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EXTENT OF USE OF INFORMATION MARKETING AND ADVERTISING IN LIBRARY SERVICE DELIVERY IN PUBLIC UNIVERSITY LIBRARIES IN SOUTH-EAST NIGERIA

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ABSTRACT

This paper investigated the extent of use of information marketing and advertising in library service delivering in public university libraries in South-East Nigeria. The purpose of the study is to determine the extent of use of information marketing in these libraries and extent of use of advertising in library service delivery in the target libraries. Two research questions guided the study. The design of the study was the descriptive survey design and its area was the states of South-East Nigeria. The study composed of 172 librarians in the public universities who were on seat over a two-week period. No sample was taken for the study. The instrument for data collection was a questionnaire with forty items, structured by the researcher and validated by experts. Data for the research were analyzed using mean and standard deviation. The findings of the study revealed amongst others a high extent of use of information marketing in library service delivery, a slight difference in the mean of responses between the Federal public university libraries and State public university libraries on the extent of use of information marketing and advertising. Based on the findings, it was recommended that there should be an elaborate plan by the management of the libraries in these universities towards the use of information marketing and advertising in the libraries to ensure greater usage and better library and information science delivery.

Keywords: Information, Marketing, Advertising, Service Delivery

Introduction

Library users are transforming into customers with rising expectations, diverse needs and wants, and choices, largely stemming from the inherent possibilities that abound over the internet to which they may have already been acquainted with. It is only logical that they would often question what more the traditional libraries can do for them. Most library and information professionals are of the opinion that libraries and information centers could offer more. Libraries have always been seen as repositories of learning resources and providers of service synonymous with libraries which includes but not limited to educational, recreational, and cultural services to its clientele. Oghenetega, Umeji

and Obue (2014) see the library as an institution that provides access to knowledge information and works of the imagination through a range of resources and services. Tondo (2015) also sees the library as (derived from the Latin word liber meaning books) a collection of written, printed, or other graphic and visual materials including films, photographs, phonographs, tapes, records video cassette, disc, microforms and computer programmes (software) organized and maintained for reading, study and interpreted to meet broad and varying need of people for information, knowledge, recreation and aesthetic enjoyment.

The overriding factor here is the need to acquire, process to make informational materials in whatever form available for use by clients. In the quest to do this, libraries face challenges that vary in intensity, such as problem of underfunding which most certainly affects output. This is why Irenoa, Emilian and Eru, (2019) suggested that some problems militating against library funding in Nigeria include: low priority attention accorded to education and library development in Nigeria, with just lip service paid to education and library development over the years by successive governments. The problem of low or inadequate funding most certainly translates to low patronage by users and information seekers as a whole. Libraries are charged with the responsibility of satisfying the varying needs of their users especially students who are using information resources like books, journals and other non-book related materials both in print and electronic formats. If a library cannot provide information services to an optimum level like its contemporaries, then users will seek alternative sources of satisfying their information needs. Abdulsalami and Efosa (2020) highlighted the dwindling patronage of libraries and university libraries in particular in saying that "the reason for the perceived low patronage of libraries may be because the library services and products as well as the trend of services following the applications of ICT which most libraries could not provide make most libraries to be less patronized". The bulk of what is being done on the information towards the provision of information products and services should be championed by the public university libraries serving the university and the research community at large.

Public university libraries are libraries of universities owned or managed by government at various levels which include the state and federal government. These libraries fall under the umbrella of academic libraries which include libraries found in higher institutions of learning like the universities, polytechnics and colleges of education. According to Ezemba (2020), academic libraries are libraries of universities, university colleges, polytechnics and other institutions of higher learning. Neetha (2020) posits that academic libraries are basically attached to a parent body or an educational institution, in this case, federal and state universities and usually serves two complementary purposes which are to support the syllabus followed by the parent body and to support the research activities conducted by students and faculty members.

Consequently, for these university libraries to meet up with the provision of library and information services to the optimum, there is need for more visibility on the products and services they offer. This visibility can be

ensured through the use of information marketing and advertising.

