

Use of ICT Tools for Marketing Library Services in Selected University Libraries in Oyo State Nigeria

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ABSTRACT: *This study examined and found ICT tools for marketing library services within selected university libraries in Oyo State, Nigeria; University of Ibadan, Ladoke Akintola University of Technology Ogbomosho, and Ajayi Crowther Oyo. One hundred twenty (120) questionnaires were distributed for administration but only one hundred and ten (110) questionnaires were returned; representing 91.7%, and were found useful for this study. The statistical Package for Social Sciences (SPSS) was used to analyze the returned questionnaires. The data was analyzed using frequency tables, simple percentages, and a chi-square test for dependent and independent variables. The study discovered that internet facilities, videoconferencing, email, social media, telephone, OPAC and websites were available for marketing library services, with radio and television having lowest availability. Reservation, renewal, current awareness and online access to library database were library services rendered which accounted for the highest percentage of respondents. The findings also show that marketing library services helps promote the library profession. However, with all the benefits inherent in having market library services, there are still a lot of problems militating against developing good market strategies in the library, such as inadequate funding and poor infrastructure (ICT tools). In order to achieve effective and efficient marketing of library services, adequate attention must be given to the strategies and recommendations given in the study.*

KEYWORDS: ICT, tools, marketing, library services, university library, availability

INTRODUCTION

Workable marketing of university library services in this Information and Communication Technology (ICT) age is a process whereby university libraries put a lot of effort and energy into designing information services, products and distributing them to satisfy their users. Information

is being treated as the most important resource in addition to the most traditional factors of production namely; land, money, and labour. The emergence of ICT has tremendously transformed information handling and management in Nigerian academic environments and University libraries in particular. University libraries are libraries that are attached to Universities that are different from other institutions of higher learning, serving the teaching and research needs of students and staff. These libraries serve two complementary purposes: to support the school's curriculum, and to support the research of the lecturers and students. Therefore, librarians in academic libraries need to find new ways of serving their clients more efficiently and effectively. The marketing of library services is seen as having the capability to serve this purpose. Instead of attempting to persuade users that what the library has is valuable, library and information practitioners should design products to meet the user's needs with few restrictions on accessing them.

Ultimately, marketing library resources always starts with products and services. It is about understanding what the user needs, then trying to give it to them without much ado. It is about repackaging and redesigning information products and services for users. Library activities are teamwork or the efforts of a group working in the library. To attract more and more users to the library, the librarian needs to extend promotion and cooperation to users and market their services. The primary goal of marketing is to introduce users to the library's resources and services, as well as to maintain their knowledge by providing information appended to various resources available in the library. Patil and Pradhan (2013) differentiated marketing concepts base on company and library, saying that the primary purpose of marketing company products is to increase sales and ultimately to gain more profit from them, while libraries are non-profit organizations; they are social organizations and service centers. The main clients of the library marketing are its users, i.e., students, staff, research scholars, general users of the library, international students studying in various courses, etc. It is difficult to work out a single marketing strategy for all the categories of users. However, it will be worthwhile to formulate different strategies for individual groups of segments. However, a library can advertise its services in newspapers, scholarly journals, magazines, newsletters, radio, television, the Web, etc. Advertisements help in image-building. They can be in a short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role libraries plays in the present era. There are a variety of ways to advertise online. Traditional print advertisements include brochures, pamphlets, newspaper advertisements, etc., (Bhatt, 2011).

Objectives of the study

This view of ICT tools' use in marketing leads us to consider objectives crucial to the marketing of university library services, such as:

1. The demographic factors of the respondents in university libraries.
2. ICT tools are used to marketing university academic libraries under the study.
3. The various library services rendered by University Libraries.

4. The various channels used in marketing their services.
5. Various marketing strategies are used for the university library's services.
6. The benefits of marketing university library services
7. The different challenges encountered by the University Library in marketing their services.
8. Different ways of improving the marketing of university library services.

Research Questions

In conducting this study, the researchers have put up the following research questions:

1. What are the demographic factors of respondents in the university libraries?
2. What are the ICT tools used to marketing university libraries under the study?
3. What are the various library services rendered by University Libraries?
4. What are the various channels used in marketing their service?
5. What are the various marketing strategies used for the university library services?
6. What are the benefits of marketing University Library services?
7. What are the challenges encountered by the university library in marketing its services?
8. What strategies can be used to improve the marketing of university library services?

