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Marketing Strategies and Use of Library Information Services in Academic Libraries in Lagos State, Nigeria

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Abstract

Despite the avalanche of works done on library service utilization, there is a research gap on the role of marketing strategies in enhancing the utilization of information services in academic libraries in Lagos State. Therefore, this study examined the influence of marketing strategies on the use of library information services (LIS) in academic libraries in Lagos State, Nigeria. The study adopted survey research design. The study population comprised 473 librarians. Total enumeration was used. A validated structured questionnaire was used for data collection. The reliability coefficients values ranged from 0.681 - 0.937. A response rate of 92.9% was achieved. Data were analyzed using descriptive and inferential statistics. The findings revealed that marketing strategies significantly influenced the use of LIS in academic libraries in Lagos State, Nigeria ($R^2 = 0.211$, $\beta = .460$, $t(179) = 6.948$, $p < 0.05$). Library information services in academic libraries in Lagos State, Nigeria was *sometimes* utilized (average weighted mean = 2.38, on a scale of 4). The extent of marketing strategies utilized in marketing LIS in Lagos State academic libraries, was high (Average Weighted Mean = 3.09, on a scale of 4). The study has shown that the 'Seven Ps' marketing strategies are vital to enhancing use of library information services (LIS) in academic libraries in Lagos State, Nigeria. The study recommended that management of the academic libraries should pay attention to low usage of radio services, extension services, teleconferencing, TV shows, indexing and abstraction services, book talk, display and exhibition, CD-ROM services and exhibition display services.

Keywords

Academic Libraries, Information Service, Marketing Strategies, Library Use,

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Introduction

Academic libraries are libraries established in tertiary institutions such as Universities, Polytechnics and Colleges of Education. Academic libraries are identified more precisely by their institution's settings such as University libraries, Polytechnic libraries and College libraries respectively. These three types of academic libraries investigated in this study. Library services are indispensable in

library operations. They are services provided by the library to the users. Ekpang and Ekeng (2021) argued that library success largely depends on the availability of library information resources for research within the shortest time. Therefore, when a library is well stocked with several categories of information services the students will sufficiently utilize them (Enidiok 2018). Availability of information resources has the potential of helping students make better academic achievements for further study. Correspondingly, when there are no information resources available for further studies students often perform poorly in their academic work. Mohammed (2019) maintained that, library services are categorized into two, solicited and unsolicited library services. Solicited library services are those services that are mandatory and compulsory for any library to provide for its users such as reference services, bibliographic services, current awareness services, reader services, bindery services, indexing and abstracting services, document delivery services, inter library loan services, internet services, lending services, online public access catalogue (OPAC), photocopying services, research advisory services, referrer services and information services. Unsolicited library services are those services that are not mandatory and compulsory for library to provide for its user but add more value to the mandatory library services. These services include book talk, display and exhibition, TV show and radio services, teleconferencing, extension services such as film show, puppet shows, picture book time, storytelling etc. In this study, the extent to which solicited and unsolicited library information services are utilized would be investigated. On the other hand, library information services (LIS), is an aspect of library service and activities that libraries render to meet the information needs of their users (Komolafe – Opadeji & Haliso, 2012).

Nwachukwu, Lucky and Salami (2014) contended that there is the need for libraries to have relevant information services and resources available for users. All these authorities point to the relevance of information services in the contemporary academic library environment. Today, most academic libraries find it difficult to explore the world of information sources and this has led to poor patronage of academic libraries and also contributed to the inability to conduct meaningful researches (Abdulsalami & Salami, 2013). Emerole (2017) posits that low patronage of library services by users is because they have not fully realized the potentials of the library in various endeavors. It therefore becomes clear that for academic libraries to perform its function adequately, its information services and resources must be effectively utilized and measured. Ibrahim (2017) measured level of utilization of LIS with several indicators such as reference services, current awareness services, lending services, selective dissemination of information, indexing and abstracting services, bibliographic services, electronic services, reprographic services, internet services, referral services, user education services and translation services. These indicators were used to measure the use of LIS in academic libraries in Lagos State due to the reason that they have been widely acknowledged in literature (Abbas, Khalid, & Hashmi, 2016; Benard & Dulle. 2016; Mohammed, 2019). The utilization of library information services (LIS) in academic libraries may be connected to marketing strategies.