Specifically, information marketing is about recognizing the information requirements of customers and creating strategies and services for reaching out to them. Marketing of information is about keeping the clients in touch and informed about resources and services that match their interests as stated by Olorunfemi and Ipadeola (2018). The relevance of the library is tied to effective marketing as stated by (Adekunmisi 2013). This may be due to the various reasons such as information explosion, mega-bookstores, online book dealers, information consultants, internet services providers, free web access providers and individual customers who may not hesitate to market to potential library customers or users. Advertising on the other hand, are the techniques and practices used to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised (Encyclopedia Britannica, online, 2022). The Advertising Association of UK, (2022 online) defines advertising as a means of communication with the users of a product or service. It is the communications that bring about awareness on the product and services, what each service of product entails and how to go about putting in requests for what may be wanted by prospective clients. The inherent potentials libraries could leverage to market their main product which is information through various channels cannot be understated. With the researcher's knowledge of the use of various marketing and advertising channels in libraries, one may wonder the extent to which they are used in the libraries under study.

Hence, this work seeks to determine the extent of use of information marketing and advertising for service delivery and proffer avenues through which libraries can improve library service delivery through the use of marketing of information and advertising in library service delivery aided by newer inventions in the field of information and communication technology. To the researcher, it seems that library users still hold on to notion that libraries still offer the same older analogue services as has been the practice before the widespread opportunities of information and communication technology. This has given rise to libraries adopting the idea and practice of marketing and advertising their information product and services albeit in varying degrees. This will ensure that users are aware of the current services being offered in the libraries. However, the extent of use of information marketing and advertising in library service delivery in public university libraries in South-East Nigeria is not yet empirically determined to the best knowledge of the researcher. This prompted the researcher to carry out the study.

Problem Statement

Libraries having improved services and products like current awareness services, translation services, web OPAC services, document delivery service, online indexing and abstracting, etc in varying degrees, the knowledge of the wider audience about the extant possibilities in library service provision remains in question. In addition, the existence of the above ICT inspired services may not be

general knowledge to all users, hence, the underutilization of the already existing library and information services. Less than optimal use of these library products and resources has prompted most libraries to embark on information marketing and advertising in varying degrees.

From the researcher's observation, it appears that public university libraries in South-East Nigeria are also contending with being underfunded and therefore low patronage of its products and services. Consequently, the underfunding by government and particularly parent institutions result in the low patronage of the libraries and therefore, the underutilization of extant information resources due to ignorance on the part of the users to the libraries having adopted new innovations in information and library service delivery in South-East Nigeria. This has resulted to these libraries adopting and carrying out information marketing and adverting in varying degrees. The extent to which this is done is nonetheless not determined, hence, the study is aimed at determining the extent of use of information marketing and advertising in library service delivery in public university libraries in South-East Nigeria.

Purpose of the Study

The purpose of this study is to determine the extent of use of information marketing and advertising in library service delivery in public university libraries in south-east Nigeria. Specifically, the study is designed:

1. To ascertain the extent of use of Information marketing in library service delivery in the public university libraries In South-East Nigeria
2. To ascertain the extent of use of advertising in library services delivery in the public university libraries In South-East Nigeria

Research Questions

1. What is the extent of use of Information marketing in library service delivery in public university libraries In south-East Nigeria
2. What is the extent of use of advertising in library services delivery in public university libraries In South-East Nigeria

Literature Review

Information Marketing

Information marketing according to Kumar, (2014) is a concept of sensitively serving and satisfying the information needs of all those who are involved in education, scholarship, research and development, business, trade industry etc. In other words, a wide range of diverse people can be catered for with information marketing. Jacob, and Olajide, (2018), defined information marketing as the marketing of information based products and services, stating that these information based products range from; books, DVDs, CDs. Journal articles, databases, electronic journals, newspapers and databanks. Rowely, (2006) also notes that information based services are namely; access to databases, electronic current awareness services, business consultancy services, subject gateways and portals and web-based information services. Information marketing and its potentials has caused a major shift in the information

world. These recent trends and shifts in the general use and adoption of internet communication technologies underline the importance of information marketing to libraries. Practically, information marketing can be summed as efforts towards satisfying the information needs of library users involving intentional steps into determining user needs, target market and usually at a cost. It is a process of finding and creating ideas of information products and services to solve specific user problems.