Hypothesis

H₀₁: There is no significant relationship between the ICT tools used to market university library services and their benefits.

REVIEW OF RELATED LITERATURE

Samuel (2019) described libraries in universities as essential agents that develop, organize, provide easy access to, and preserve materials to meet the needs of students and scholars. Therefore, in an attempt for a library to attain its mandate, many activities are performed by the library, which translates to library and information services. In other words, they have the mandate to assist the research process by collecting, preserving, and making available an array of information resources relevant to their research community. According to Janakiraman, Ormsby, and Subramanian (2016), cited by Salamatu, Dikuma, and Sanda (2021), the world now experiences a digital scenario in which ICT tools have changed the possibilities of library job promotions and have brought changes to expected library performances. In essence, marketing gives libraries the ICT tools to determine what services users want and then to develop, package, and promote those services and resources in a way that will encourage all users to use the library effectively. Marketing of goods or services is a method by which an individual or business encourages buyers or users to purchase or use their goods or services. Like Company promotion and marketing concepts, library promotion and marketing services are different. Patil, et al. (2013) stated that the libraries are non-profit organizations; It is a social organization and service centre. As a result, according to Arumuru (2015), marketing library services is more difficult than marketing tangible goods or products. This is because services rendered cannot be returned by an unsatisfied library

user as they could be in the case of a consumer of a product, and an unsatisfied library user may decide to look for an alternative means of getting his or her information. The products being marketed in the library are intangible goods, such as information, but the carriers of this information are the things you can handle, e.g., flash drives, CD-ROMs, books, and computers to name a few.

ICT Tools for Marketing University Library Services

Marketing library and information services in the ICT age is a way of making sure libraries and librarians meet their users' needs. Millie (2020) mentioned that information has to be handled and managed effectively by librarians, thereby market their services to sustain Nigerian libraries. Millie continued that marketing library and information services requires the use of ICT. Furthermore, to effectively handle and manage information, librarians need to market library and information services to their clientele. Therefore, one of the librarian's tools when it comes to library resources is ICT. Many manual library routines and operations are now being converted to computerized operations, which means that ICT techniques are being used to provide better and faster services to end users (Salamatu et al., 2021). According to Shabahat (2015), the most common applications of ICT-based tools in academic libraries include e-mail, telephone, videoconferencing, and social media. Online Public Access (OPAC) is mentioned by Kumarjit and Mohan (2014), who say that with the arrival of the internet, most libraries have made their OPAC accessible. Users can search for the required information by connecting to the Uniform Resource Locator (URL) of the Web OPAC at any time during the day and from anywhere in the world. Furthermore, Oyemika, Adaora, and Chris (2016) found in their work, "Strategies Used in Marketing Library and Information Services in Tertiary Institutions in Imo State, Nigeria, that radio and television were available in the library at a percentage of 75.7 and 77.0, respectively.

Various University Academic Library Services Rendered

Due to the information explosion, readers require precise and correct information for their research and study. Unless and until what is available in the library is accessible and disseminated to the users of the library, the aims and objectives of marketing library services will not be realized. Therefore, library services that can be marketed in order to satisfy the needs of library users, according to Vig (2012) cited by Oyemike et al. (2016), range from books, periodicals, reports, and electronic documents to other allied services beyond the traditional ones like circulation, interlibrary loan, reference services, access to international databases, online research and CD-ROMs. Patil (2014) highlighted a number of services provided by academic libraries to their users via various means, such as lists of additions (whatever materials is added to the library, it is communicated to users either in printed list or via email). Current Content Service, SDI Service, Web-based services, etc. These services are the product of libraries. As a result, library professionals must promote and market their products to users. They also provide information services (manual, electronic, the web-based) circulation of library materials, readers' inquiry

services, user education programs, reference services, and electronic access to resources and service. (Osinulu, Adekunmis, Okewale, and Oyewusi, 2018)

Various Channels and Strategies University Academic Libraries Use for Marketing Their Service

