.9 31.3 15.4 25.1 60.7 33.6

On library publications, librarians’ responses indicated that this was one of the most effectively used marketing strategy in all the universities investigated except for the production and circulation of brochures to users to promote new services and resources in which all the universities scored below 43% (Table 3). In the provision of adequate signage and direction
component of library publications, University of Port Harcourt scored the highest (84.7%), followed by the University of Benin (76.4%) and Uyo (71.5%). This was the most used strategy under library publication categories; the least used components were production and circulation of brochures and promotion through website/web pages. With respect to utilization of library publications, the University of Uyo led, followed by the Universities of Port Harcourt, Benin and Calabar, in decreasing order.

In the students’ responses on the availability of library publications, University of Benin led with 75.7% on promotion through posters and 61.2% through brochures (Table 3). The most used strategy under library publications was the availability of adequate signage in which University of Calabar scored the highest (74.1%) followed by University of Uyo (59.6%) and University of Port Harcourt (54.7%). The least used strategies under students’ responses were promotion of services through web pages and circulation of handbooks which ranged from 10.2 -16.8% and 21.4 - 36.9%, respectively (Table 3).

In Table 4, the results show that the observed $t$-value, $t$-cal, for the influence of library display on students’ use of library services in the Federal Universities in the South-South zone of Nigeria is 7.20, and that its critical value, $t$-crit, at df 1508 and $P=0.05$ alpha is 1.96. The $t$-cal (7.20) is greater than the $t$-crit (1.96). This shows that the influence of library displays on students’ use of library services in these universities was statistically significant. That is, library displays exert a significant influence on students’ use of library services.

### Table 3. Percentage positive responses of librarians and students on library publications marketing strategy in four Nigerian Federal Universities.

<table>
<thead>
<tr>
<th>S/N</th>
<th>Components of marketing strategy</th>
<th>UNIBEN Librarians (N=17)</th>
<th>Students (N=394)</th>
<th>UNICAL Librarians (N=18)</th>
<th>Students (N=370)</th>
<th>UNIPORT Librarians (N=13)</th>
<th>Students (N=380)</th>
<th>UNIUYO Librarians (N=14)</th>
<th>Students (N=366)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Library produces and circulates guides/handbooks to promote its services</td>
<td>58.8</td>
<td>27.7</td>
<td>44.4</td>
<td>21.4</td>
<td>15.4</td>
<td>26.3</td>
<td>85.7</td>
<td>36.9</td>
</tr>
<tr>
<td>2.</td>
<td>Library produces and circulates posters to promote</td>
<td>58.8</td>
<td>75.7</td>
<td>38.9</td>
<td>16.5</td>
<td>84.7</td>
<td>11.6</td>
<td>85.7</td>
<td>32.2</td>
</tr>
</tbody>
</table>
3. There is adequate direction and signage in the library to guide the users to its services

4. Library regularly produces and circulates brochures to promote new library services and resources

5. Library promotes its services through its web site/web pages

<table>
<thead>
<tr>
<th>Library displays</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-cal</th>
<th>df</th>
<th>t-crit</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available</td>
<td>955</td>
<td>44.77</td>
<td>12.57</td>
<td>7.20</td>
<td>1508</td>
<td>1.96</td>
<td>S</td>
</tr>
<tr>
<td>Unavailable</td>
<td>555</td>
<td>40.27</td>
<td>10.51</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**S** = significant at P ≤ 0.05 alpha

The *t*-cal for the influence of availability of library exhibitions on students’ use of the library is 5.86 while its critical value, *t*-crit, at df 1508 and P= 0.05 alpha is 1.96 (Table 5). The calculated *t*-value of 5.06 is greater than the critical value of 1.96. This indicates that the influence of library exhibitions on students’ use of the library is statistically significant. Library exhibitions, therefore, influenced students’ use of library services in the Universities studied.

The results in Table 6 show that the calculated *t*-value, *t*-cal, for the influence of Library publications on students’ use of the library is 8.15 while its critical value, *t*-crit, at df 1508 and P= 0.05 alpha is 1.96. The *t*-cal value of 8.15 is greater than the *t*-crit of 1.96. This indicates that
library publications exert a significant influence on students’ use of library services in the universities investigated.