The importance of marketing to the libraries cannot be undermined as libraries aim to beat redundancy. Librarians have to know that the libraries are no longer the sole link between information users and the online store of knowledge, as users are able to independently search the internet and the web themselves. According to Kumar (2015) the need to market information products are as follows: Information's is a powerful tool for developments and shall have due importance for all the societies, Information Technology has immense value for handling the knowledge of the world as a whole, increasing resource constraints particularly financial resources are a big difficulty to obtain by government support only, inadequate resources utilization in terms of knowledge available with libraries if opened to the public in general can be utilized fully and the increasing cost of Information and IT which can be managed only through the finance generated through marketing and this will only foster improvements on the current conventional traditional libraries.

Advertising

The American Marketing Association defines advertising as "the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or idea" (Durmaz, 2011). Thorson and Rodgers, (2012), also defined advertising "as any form of paid strategic communication by an identified sponsor that aims at informing and, or persuading receivers about advertising objects (e.g., product, service, brand, organization, or idea) and traditionally it is conveyed via purchased time or space in mass media". There is no point advertising without aim or purpose; this means that there is always a goal or target in other to initiate advertisement, otherwise, it is just a waste of money and resources. The researcher nonetheless, sees advertising as all efforts towards publicizing library and information products. All efforts towards the promotion, campaigning and push to make a target audience aware of particular products and services geared towards greater patronage

Advertising is aimed at a group of persons and mostly not at an individual. These groups of persons are mostly not the general public; but the target audience who are the potential customers. In advertising, unlike personal selling, immediate feedback cannot be taken. Thus, one can say that advertising is a paid form of non-personal way of communication with a group of target audience through mass media like television, newspapers, magazines, radio, internet and other possible means of reaching a target audience. In whatever market one operates, advertisement is a facilitating factor in fostering competition

between establishments. Through this, efficient communication is entrenched between the consumers and the establishments as they jostle for the preferences of the consumers.

Library services

The library is a collection of books and other information materials in various formats, properly arranged for the promotion of human knowledge, (Okwu and Opurum, 2021). This is to say that libraries collect, organize, process and disseminate information resources irrespective of formats. This is in consonance with Obi, (2013) who sees library as a selected collection of print and non-print information materials that are acquired, organized, preserved and disseminated by qualified personnel. The fundamental roles of libraries fall into six categories and they are; conservation, information role, Educational role, Research role, Cultural role, Recreational role. The library, in turn, towards carrying out the above stated roles, do so in the form of provision of products like information packages or services delivery. Library services have become a household name recently owing to the advancements in information technology which in turn has revolutionized the needs of users.

Public university libraries (Academic library)

Academic libraries are libraries attached to institutions of higher learning. Institutions of higher learning are mostly universities, polytechnics, monotechnics and colleges of education. According to Emem, (2017), academic libraries are libraries that are attached to academic institutions above the secondary level, serving the teaching and research needs of students and staff. In other words, academic libraries are libraries attached to educational institutions above the level of secondary schools in the typical Nigerian setting. Bappah, (2011) also sees academic libraries as academic libraries are libraries attached to tertiary institutions such as universities, polytechnic institutions, colleges of education, colleges of agriculture, colleges of technology and also research institutes. It is worthy of note that academic libraries work under the purview of their parent institutions' curricular and are there to support the research and the general educational development.

Research Method

Descriptive survey design was adopted for this study. Questionnaire was the instrument for data collection. The reliability of instrument was validated by experts in measurement and evaluation from the Faculty of Nnamdi Azikiwe University Awka. The questionnaire was made of three sections namely; section (A), which is bio-data, indicates or requests the respondent to indicate his/her library amongst the ten (10) involved in the study as all respondents are librarians of various target libraries. Section (B), with twenty items, contains information marketing channels. 172 copies of the questionnaire were administered and returned from the staff of the ten public university libraries as a subject of this study.

Area of the Study

This study was carried out in South-East Nigeria. South-East Nigeria is one of the six geopolitical zones in Nigeria mainly occupied by Igbo speaking Nigerians. It is made up of Abia, Anambra, Ebonyi, Enugu and Imo states.