Marketing strategies have been established as a key determinant of LIS utilization in the studies such as Anaehobi and Odume (2020), and Osinulu, Adekunmis, Okewale and Oyewusi (2018). For instance, Anaehobi and Odume (2020), established that librarians and library officers applied marketing strategies in promoting library services and products. Supporting the above, Osinulu et al (2018) argued that user survey studies, books, interlibrary loan services and improved burrowing privileges were prevalent marketing strategies used by librarians. On the other hand, the previous work of Yusuf (2019) contended that strategies adopted in libraries have been ineffective in promoting the utilization of library information services. Marketing strategies are processes that allow an organization to concentrate its resources on the optimal opportunities with the goal of increasing users' patronage and achieving a sustainable competitive advantage (Chegwe & Anaehobi, 2015). The theory of McCathy (1991) and Kotler et al (2016) 7Ps marketing strategies serves as the basis for accelerating

the delivery of information services in academic libraries in Lagos state due to its wide acceptance and usage in scholarly literature (Ewers & Austen, 2006; Adekunmisi, 2013; Kotler, Jose and Bhat, 2016). Users' judgement of the effectiveness and efficiency of a library is not based on the size of the library or the number of its staff and information materials available, but on the quality of services provided. Nevertheless, in the case of service marketing, there are Seven Ps namely product, place, people, pricing, promotion, physical evidence and process to be considered to enhance organizational effectiveness or to make potential users aware of products (Kotler et al, 2016). These Seven Ps are called the marketing mix and they are considered indicators of effective marketing strategies. Despite the avalanche of works done on library service utilization, there is however, a research gap on the role of marketing strategies in enhancing the utilization of information services in academic libraries in Lagos State. On this basis, it becomes important to investigate the influence of marketing strategies on the use of library information services (LIS) in academic libraries in Lagos State, Nigeria.

Statement of Problem

Academic libraries appear to be losing relevance in the business of providing information services to users. This may be because the academic library services and products as well as the trend of services following the applications of marketing strategies and adoption of modern technology in most libraries could not meet the demand of the user thereby making most libraries to be less patronized. Personal experiences have shown and library users' register have shown a reduction of students visit to the libraries and low turnout with loaning of information resources from the libraries which possibly result in low satisfaction with the services. Unfortunately, Illo, Izuagbe and Iroaganachi (2020) have indicated low frequency of use of LIS, which could negatively affect the progress of the library. Low utilization of LIS has been linked to issues such as slow internet, limited media access, poor funding, unavailability of staff, low computer literacy among staff, lack of professional training in marketing, under staffing, power disruptions, dearth of library materials to market and inadequate library infrastructure like photocopier, computers, air conditioner have been identified for poor use of LIS in literature (e.g., Aderibigbe & Farouk, 2017; Onifade, Ogbuiyi & Omeluzor, 2013). All these issues are attributed to poor use of LIS in some libraries in Nigeria. However, little is known about existing connection between marketing of LIS and the use of it in Lagos State's academic libraries. In recognition of this gap, the present study is set to investigate the influence of marketing strategies on the use of library information services in academic libraries in Lagos State, Nigeria.

Objective of the Study

The purpose of this study is to investigate the influence of marketing strategies on the use of Library Information Services (LIS) of academic libraries in Lagos State, Nigeria.

The study specifically sought to:

1. examine the frequency of use of LIS in academic libraries in Lagos State, Nigeria;
2. determine the marketing strategies (product, pricing, promotions, process, physical evidence, place and people) adopted in academic libraries in Lagos State, Nigeria;
3. find out the influence of marketing strategies on the use of LIS in academic libraries in Lagos State.

Research Questions

The following research questions guided this study:

1. How frequent are LIS utilized in academic libraries in Lagos State, Nigeria?
2. To what extent are marketing strategies (product, pricing, promotions, process, physical evidence, place and people) utilized in marketing LIS in Lagos State academic libraries?

Research Hypotheses

The following null hypothesis will be tested at 0.05 level of significance:

- There is no significant influence of marketing strategies on the use of library information services in academic libraries in Lagos State, Nigeria.

Literature Review

Frequency of Use of Library Information Service

Several empirical works have been done on frequency of utilization of library information services locally and internationally. Edem and Egbe (2016) examined the availability and utilization of electronic resources in a Nigerian university library. They found that electronic resources were available and post graduate students utilized them to a great extent. Aladeniy, and Owokole (2018) in a study conducted in university of medical science, Ondo State, Nigeria revealed that majority of the respondents use the library information resources occasionally, while textbooks were found to be the most utilized library resources by the respondents. Salubi (2018) assessed the utilization of library information resources in South Africa. The study result indicated that the most utilized library resource is the Wi-Fi with e-books and e-journals found to be lowly utilized. Yebowaah and Plockey (2017) in Ghana found that 88.8% of the respondents were users of the library and 65% were aware of the availability of e-resources in the library. This suggests that awareness and utilization of resources in the library is high.