In marketing products, academic libraries need to think of themselves as a brand with specific products and develop to meet the needs of users. Since libraries are facing competition, librarians need to communicate to users the benefits of using library resources and services rather than those of the competition (Mohammad, 2016). A variety of techniques have been used to market library services and resources. Nkanga (2002) noted that marketing channels such as personal contacts, circulars, memos, telephone calls, meetings, direct mailing, displays, talks, newsletters, library tours, and leaflets were widely used. So also, Zhixian (2016) noted the channels of marketing library services, such as one-to-one conversations, classroom instruction, training sessions, face-to-face events and workshops, and digital media such as the library website and social media that were perceived to be most effectively used to promote services and resources. The best way to achieve this is for librarians to have a clear vision and a strategic marketing plan for their library. According to the author, a marketing strategy in the context of a library is a plan of action designed to achieve stated goals of promoting a library product or service to its users. Kennedy (2013) noticed that the traditional marketing methods are outdated in the digital age, as placing new books on the shelves or on display near the front door or locating ready reference items in a study area of the library does not apply to the electronic resource because electronic resources do not have a physical view. However, Igbokwe (2009) argues that library orientation, awareness, in-house displays, exhibitions, and Internet services are major marketing strategies used by librarians and para-professionals in 12 universities in Nigeria. Fee based services (binding and photocopying) and non-fee-based (compilation of bibliography and retrospective services) were also used as strategies to market library services. Because library users obtain information in a different way, it is important to implement a diverse approach when promoting libraries (Brewerton, 2003).

The Advantages of University Academic Library Marketing Services

The primary purpose of marketing the university library is to increase awareness among library users and ultimately increase patronage of the library. According to Das and Karn (2008), marketing assists in the management of academic libraries, makes libraries more committed to the goals and objectives of the institution, users' needs and satisfying those needs, and, understanding users. Marketing also improves the image of librarians. Library promotion practices and marketing of library services: a role of library professionals, which was conducted by Patil et al. (2013), the following for needs of library marketing: to promote the use of available reading material in the library and create awareness among the users; to optimize the use of information within limited resources and manpower; to generate funds for the library; to improve the image of the library; and, due to the information explosion, to provide readers with precise and correct information for their research and study. Furthermore, Jestin and Parameswari (2002) assert that effective

marketing increases library funds, increases usage of services, educates customers and non customers, changes perceptions, and enhances the clout and reputation of the library and staff.

Challenges Encountered by the University Academic Libraries in Marketing their Services

It has been discovered that for the marketing of library resources to succeed, the librarians must be competent in all aspects of librarianship, which include, basic foundational knowledge in librarianship, readers' services, information and communication technologies (ICTs) handling and use, reference services, et al. Before library professionals can adequately and effectively market library services and information products, librarians must be knowledgeable, skilled, and possess good attributes or dispositions in these core aspects of librarianship. Unfortunately, many studies have documented librarians' lack of professional understanding of the marketing concept and its applicability to librarianship (Patange and Adekunmisi, 2013). Also, Odine (2011) posited that most library top management views marketing as only applicable and relevant to profit-making organizations. Conclusively, Osinulu et al. (2018) conclude that librarians at the Olabisi Onabajo University Library in Nigeria, considered lack of internet connectivity and inadequate funds as challenges to effective marketing.

Approach

This study adopted the survey-design approach. Three university academic libraries in Oyo State, Nigeria, were purposefully selected based on their ownership and location (federal, state, and private), namely: the Federal University, University of Ibadan, State University; Ladoké Akintola University of Technology, Ogbomosho; and the Private University: Ajayi Crowther University, Oyo Town, to form the site of the study. One hundred twenty (120) questionnaires were distributed for administration, but only one hundred and ten (110) were returned and were found useful for this study. The Statistical Package for Social Sciences (SPSS) was used to analyze the returned questionnaires. A simple percentage table was used to analyze the results, while the chi-square test was used for dependent and independent variables.