Population of the Study

The population of this study comprised 172 librarians who were on seat in these libraries over a two-week period across the ten (10) public university libraries the South-Eastern region namely, Abia, Anambra, Ebonyi, Enugu and Imo states. The study involved specifically, twelve (12) from Abia state university library, Uturu, Abia state, fifteen (15) from Micheal Okpara university of agriculture library, Umudike, Abia State, twenty seven (27) from Festus Aghagbo Nwako library, Nnamdi Azikiwe university, Awka, Anambra state, eleven (11) from the Chukwuemeka Odumegwu Ojukwu University Library, Anambra state, eleven (11) from Alex Ekwueme university library, Ndufu, Alaike ikwo, thirteen (13) from Ebonyi state university library, Abakaliki, Ebonyi state, thirty eight (38) from Nnamdi Azikiwe Library, University of Nigeria Nsukka, thirteen (13) from ESUT University library, twenty (20) from Federal University of technology library, Owerri, Imo state, and twelve (12) from the Imo State University Library, Owerri, Imo state.

Method of Data Analysis

Data were analyzed using mean, and standard deviation. Mean and standard deviation were used to answer the research questions and determine the spread of the respondents' responses to the mean. Item by item analysis was based on a four point-likert scale and boundary limit of numbers as follows:

Response	**Rating Scale**	**Real Limit of Numbers**
Very High Extent	4	3.50 – 4.49
High Extent	3	2.50 – 3.49
Low Extent	2	1.50 – 2.49
Very Low Extent	1	0.50 – 1.4

Results and Discussion

Research Question 1: What is the extent of use of Information marketing in library service delivery in public university libraries in south-East Nigeria?

Table 1: Mean rating of responses to the extent of Use of Information Marketing Library Service Delivery in Public University libraries in South-East Nigeria.

	Items	**Mean**	**Std. Deviation**	**Decision**
1	Selective dissemination of information(SDI) to library users	3.40	0.777	H.E
2	Reservation services of information material	3.04	0.907	H.E
3	Remote or online indexing	3.46	0.826	H.E
4	Translation services	2.34	1.022	L.E
5	Reprographic services	3.33	0.937	H.E
6	Information consultancy services	2.74	1.078	H.E
7	Online of remote reference services	3.21	0.938	H.E
8	Library and information product lending services	3.01	0.940	H.E
9	Interlibrary loans and resource sharing	3.05	0.944	H.E
10	Online or remote information database services	3.54	0.652	H.E
11	Online access to library catalogue (Web-Opac)	2.19	1.045	L.E

12	Online circulation activities such as electronic reserve and E-Publishing	2.29	1.096	L.E
13	Information literacy programs	2.93	1.127	H.E
14	Online or remote Document delivery services(DDS)	1.84	0.907	L.E
15	Union catalogues	2.05	0.846	H.E
16	Article indexing services	3.47	0.854	H.E
17	Outreach services for homebound users	1.70	0.809	L.E
18	Current awareness services (CAS)	2.40	0.946	L.E
19	Online or remote Document Abstracting services	3.37	0.837	H.E
20	Literature search services	1.71	0.690	L.E

Table 1 presents descriptive statistics for items related to information marketing and library service delivery in public university libraries in South-East Nigeria. The statistics include items or channels of marketing, means, and standard deviations and decision for each item, giving an overview of the extent to which these Items and channels of marketing are being used.

High Extent of Use: The items with the highest mean scores include Selective Dissemination of information to library users with mean of responses as 3.40, standard deviation of 0.777, remote or online indexing services with mean of response as 3.46, standard deviation of 0.826, online or remote information database services with mean of 3.54, standard deviation of 0.652, and Article indexing services with mean of 3.47, standard deviation of 0.854. These values suggest a relatively high extent of use of information marketing in these areas.

Low Extent of Use: Items such as online and remote document delivery services with mean of 1.84, standard deviation of 0.907, outreach services for homebound users with mean of 1.70, standard deviation of 0.809), and literature search services with mean of 1.71, standard deviation

Research Question 3: What is the extent of use of advertising in library service delivery in the public university libraries In South-East Nigeria?

Table 3: Mean Rating of responses to extent of use of advertising in library Service delivery in public university libraries in South-East Nigeria.