Emojoro (2005) argued that Nigerian libraries are performing poorly in most aspects due to appalling resources. This view was supported by Emerole (2007) posited that low patronage of library services by many users is because they have not fully realized the potentials of the library in various endeavors. It therefore becomes clear that academic libraries cannot be said to be effective if its information services are not effectively utilized. Agyekummer and Filson (2012) found that most students use library resources and services to supplement their class notes, assignment and helped them in examination preparation. A study conducted by Olajide and Adio (2017) at the Federal University Oye-Ekiti, Nigeria found that library resources like abstract, indexes, yearbooks, atlas were neither satisfactory nor readily available for use. Meanwhile, the similarities in the findings between this study and the previous ones could be due to resemblances in the environment studied and the methodology adopted for the investigations.

Extent of Marketing Strategies in Academic Libraries

Empirical works on marketing strategies have attracted interests from the scholarly communities. This report of Osinulu, Adekunmis, Okewale and Oyewusi (2018) in a state university library showed that books, interlibrary loan services and improved burrowing privileges were prevalent marketing strategies used by librarians. Similarly, Adegoke (2015) identified some of these techniques as introduction of current awareness service, exhibition and display, selective dissemination of information, bulletin boards; complaints/suggestion boxes, users' education courses, electronic bill boards, audio-visual services, online dissemination of information via the Internet technology. Lamptey (2016) discovered that lack of marketing techniques is a major challenge facing the academic libraries in Ghana. Dantus and Park (2018) found that marketing tools such as the library website, emails, bookmarks, posters, flyers, table tents, and social media were widely used among Libraries in order for LIS outreach. Umeozor and Afolabi (2013) evaluated marketing strategies and library usage in Federal Universities in the South-South Zone of Nigeria. The outcome indicated that marketing strategies is pivotal to promoting library information services in academic libraries in Lagos State, Nigeria. The implications of the study were that the more frequent and effective the marketing activities, the more the students use the library.

A study conducted by Opeyemi, Akinade and Onaade (2014) revealed old and traditional methods of service delivery like face to face and notice board approach still topped the list of methods

used in service delivery in academic libraries. Philips (2015) on promotion of library materials (e.g., books, audiobooks, DVDs, computers), showed that 88% reported social media as beneficial. For promoting services, 94% viewed social media as helpful. It is worthwhile to note that none of the librarians surveyed reported social media as not useful to their library. A minority of librarians in the survey expressed uncertainty about the usefulness of social media, but for many librarians' social media was a distinctively effective marketing tool. Islam and Habiba (2015) conducted a study in Bangladesh, the finding showed that most of the participating libraries used mostly Facebook and LinkedIn in their marketing efforts.

Nexus between Use of Library Information Services and Extent of Marketing Strategies

Studies have shown nexus between Use of Library Information Services and Extent of Marketing Strategies. A study in India by Kumar and Kumar (2014) revealed that, students are generally aware of SNS applications and use them frequently. Students are also enthused about receiving information about events, collections and new arrivals of the library through SNSs. Furthermore, majority of students would like their librarians to connect with them through SNSs. Aderibigbe (2015) conducted a study on marketing strategies in federal university libraries in the North-west zone of Nigeria. Their findings show that strategies employed for marketing of information resources and services include advertisement, displays, exhibitions, alert, and use of billboards, orientation programmes, conferences, and library week for delivery of information services. A study carried out by Baro and Ebhomeya (2013) in university libraries in Nigeria discovered that 81.8% of the respondents used library publications, while 63.3% used campus radio programmes, 50% used university intranets and 40.9% e-mail alerts. Respondents also indicated using other marketing strategies such as orientation talks, seminar/workshops, library instruction in general studies, university bulletins, library week, newsletters, staff meetings and library committees. Benson, Udo-Anyanwu, and Onuoha (2016) examined use of information resources in tertiary institutions academic libraries in Imo State, Nigeria. The findings revealed that use of library notice board, face-to-face interaction with user community, seminar/workshop, use of institutional websites, networking among professional colleague is the most dominated form of strategies used in marketing information products and services. Anaehobi and Odume (2020) in South-East Nigeria, found that a lot still need to be done by librarians and library officers to increase the application of product and pricing marketing strategies to library and information services in order to attract and retain users. Khan (2012) investigated respondent's attitude towards the usefulness of social media in marketing of library and found that, majority of respondents agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. Respondents recommended the use of Face book, Wikis, LinkedIn, Blogging, YouTube and online groups for marketing different library services.