Table 1: Variables and Related Objectives

SECTIONS	VARIABLES	RELATED OBJECTIVES
A	Demographic Factors: Name of the University, Number of Year(s) in Service, Academic Qualification and Professional Status.	To determine the demographic factors of respondents.
B	Various ICT Tools Use in the Library for Marketing it Services: Internet, Videoconferencing, Email, Social Media, Telephone, OPAC, Library Website and Television.	To determine ICT tools use to marketing University library services.
C	The Various Library Services Rendered by University Libraries: Lending, Reference, Reservation, Referral, Interlibrary Loan, Extension and Outreach, Renewal, Current Awareness, Selective Dissemination, Abstracting and Indexing, Online Access to Library Data Base and Reports and Journals.	To examines various library services rendered.
D	Various Channels Used in Marketing Library Services: Personal Contact, Email, Seminar/Workshop/Conference, Social Media, Telephone, Radio Program, Television Program, Fresher's Orientation, Newsletter and Leaflets and Lecture.	To examines various channels used in marketing University library services.
E	Different Marketing Strategies Used in the University Library : New Arrival Display, Products Design, Improved Borrowing Privileges, Collaboration with other Libraries, Open Access to Library Materials, Users Education Programs, Selective Dissemination of Information, Book Reservation Services and Fresher's Orientation Program.	To examines various marketing strategies used in the University libraries.
F	Benefits of Marketing University Library Services : It Helps to Create Awareness on the Uses and Importance of the University Libraries, It Helps in Portraying the Library as the Heart of the Institution, It Helps the Library to Render Effective and Efficient Library Services, It Helps to Promote the Library Profession and It Helps to Increase and Strengthen the Information Base of the University Libraries.	To determines the benefits of marketing University library services.
G	Problems Encountered by the University Libraries in Marketing it Services: Lack of Modern Skill as a Result of Ill Training, Inadequate Fund, Poor Infrastructures (ICT Tools), Low Morale among Libraries, Lack of Business Expertise on the Part of Librarians and the Mind Set of Users who Sees the Library as Weak and Unable to Support Research.	To determines problems encountered by the University library in marketing it services.
H	Ways of Improving on Marketing of Academic Library Services: Marketing Channels. Products Design, Adequate ICT Training Users, Librarians' Skill, Library Services and Adequate Provision of ICT Tools.	To find ways of improving on marketing of University library services.

Research Question One: What are the demographic Factors of the Respondents in the Study Areas?

Table 2: Demographic Factors of the Respondents

Variables	Frequency	Percent	Cumulative Percent
Name of University Libraries			
LAUTECH: Olusegun Oke Library	40	47.1	47.1
UI: Kenedike Library	30	35.3	82.4
Ayayi Crowther University:T Y Danjuma Library	15	17.6	100.0
Total	85	100.0	
Working Year of Experience			
Less than 5 years	08	09.4	09.4
06-10	12	14.1	23.5
11-15	20	23.5	47.1
16-20	33	38.8	85.9
21 years above	12	14.1	100.0
Total	85	100.0	
Academic Qualification			
Diploma	12	14.1	14.1
BLS	13	15.3	29.4
MLS/M.Inf.Sc	48	56.5	85.9
MPhil	06	07.1	92.9
PhD	05	05.9	98.8
Prof	01	01.2	100.0
Total	85	100.0	
Professional Status			
Library Officer	16	18.8	18.8
Assistance Librarian	12	14.1	03.9
Librarian II	05	05.9	38.8
Librarian I	17	20.0	58.8
Senior Librarian	25	29.4	88.2
Principal Librarian	06	07.1	95.3
Deputy Librarian	03	03.5	98.8
University Librarian	01	01.2	100.0
Total	85	100.0	

Table 2 shows that the Olusegun Oke Library (Ogbomoso) has the highest percentage of respondents (47.1%) because the researchers were from this library, followed by the Kenedike Library, Ibadan (35.3%), and TY Danjuma Library (Oyo) with the fewest respondents (17.6%). The highest number of the working years in service among the respondents were between 16 and 20 years (38.8%), followed by 11 to 15 years (23.5%). This indicated the most active and experienced years in the service, while the lowest number of correspondents with less than 5 years in service were (9.4%). The majority of respondents (56.5%) held a master degree. Also, 29.9% of the respondents were in the position of senior librarians, follow by Librarians I (20.0%). While (18.8%) were library officers, these were paraprofessionals. The lowest number of respondents was University Librarian (1.2%).

Research Question Two: What are the various ICT available for in university libraries under study?