	Items	**Mean**	**Std. Deviation**	**Decision**
1	Internet and web pages for advertisements	3.04	1.028	H.E
2	Advertising objective	1.85	0.690	L.E
3	User education to library users	3.48	0.745	H.E
4	Use of television in broadcasting services to users	2.63	0.974	H.E
5	Public lectures on information products and services	2.83	1.054	H.E
6	Information brochures to target groups at needed times	2.60	1.001	H.E
7	Public lectures on information services and products	2.45	1.072	L.E
8	social networking tools to enable users easily access library products and services	2.76	1.106	H.E
9	Posters, and billboard adverts of information products and services	3.45	0.774	H.E

10	User orientation programmes	3.60	0.608	H.E
11	Publicity and contact programmes by the library	2.37	1.065	L.E
12	Word of mouth adverts by library staff	3.37	0.741	H.E
13	Library publication on product and services	3.21	0.950	H.E
14	Display of new information materials and services	2.13	0.792	L.E
15	Direct E-mail adverts to user Inboxes	1.74	0.722	L.E
16	Print media adverts like newspapers and magazines	3.06	0.925	H.E
17	Exhibitions	2.09	0.938	L.E
18	Currency Awareness services so people are aware of what becomes available at times	2.73	1.169	H.E
19	Library book clubs to increase notice and patronage	2.05	1.091	L.E
20	Audio broadcasts in form of Radio adverts or audio adverts to groups.	3.52	0.713	H.E

Table 2 presents the descriptive statistics for advertising channels used in library service delivery in public university libraries in South-East Nigeria. The items 21 to 40 represent different aspects of advertising.

High Extent of use: User education to library users with mean of 3.48 and standard deviation of 0.745, and audio broadcasts in form of radio adverts or audio adverts to groups with mean of 3.52, and standard deviation of 0.71 among others show a high extent of use of advertising in library service delivery in public university libraries in South-East Nigeria. In same vein, user orientation programmes with mean of 3.60, and standard deviation of 0.608 recorded the highest mean rating suggesting the highest level of use

Low Extent of use: Advertising objective with mean of 1.85, and standard deviation of 0.690 recorded one of the lowest mean scores, indicating a low extent of use whilst direct e-mail to library users with mean of 1.74, and standard deviation of 0.722 recorded low extent of use**.** Overall, the data suggests a varied extent of use of advertising practices in library services delivery, with certain methods being used more than others.

Discussion

Extent of use of information marketing and advertising in library service delivery

The results of this study show a high extent of use of various information procedures outlined in this work; this resonates with the findings of Kutu and Olabode (2017). The study revealed that the public libraries in South West Nigeria market and promote their information products and services such as lending of materials, user education, school services, and referral services were available. Quick and long queries, adult literacy programmes, reading list and bibliographies, indexing and abstracting among others were available. Translation services, openness to rent the library premises and CD-ROM services were forbidden. Particularly, findings on promotional strategies for marketing information products and services revealed that majority agreed with display and exhibition as well as creation of an enabling environment as types of promotional strategies adopted in the public library boards studied.

Furthermore, the results of this work indicated high use of various advertising methods to varying degrees, it is in consonance with the findings of Oyemike, Udo-Anyanwu and Onuoha (2016) which

revealed that use of library notice board, face-to-face interaction with user community, seminar/work shop, use of institutional websites, networking among professional colleague are the most dominated form of strategies used in marketing information products and services. It also indicated that inadequate funding, low level of awareness on use of ICT in marketing information products and non-collaborative effort among librarians and libraries are the factors affecting marketing of library and information products and services.

Conclusion

The study determined the extent of use of information marketing and advertising in library service delivery in public university libraries in South-East Nigeria. Based on the findings, it was concluded that there was a high extent of use of information marketing and advertising in the target public university libraries in South- East Nigeria as indicated by the grand means of responses. Notably, the high extent of use of information marketing and advertising in library service delivery notwithstanding, there were various items and channels of information marketing and advertising that recorded very low extent of use. This is an indication there is need for improvement.

Based on the findings of this study, the researcher concluded by saying that a lot needs to be done by the parent institutions of these public university libraries and the libraries particularly, to ensure the greater use of more channels of information marketing and advertising so as to encourage more patronage and development of these libraries in South-East Nigeria.

Recommendations

Based on the finding of the study, the following recommendations are made:

1. There should be an elaborate plan by the library management towards the use of information marketing and advertising channels in library service delivery in these libraries and other libraries in Nigeria at large.
2. Library management in public universities libraries should expose librarians to more marketing techniques extant even outside Nigeria through regular trainings, conferences,

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