Edewor (2016) also found that library publications (memos, bulletins, and newsletter), orientation programs, websites, flyers and posters are key strategies used across the libraries in marketing library services in Africa. Marketing strategies such as library orientation, increased users' awareness, in-house displays, exhibitions and Internet services have been beneficial in promoting the use of library information services in universities in Nigeria (Igbokwe, 2009). The fee-based services (binding and photocopy) and non-fee based (compilation of bibliography and retrospective services) were also used as strategies to market library services. Several studies have also indicated that, libraries embraced marketing to improve library services and create stronger contacts with the user community in other to increase library use, enhance the value and image of the library, provide user education, and change user perceptions (Garoufallou, Siatri, Zafeiriou & Balampanidou, 2013). In addition, the report of Yusuf (2019) in Kaduna indicate how ineffective marketing strategies are to the promotion of library services in Kaduna state. Other authors have established that, Libraries and

librarians must as a matter of utmost commitment embrace marketing in order to attract more users to the library (Igwela & Owate, 2016).

Marketing Mix Theory: McCarthy (1991)

Marketing mix is the blend of four "Ps", namely, Product, Place, Pricing and Promotion, used to reach a target market. The "Four Ps of marketing" were first introduced by McCarthy in 1960 and later popularized by Kotler. The "four Ps" lays the foundation for the modern marketing theory. However, in case of services marketing, there are three more "Ps" viz. People, Physical evidence and Process, considered as extended marketing mix of "Seven Ps" (Booms & Bitner, 1981). An attempt is made to analyze briefly the 'Seven Ps' in the context of LIS marketing. The ability of businesses and organizations to promote their services or to make potential users aware of their products can mean the difference between success and extinction (Kotler, 1997). Today's libraries need a marketing knowledge to operate effectively. In line with Kotler, Jose and Bhat (2016) argued that one can develop an effective set of marketing-mix strategies only after identifying one's target market needs as a pre-requisite. They explained the seven Ps of marketing as follows: products, price, place and physical evidence, promotions, processes and people. Kumbar, Koller, and Parmeshwar (2014) argued that the following are the main reasons for application of marketing mix in library context: Information needs: the information needs of the users always keep changing at the same time libraries are facing so many constraints, such as application of new technology for publishing and distribution. According to Osinulu, et al (2018), marketing of LIS helps in publicizing the library as whole, benefits of patronizing the library services. The reasons stated for applying marketing in any library should not be seen as a means to increase profit but rather, to increase user satisfaction and in turn increase of funding, since increased user satisfaction will often result in their increased willingness to use services offered. This view was supported by Saravanan (2010) who viewed that librarians and information professionals are responsible for enhancing the use of their services. McCarthy (1960) theory is not without criticism. McCarthy's 4Ps mix has increasingly come under attack with the result that different marketing mixes have been put forward for different marketing contexts. It contends that the numerous and ad hoc conceptualizations undermine the concept of the marketing mix and proposes that Booms and Bitner's (1981) 7Ps mix for services be extended to other areas of marketing. In spite of the criticism, Mohammed and Pervaiz (1995) argued the 7Ps framework can be applied to consumer goods and reports the results of a survey of UK and European marketing academics which suggest that there is a high degree of dissatisfaction with 4Ps. It also suggests that the 7Ps framework has already achieved a wide acceptance as a generic marketing mix among both groups of respondents. Application of marketing mix is very important in improving the capabilities of library's information services towards attaining satisfaction of users and the market theory also requires that library management focuses on the identification of users' needs rather than library needs.

Appraisal of the Literature Review

Literature review was done on influence of marketing strategies on the use of Library Information Services (LIS) in academic libraries across different contexts. Literature was reviewed on the two variables (use of library information services and marketing strategies of library information services) in this study. Marketing strategies was the dependent variable, while use of library information services was the independent variable. A theoretical framework of marketing mix was used as foundation for this study. Empirical literature revealed the frequency of use of library information services in different countries and the level to which users utilized these resources for various reasons. Also, several empirical works were reviewed on marketing strategies that promote and enhanced the utilization of library information. In spite of the numerous works on use of library information services and marketing strategies, there is a dearth of information on influence of marketing strategies on the use of Library Information Services (LIS) in academic libraries in Lagos.

Methodology

The study adopted the survey research design to investigate marketing strategies and use of Library Information Services (LIS). The population of this research comprised four hundred and seventy-three (473) librarians (professionals and para-professionals) working in the academic libraries of Lagos state. The academic libraries were chosen as the population of this study because they are recognized and accredited institutions as at the time of this study. Reason for choosing librarians is because they are important group of people in university libraries responsible for marketing of library information service in the library. They also spend considerable time and effort in providing professional information services to library users, hence understand users' information need to a great extent. The librarians were also chosen as participants because they have a deep understanding of the operation of the library.