Table 3: Frequency Distribution of Availability of ICT Tools in the Library

Availability of ICT Tools	Available (AV)		Unavailable (UA)		Remark
	Freq	%	Freq	%	
Internet	77	90.6	08	09.4	AV
Videoconferencing	67	78.8	18	21.2	AV
Email	76	89.4	09	10.6	AV
Social Media	79	92.9	06	07.1	AV
Telephone	81	95.3	04	04.7	AV
OPAC	79	92.9	06	07.1	AV
Website	79	92.9	06	07.1	AV
Radio	25	29.4	60	70.6	UA
Television	29	34.1	56	65.9	UA

Table 3 indicates the availability of internet facilities, videoconferencing, email, social media, telephone, OPAC, and websites, with radio and television having the lowest availability.

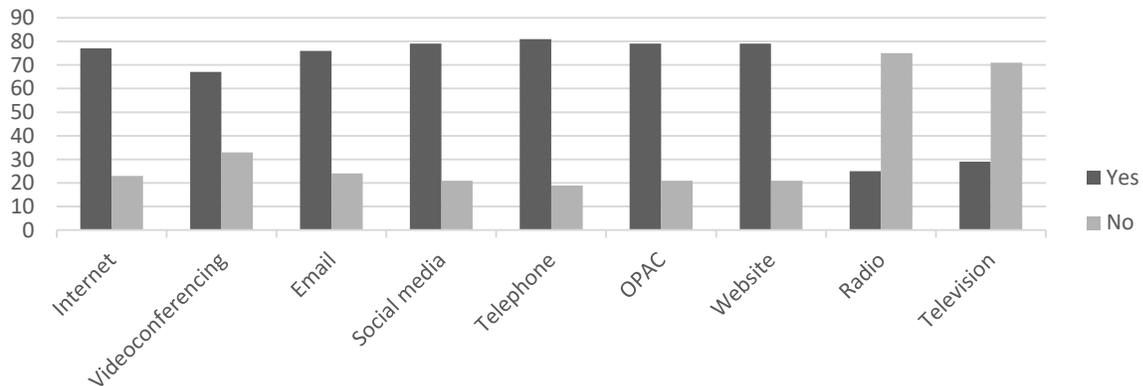


Figure 1: Graph showing the frequency of ICT tools available in the library

Research Question Three: What are the various library services rendered by university libraries?

Table 4: Distribution of Library Services in Selected University Libraries in Oyo State

Various University Library Services	Freq	%
Lending	66	77.6%
Reference	75	88.2%
Reservation	78	91.8%
Referral	72	84.7%
Interlibrary loan	54	63.5%
Extension and Outreach	55	64.7%
Renewal	78	91.8%
Current Awareness Services (CAS)	78	91.8%
Selective Dissemination Information (SDI)	69	81.2%
Abstracting and indexing	36	42.4%
Online Access to the library database	78	91.8%
Reports and Journals	70	82.4%

Table 4 shows that almost all the services were rendered with a high percentage in the university library, while abstracting and indexing have the lowest 42.4% percentage when compared to the other services. The highest percentage of respondents 91.8% were interested in reservations, renewals, current awareness, and online access to the library database.