**Table 5. Independent t-test summary of students’ responses on the influence of availability of library exhibitions on their use of the library**

<table>
<thead>
<tr>
<th>Library Exhibitions</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-cal</th>
<th>df</th>
<th>t-crit</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available</td>
<td>1022</td>
<td>44.34</td>
<td>12.96</td>
<td>5.86</td>
<td>1508</td>
<td>1.96</td>
<td>S</td>
</tr>
<tr>
<td>Unavailable</td>
<td>488</td>
<td>40.50</td>
<td>10.68</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*S = significant at P ≤ 0.05 alpha*

**Table 6. Independent t-test summary of students’ responses on the influence of availability of library publicity publications on their use of the library**

<table>
<thead>
<tr>
<th>Library Publication</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-cal</th>
<th>df</th>
<th>t-crit</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available</td>
<td>783</td>
<td>45.48</td>
<td>12.81</td>
<td>8.15</td>
<td>1508</td>
<td>1.96</td>
<td>S</td>
</tr>
<tr>
<td>Unavailable</td>
<td>727</td>
<td>40.53</td>
<td>10.61</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*S = significant at P ≤ 0.05 alpha.*

**DISCUSSION**

For library displays marketing strategy, librarians had a much higher percentage responses than the students. Librarians are the providers of these services and the students are the users. The higher % response of the librarians indicates the availability of these services and resources while the low % response of the students implies that the students are not sufficiently aware of the existence of such services. The overall students’ response for the categories of library displays marketing strategy ranged from 9.0 - 55.2%, with University of Port Harcourt having the least score and University of
Uyo the highest score. On exhibitions and publications marketing strategies, the trend outlined above was observed in the University of Uyo (i.e. librarians having higher scores than students). In the other three Universities, however, some discrepancies were observed in the responses of librarians and students in that in some components of these two marketing strategies, librarians’ responses were higher than those of students while in some others, students’ responses were higher than those of the librarians. The implication of this observation is that library exhibitions and library publications are poorly utilized as marketing strategies in the Universities of Benin, Calabar and Port Harcourt. Results of this study indicated that effective displays of library products and services exerted a significant positive influence on students’ use of the library. This observation is explained in terms of the ability of the displays to attract the attention of the users to interesting and useful materials available in the library. According to Lawal and Amusa (2005), the display of newly acquired books and serial publications serves as a means of attracting the public attention to the library and increases library usage. There is, therefore, a need for library management in the university libraries to capture the interest of student users through skilful arrangement of materials in the library, and hence, improve their patronage of library services.

On the influence of library exhibitions on students’ use of the library, results showed that the mounting library exhibitions exerted a significant positive influence on the students’ use of library services. For a successful exhibitions, Lu and Wei (2006) advised librarians to pay more attention and play more important professional roles to achieve the marketing and educational goals of library exhibitions. It should be noted that the primary objectives of library exhibitions are to publicize little known or rare library materials, encourage reading, and promote interest in specific fields, among others (Lyle, 1961; Idiodi, 2004). The observed enhanced effect of this marketing strategy on the students’ library usage, therefore, is a justification for these objectives and the need for library authorities in all academic institutions to make effective use of library exhibition strategy in marketing the products and services of academic libraries.

Results also indicated that the availability of library publications enhanced students’ use of library services. This observation is a justification for the objectives of such publications. According to Hamilton (1990) library publications were intended to serve as a promotional strategy in advertising the available library services and resources, raising awareness, and stimulating students’ interests. The outcome of this study, therefore, underscores the need for all
library authorities in academic institutions to produce their own publications which could be in print or web-based to market their services and products.

CONCLUSION

Library displays, library exhibitions, and library publications marketing strategies exerted a significant influence on students’ use of the library. This implies that the more frequent and effective the marketing activities, the more the students use the library. Of these three marketing strategies, library exhibitions were the least utilized. Increased usage of this strategy would enhance and sustain library users’ satisfaction and patronage in the Universities studied.

REFERENCES


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