The sample size for this study was one hundred and ninety-six (196) librarians based on Krejcie and Morgan sample size determination table. The 196 sample was then distributed across the libraries in the academic institutions using Bowley (1926) proportional distribution formula. Multistage sampling technique was used for selecting the samples. Firstly, all the academic institutions in the study were listed to ensure that all the institutions are represented in the study. Hence, all colleges of education, polytechnics and universities were used for the study. The second stage was the systematic sampling technique. This was used to arrange the academic institutions alphabetically in order to select each 2nd term from the list of the academic institutions in Lagos. The third and final stage was the proportionate stratified sampling which was used to determine the samples allotted to each academic institution in Lagos State. In proportionate sampling, samples are allotted to each stratum according to their population sizes. The research instrument indicated a reliability index of 0.681 - 0.937, signifying that the research instrument is reliable. A total of 196 copies of questionnaires were distributed to the study participants while 182 copies retrieved were valid which resulted in 92.9% return rate. The statistical tools of frequency counts, percentage, mean and standard deviation were used to answer the research questions while regression analysis was used to test the research hypothesis.

Findings

Research Question One: How frequent are LIS utilized in academic libraries in Lagos State, Nigeria?

Table 1: Frequency of LIS utilization in academic libraries

Frequency of LIS utilization in academic libraries	Very Often (4)	Often (3)	Sometimes (2)	Never (1)	Mean	Std.
How often do users patronize the following library information services?						
Solicited Library Information Services					2.78	0.52
Internet services	97(53.3%)	40(22.0%)	27(14.8%)	18(9.9%)	3.19	1.02
Reference services	73(40.1%)	65(35.7%)	38(20.9%)	06(3.3%)	3.13	0.85
Lending services	88(48.4%)	38(20.9%)	31(17.0%)	23(12.6%)	3.07	1.08
Electronic services	69(37.9%)	55(30.2%)	46(25.3%)	12(6.6%)	2.99	0.94
Literature search	57(31.3%)	71(39.0%)	42(23.1%)	12(6.6%)	2.95	0.90
User orientation program	45(24.7%)	63(34.6%)	60(33.0%)	14(7.7%)	2.76	0.91
User education service	50(27.5%)	63(34.6%)	45(24.7%)	24(13.2%)	2.76	1.00

Selective dissemination of information (SDI)	39(21.4%)	64(34.2%)	49(26.9%)	30(16.5%)	2.62	1.00
Audio visual services	41(22.5%)	45(24.7%)	75(41.2%)	21(11.5%)	2.58	0.96
TV viewing services	37(20.3%)	60(33.0%)	41(22.5%)	44(24.2%)	2.49	1.07
CD-ROM services	25(13.7%)	54(29.7%)	75(41.2%)	28(15.4%)	2.42	0.91
Indexing and abstraction services	27(14.8%)	46(25.3%)	83(45.6%)	26(14.3%)	2.41	0.91
Unsolicited Library Information Services					1.98	0.62
Exhibition display services	29(15.9%)	61(33.5%)	59(32.4%)	33(18.1%)	2.47	0.96
Book talk, display and exhibition	28(15.4%)	53(29.1%)	68(37.4%)	33(18.1%)	2.42	0.95
TV shows	14(7.8%)	29(16.2%)	64(35.8%)	72(40.2%)	1.92	0.93
Teleconferencing	11(6.0%)	25(13.7%)	60(33.0%)	86(47.3%)	1.79	0.90
Extension services (film show, puppet shows, picture book time, etc.)	04(2.2%)	24(13.2%)	60(33.0%)	94(51.6%)	1.66	0.79
Radio services	05(2.7%)	24(13.2%)	51(28.0%)	102(56.0%)	1.63	0.81
Frequency of LIS utilization (Average Weighted Mean = 2.38)						

Source: Researcher's Field Survey, 2022

Decision Rule: 1.0-1.49 = Never; 1.50-2.49 = Sometimes; 2.50-3.49 = Often; 3.50-4.0 = Very Often.

The result on Table 1 showed that library information services in academic libraries in Lagos State, Nigeria is *sometimes* utilized (average weighted mean = 2.38, on a scale of 4). Further analysis depicts that the average mean score of solicited library information services was 2.78 while the average mean score of unsolicited library information services is 1.98. This result suggests that, users in the academic libraries *often* utilize solicited library information services but *sometimes* utilize unsolicited library information services. It is clear from these results, that the frequency of utilization of library information services in academic libraries in Lagos State, Nigeria is low. The low utilization of library information services could be based on the fact that, academic libraries recorded low measurement scores in areas such as radio services (1.63), extension services (1.66), teleconferencing (1.79), TV shows (1.92), indexing and abstraction services (2.41), book talk, display and exhibition (2.42), CD-ROM services (2.42), exhibition display services (2.47).

Research Question Two: To what extent are marketing strategies (product, pricing, promotions, process, physical evidence, place and people) utilized in marketing LIS in Lagos State academic libraries?