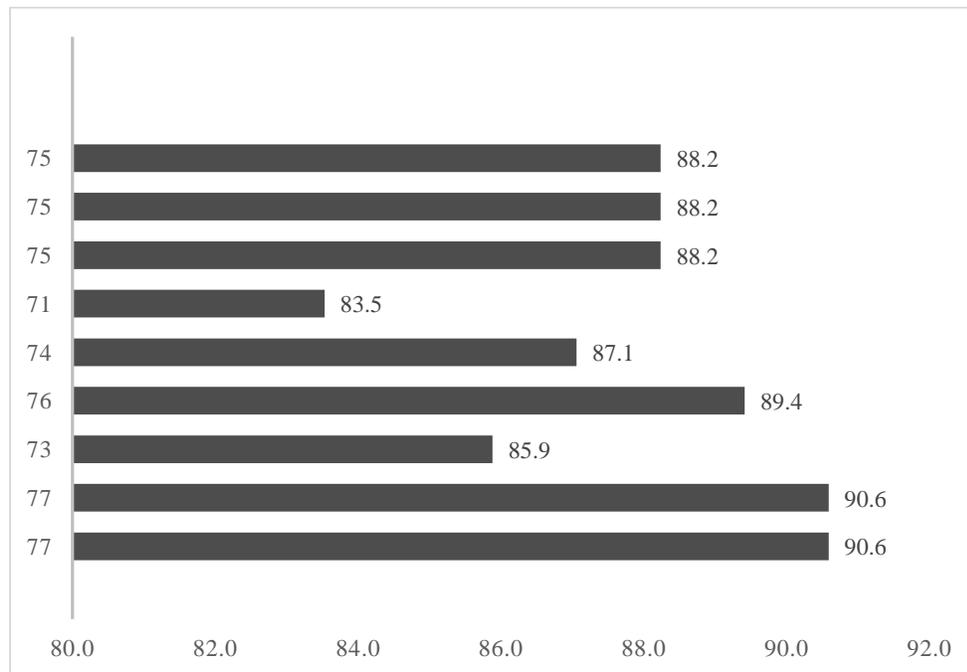


Figure 2 shows the various channels used for marketing university library services.

Research Question Four: What are the various channels used in marketing library services?

Table 1 shows various channels used in marketing library services

Channels used in marketing library services	Response			
	<i>Agree (Freq)</i>	<i>%</i>	<i>Disagree (Freq)</i>	<i>%</i>
Personal Contact	76	89.4	09	10.6
E-mail	79	92.9	06	7.1
Seminar/Workshop Conference	75	88.2	10	11.8
Social Media	77	90.6	08	9.4
Telephone	76	89.4	09	10.6
Radio program	25	29.4	60	70.6
Television program	35	41.2	50	58.8
Fresher's orientation	68	80.0	17	20.0
Newsletters and leaflets	78	91.8	07	8.2
Lecture	75	88.2	10	11.8

Table 5 shows that almost all the respondents agreed that personal contact, email, seminar or workshop, social media, the telephone, fresher's orientation, newsletters or leaflets, and lectures were mostly used as channels for marketing university library services. While, radio 70.6% and television program 58.8% have the most people who disagreed. This result implied that radio and television were rarely used as channels for marketing university library services.

Research Question Five: What are the various marketing strategies used in the academic library services?

Table 6: shows various marketing strategies used in the university library services

Marketing Strategies	Response			
	<i>Agree</i>	<i>%</i>	<i>Disagree</i>	<i>%</i>
New Arrivals Display	77	90.6	08	9.4
Products design	77	90.6	08	9.4
Improved borrowing privileges	73	85.9	12	14.1
Collaboration with other libraries	76	89.4	09	10.6
Open Access to Library Materials	74	87.1	11	12.9
Selective dissemination of information	71	83.5	14	16.5
Book Reservation Service	75	88.2	10	11.8
User Education Program	75	88.2	10	11.8
Fresher's Orientation	75	88.2	10	11.8

Table 6 above shows that almost all respondents agreed to use various marketing strategies, while only a few respondents disagreed. The highest percentage are found in new arrivals 77.6% and products designed 77.6%.

Research Question Six: What are the benefits of marketing university library services?

Table 7: Shown the frequency of benefits of marketing university library services

Benefits	Freq				Remark
	Agree	%	Disagree	%	
It raises awareness of the library's functions and significance	77	90.6	08	9.4	Beneficial
It helps portray the library as the heart of the institution	78	91.8	07	8.2	Beneficial
It helps the library to render effective and efficient library profession	77	90.6	08	9.4	Beneficial
It helps promote the library services	80	94.1	05	5.9	Beneficial
It helps increase and strengthen the information base of the library	74	87.1	11	12.9	Beneficial

The frequency of benefits of marketing university library services is shown in table 7. Almost all the respondents agreed with all the variables attached to the benefits accrued from marketing university library services with a high percentage, but the highest was that it helps promote the library profession 94.1%. The greatest number of respondents who disagreed 12.9%.