Table 2: Extent of marketing strategies utilized in marketing LIS

Extent of marketing strategies	Very Extent (4)	High Extent (3)	Low Extent (2)	Very Low Extent (1)	Mean	Std.
kindly tick (✓) using the scale below option that best satisfies your response						
Physical evidence					3.41	.70
The physical appearance of materials in the library	107(58.8%)	58(31.9%)	14(7.7%)	03(1.6%)	3.48	.71

is designed to be user friendly.						
Materials in the library are carefully arranged to elicit attention of users	98(53.8%)	57(31.3%)	18 (9.9%)	09(4.9%)	3.34	.85
Product					3.38	.48
LIS are patronized by users in the library	97(55.3%)	70(38.5%)	15(8.2%)		3.41	.70
LIS are customer-focused	104(57.9%)	60(33.0%)	09(4.9%)	09(4.9%)	3.45	.64
Library information products meet users' needs	92(50.5%)	78(42.9%)	06(3.3%)	06(3.3%)	3.42	.80
Technology is adopted in the library to market information service to users	75(41.2%)	83(45.6%)	15(8.2%)	09(4.9%)	3.41	.71
Place					3.23	.80
The library building is deliberately planned to attract users	122(67.0%)	39(21.4%)	12(6.6%)	09(4.9%)	3.51	.82
Signage are placed in strategic places to guide users	108(59.3%)	57(31.3%)	11(6.0%)	06(3.3%)	3.47	.75
The physical appearance of the library is designed to be inviting to users	99(54.4%)	67(36.8%)	10(5.5%)	06(3.3%)	3.42	.74
The library designed specific areas such as group study rooms, discussion rooms, etc. to improve users' experience	65(35.7%)	58(31.9%)	36(19.8%)	23(12.6%)	2.91	1.02
People					3.17	.63
Library staff are trained to be proactive in offering information services	88(48.4%)	73(40.1%)	12(6.6%)	09(4.9%)	3.32	.80
The library management frowns against poor service delivery from library employees	90(49.5%)	64(35.2%)	13(7.1%)	15(8.2%)	3.26	.91
Front-line service staff in the library are trained on customer service	72(39.6%)	84(46.2%)	17(9.3%)	09(4.9%)	3.20	.80
The library recruits specific persons for marketing of library information services	57(31.3%)	70(38.5%)	35(19.2%)	20(11.0%)	2.90	.97
Promotions					2.97	.69

Library tours are used to promote LIS services	92(50.5%)	61(33.5%)	15(8.2%)	14(7.7%)	3.27	.91
Face-to-face events are used to promote LIS services	93(51.1%)	58(31.9%)	10(5.5%)	21(11.5%)	3.23	.99
Orientation method is used to promote LIS	84(46.2%)	61(33.5%)	25(13.7%)	12(6.6%)	3.19	.91
Word of mouth is used to promote LIS	91(50.0%)	46(25.3%)	27(14.8%)	18(9.9%)	3.15	1.01
Website is used to promote LIS	91(50.0%)	52(28.6%)	15(8.2%)	24(13.2%)	3.15	1.04
Library brochures are used to promote LIS	78(42.9%)	64(35.2%)	19(9.9%)	22(12.1%)	3.09	1.00
Workshops are used to promote LIS	77(42.7%)	61(33.5%)	22(12.1%)	22(12.1%)	3.06	1.01
Library publications are used to promote LIS	81(44.5%)	54(29.5%)	21(11.5%)	26(14.3%)	3.04	1.06
E-mail lists are used to promote LIS	78(42.9%)	56(30.8%)	23(12.6%)	25(13.7%)	3.03	1.05
Posters are used to promote LIS	71(39.0%)	57(31.3%)	27(14.8%)	27(14.8%)	2.95	1.06
Flyers are used to promote LIS	57(31.7%)	80(44.0%)	19(10.4%)	26(14.3%)	2.92	.99
Blogs are used to promote LIS	52(28.6%)	67(36.8%)	38(20.9%)	25(13.7%)	2.80	1.00
Handouts are used to promote LIS	51(28.0%)	71(39.0%)	27(14.8%)	33(18.1%)	2.77	1.05
Newsletters are used to promote LIS	49(26.9%)	65(35.7%)	32(17.6%)	36(19.6%)	2.70	1.07
Podcasts are used to promote LIS	51(28.0%)	53(29.1%)	34(18.7%)	44(24.2%)	2.61	1.13
Giveaways are used to promote LIS	32(17.6%)	84(46.2%)	25(13.7%)	41(22.5%)	2.59	1.02
Process					2.86	.80
There is a suitable library management system adopted for automating various operations like procurement, cataloguing, issue/return in the library	107(58.8%)	46(25.3%)	11(6.0%)	18(9.9%)	3.33	.97
Customer-focused help services (face-to-face, email, telephone, etc.) is designed in the library for users	72(39.6%)	73(40.1%)	21(11.5%)	16(8.8%)	3.10	.92

The library portal is well maintained with online services/resources.	74(40.7%)	60(33.0%)	20(11.0%)	28(15.4%)	2.99	1.06
Library management provides minimal turnaround time for procurement, interlibrary loans, technical processing in the library	40(22.0%)	80(44.0%)	31(17.0%)	31(17.0%)	2.71	.99
There are technologies like Radio Frequency Identification (RFID) in the library to enhance service delivery.	43(23.6%)	63(34.6%)	26(14.3%)	50(27.7%)	2.54	1.13
There is a RFID in the library for self-service counters which allow a user to borrow and return library books without having the direct intervention of library staff.	53(29.1%)	39(21.4%)	33(18.1%)	57(31.3%)	2.48	1.21
Pricing					2.50	.88
Users do not mind spending on LIS once they are convinced of its worth	42(23.1%)	84(46.2%)	21(11.5%)	35(19.2%)	2.73	1.02
The library has a subscription fee for accessing a certain LIS	49(27.2%)	53(29.4%)	35(19.4%)	43(23.9%)	2.60	1.12
The library administrators are always willing to properly price their products	35(19.2%)	71(39.0%)	34(18.7%)	42(23.1%)	2.54	1.04
The library charges different price as library membership fee for all undergraduates	49(26.9%)	48(26.4%)	21(11.5%)	64(35.2%)	2.45	1.22
The library charges different price as library membership fee for all teaching and non-teaching staff	44(24.2%)	46(25.3%)	23(12.6%)	69(37.9%)	2.36	1.21
The library charges different price as library membership fee for all postgraduates	36(19.8%)	56(30.8%)	22(12.1%)	68(37.4%)	2.33	1.17
Extent of marketing strategies utilized in marketing LIS (Average Weighted Mean = 3.09)						

Source: Researcher's Field Survey, 2022

Decision Rule: 1.0-1.49= Very Low; 1.50-2.49 =Low; 2.50-3.49 = High; 3.50-4.0= Very High.

Respondents were asked to indicate extent of marketing strategies utilized in marketing LIS. The result on Table 2 showed that the extent of marketing strategies utilized in marketing LIS in Lagos State’s academic libraries, was high (Average Weighted Mean =3.09, on a scale of 4). Further analysis shows that six dimensions of marketing strategies namely physical evidence (\bar{x} =3.41), product (\bar{x} =3.38), place (\bar{x} =3.23), people (\bar{x} =3.17), promotions (\bar{x} = 2.97), process (\bar{x} =2.86) and pricing (\bar{x} =2.50) indicated high ratings on the measurement scale. This suggests that physical evidence, product, place, people, promotions, process and pricing were used to a great extent in marketing library information services to users who patronize academic libraries in Lagos state. However, the mean score of Radio Frequency Identification (RFID) for self-service counters (2.48) indicated low score. The implication of this analysis is that academic libraries in Lagos State had slightly higher level of marketing strategies in terms of physical evidence, product, place, people, promotions, process and pricing. However, unavailability of RFID for self-service counters which allow a user to borrow and return library books without having the direct intervention of library staff deserves urgent attention.

Test of Hypotheses

Hypothesis 1 was carefully analyzed and tested using simple linear regression analysis in Table 1.

Hypothesis One: There is no significant influence of marketing strategies on the use of library information services in academic libraries in Lagos State, Nigeria.

Hypothesis one was tested with simple linear regression analysis.

Table 3: Simple linear regression analysis of marketing strategies and use of library information services

Predictors	B	Beta (β)	T	p	R ²	Adj. R ²	F	ANOVA (Sig.)
(Constant)	.811		3.554	.000				
Marketing strategies	.508	.460	6.948	.000	0.211	0.207	48.207	0.000
Dependent Variable: Use of library information services								
Predictor: (Constant), Marketing strategies								
DF (F-Statistic) = 1, 180								
DF (T-Statistic) = 179								

Source: Field Survey Results, 2022

Table 3 shows that marketing strategies has a significant influence on use of library information services in academic libraries in Lagos State, Nigeria ($R^2 = 0.211$, $\beta = .460$, $t(179) = 6.948$, $p < 0.05$). This implies that marketing strategies predicts use of library information services in the study area. Hence, the null hypothesis which states that, there is no significant influence of marketing strategies on the use of library information services in academic libraries in Lagos State, Nigeria was rejected. The $\beta = .460$ of Table 4.6 shows that there is a positive correlation between marketing strategies and the use of library information services in academic libraries in Lagos State, Nigeria. This suggests that academic libraries with high extent of marketing strategies are more likely to experience high utilization of library information services by users. The $R^2 = 0.211$ in the Table 4.6 shows that marketing strategies explained 21.1% of variation in use of library information services in the academic libraries. In other words, marketing strategies contribute 21.1% use of library information services in academic libraries. This result suggests that improving marketing strategies can lead to improvement in the use of library information services. The F-test (1, 180) of 48.207 shows that the regression model can be used to forecast use of library information services in academic libraries based on marketing strategies. Therefore, the hypothesis was rejected. The regression model 1 shows the nexus between the independent and dependent variables in the study that can affect the result obtained in Table 4 According to the result of the regression model 1, holding marketing strategies to a constant zero, use of library information services would be 0.811, implying that in the absence of