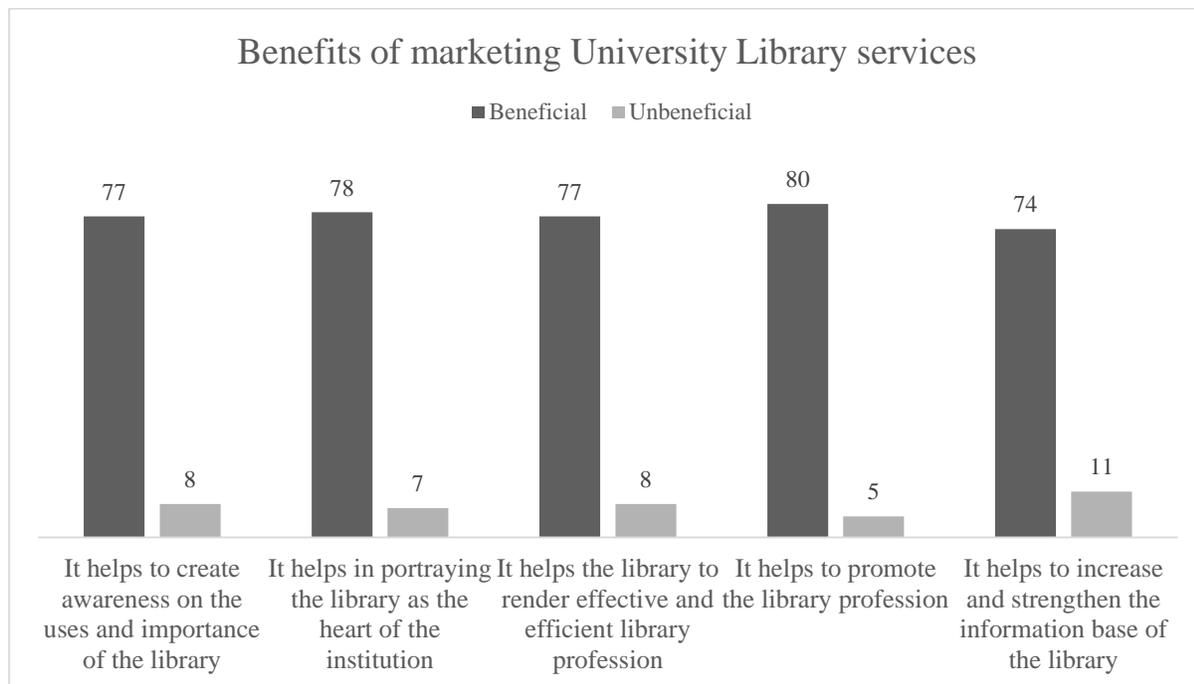


Figure 3: Shows Benefits for Marketing University Library Services

Research Question Seven: What are the problems encountered by the library in marketing its services?

Table 8 Depicts the Issues Encountered When Marketing University Library Services

Problems Encountered	Agree		Disagree		Remark
	Freq	%	Freq	%	
Lack of modern skill as a result of inadequate training	85	100	0	0	Agree
Poor Funding	85	100	0	0	Agree
Poor Infrastructure	85	100	0	0	Agree
Low morale among librarians	30	35.3	55	64.7	Disagree
Lack of business expertise on the part of librarians	56	65.9	29	34.1	Agree
The mindset of users who see the library as weak and unable to support research	85	100	0	0	Agree

Table 8 shows problems encountered in marketing university library services to librarians. Lack of modern skills as a result of inadequate training, poor funding, poor infrastructure, and the mindset of users who see the library as weak and unable to support research, were all agreed as problems encountered in marketing university library services. While low morale among librarians was the highest percentage, 64.7% disagreed with the course problem encountered in marketing university services.

Research Question Eight: What are the ways of improving the marketing of university library services?

Table 9: Various Ways to Improve the Marketing of University Library Services

Various Ways to Improve Marketing of Library Services	Agree		Disagree		Remark
	Freq	%	Freq	%	
Improving marketing channels	79	92.9	06	07.1	Agree
Product designs should be more attractive	74	87.1	11	12.9	Agree
Adequate ICT training for library users	77	90.6	08	09.4	Agree
Librarians' skills should be updated to meet the modern challenges	73	85.9	12	14.1	Agree
Library services should meet the needs of users	74	87.1	11	12.9	Agree
ICT tools should be adequately provided	79	92.9	06	07.1	Agree

Table 9 shows ways of improving the marketing of university library services. The largest number of respondents agreed with various ways to improve the marketing university library services, while only a few respondents disagreed.