marketing strategies, the academic libraries in Lagos state would still experience high usage of LIS considering the fact that, other factors (denoted by e) not investigated in the study can still influence use of LIS. The model also shows that when marketing strategies is improved by one unit on a measurement scale, there will be corresponding increase in use of library information services in academic libraries by 0.508 (50.8%). This result shows that marketing strategies is a strong predictor of use of library information services in academic libraries in Lagos state.

Discussion of the Findings

Research question one examined the frequency of utilization of library information services in academic libraries in Lagos State, Nigeria. The findings revealed that library information services in academic libraries in Lagos State, Nigeria are sometimes utilized. This finding is similar to a study conducted by Edem and Egbe (2016), Aladeniyi, and Owokole (2018). Edem and Egbe (2016) examined the availability and utilization of electronic resources in a Nigerian university library. The findings revealed that electronic resources were available and post graduate students utilized them to a great extent. Aladeniyi, and Owokole (2018) in a study conducted in university of medical science, Ondo State, Nigeria revealed that majority of the respondents use the library information resources occasionally, while textbooks were found to be the most utilized library resources by the respondents. The result of research question two revealed that the extent of marketing strategies utilized in marketing LIS in Lagos State academic libraries, was high. This result validates the findings of Osinulu et al. (2018) in a state university library which showed that books, interlibrary loan services and improved borrowing privileges were prevalent marketing strategies used by librarians. The result also substantiates the findings of Dantus and Park (2018) which found that marketing tools such as the library website, emails, bookmarks, posters, flyers, table tents, and social media were widely used among Libraries in order for LIS outreach. This result corroborates the study by Umeozor and Afolabi (2013) who evaluated marketing strategies and library usage in Federal Universities in the South-South Zone of Nigeria.

The outcome indicated that marketing strategies is pivotal to promoting library information services in academic libraries in Lagos State, Nigeria. The implications of the study were that the more frequent and effective the marketing activities, the more the students use the library. Hypotheses one revealed that marketing strategies has a significant influence on use of library information services in academic libraries in Lagos State, Nigeria. This result corroborates the finding of Benson et al. (2016) in tertiary institutions academic libraries in Imo State, Nigeria. The findings revealed that use of library notice board, face-to-face interaction with user community, seminar/workshop, use of institutional websites, networking among professional colleague is the most dominated form of strategies used in marketing information products and services. This finding also corroborates the study by Aderibigbe, (2015) conducted in federal university libraries in the North-west zone of Nigeria, the strategies employed for marketing of information resources and services include advertisement, displays, exhibitions, alert, and use of billboards, orientation programmes, conferences, and library week for delivery of information services. Likewise, Khan (2012) investigated the respondent's attitude towards the usefulness of social media in marketing of library and found that, majority of respondents agreed that the use of social media is important to capture the attention of online users and helps in distance learning and knowledge sharing. The implication is that marketing information resources and services in libraries is about reaching out to users, thereby promoting the image of the library and in turn creating awareness of the existence of its information resources and services.

Conclusion

Despite several works done on use of library information services and marketing strategies, there is a dearth of information on marketing strategies and use of LIS in academic libraries in Lagos. The present therefore filled this gap. The study has succeeded in closing this gap by establishing the nexus between marketing strategies and use of LIS in academic libraries in Lagos State, Nigeria. In spite of the high frequency of use of solicited library information services, unsolicited library information services was utilized to a low extent. In the quest to improve use of library information service, academic libraries adopted the 'Seven Ps' viz. physical evidence, product, place, people, promotions, process and pricing in marketing their library information services to users. The study has shown that the 'Seven Ps' marketing strategies are vital to enhancing use of library information services (LIS) in academic libraries in Lagos State, Nigeria. Hence, academic libraries in Lagos State, Nigeria should sustain this practice. This study also adds to the previous theories and empirics on marketing of LIS and use of LIS.

Recommendation

Management of the academic libraries should pay attention to low usage of radio services, extension services, teleconferencing, TV shows, indexing and abstraction services, book talk, display and exhibition, CD-ROM services and exhibition display services. This would help improve library information services in academic libraries in Lagos State.

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