Table 10: Test of Hypotheses Between ICT Tools Used and the Benefits of Marketing of Library Services

	Value	df	Asymptotic Significance (2-Sided)
Pearson Chi-Square	1.176 ^a	32	1.000
Likelihood Ratio	1.180	32	1.000
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	1955		

Table 10 depicts the hypothesis test between ICT tools used to market university library services and the benefits of marketing library services.

Hypothesis Testing

The test of the hypothesis is shown in Table 10, which indicates the relationship between the dependent and the predictor variables.

Interpretation: This suggests that there is no significant relationship between the ICT tools used in marketing university library services and the benefits of marketing library services. A chi-square test of independence was carried out to examine the relationship between ICT tools used in marketing library services and their benefits. The test was not significant ($\chi^2 = 1.176$, $df = 32$), $p > 0.05$. Therefore, there is enough evidence provided.

DISCUSSION

The population sampling shows that Olusegun Oke Library dominated with highest percentage of respondents 47.1%, as expected. This attested to the fact that the researchers are from the Olusegun Oke Library. Therefore, this influenced the administration of questionnaires (research instruments). According to the statistics, the population aged 16-20 was 38.8%. The implication of this finding is the most of the respondents have average service year. The 48 most educated respondents 56.5% master's degree. Overall, the results indicate that over 70.6 % of the respondents hold post-graduate degrees. Also, 67.1% were professional librarians. The results also shows that the largest number were professional and experienced librarians. Internet facilities, videoconferencing, email, social media, telephone, OPAC and the library website were the most ICT tools available in the university library. This accretion was supported by the findings of Shabahat (2015), Kumarjit (2014), and Oyemika (2016), while radio and television have the lowest availability. This negated the finding of Bhatt (2011) that radio and television were used by academic libraries to advertise their services. This could be due to financial constraints on the population sample. The result above shows that almost all the various library services rendered were above 60%, with the exception of services such as reservation of materials, renewal, current awareness services, and online access to the library database 91.8%, while abstracting and indexing have the lowest response of 42.2%. These findings were in agreement with Oyemike et. al (2016) and Osinulu et. al (2018). Also, the above results show that personal contact, e-mail, seminars, social media, fresher's orientation, newsletter, and lectures were most effectively used

to market library services in the study areas. These findings collaborated with those of Zhixian (2016) and Mohammad (2016), while the findings did not support the use of radio and television as channels marketing of library services, this might be a result of the high cost of production. According to table 6 above, all the various strategies used to market library services were above 80%. These findings were in accord with Igbokwe (2009), which stated that library orientation, awareness, in-house displays, exhibitions, and Internet services are major marketing strategies used by librarians and para-professionals to market library services. Almost all of the respondents agreed with all the variables attached to the benefits accrued from marketing university library services with a high percentage, but the highest was that it helps promote the library profession, 94.1%. These findings almost agree with the findings of Patil et. al (2013) and Jestin, et. al (2002) that marketing of university library services changes perception and enhances the clout and reputation of the library and staff. Also, the findings agreed with Osinulu et. al (2018) that poor funding and poor infrastructure (ICT tools) were problems encountered by the university library in marketing its services. While Patange and Adekunmisi (2013) agreed with the finding that a lack of business expertise on the part of librarians was a problem encountered during the marketing of library services moreover, the result of the hypothesis test showed that there was no significant relationship between the ICT tools used and benefits of marketing university library services.

Recommendations

Based on the results above, we studied the marketing of library services among selected universities in Oyo State, Nigeria. The following were the recommendations proffered to improve the marketing of library services: Improving marketing channels, More attractive product designs, Adequate ICT training for library users, Librarian's skill should be updated to meet modern challenges, Library services should meet users needs, and Adequate ICT tools should be provided.

CONCLUSION

This study provides some insights for university libraries on how they can market their various services so that users will benefit maximally, and the library and their staff will also show what they are worth among information professionals. Most of the respondents were post-graduates and professionals with experience. With the exception of radio and television, which had the lowest availability, all of the ICT tools mentioned in the questionnaire were widely available and used. However, with all the benefits inherent in having market library services, there are still a lot of problems militating against developing good market strategies in the library, such as inadequate funding and poor infrastructure (ICT tools). In order to achieve effective and efficient marketing of library services, adequate attention must be given to the strategies and recommendations given in the study.

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