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INFLUENCE OF MARKETING ON USE OF LIBRARY SERVICES BY POSTGRADUATE STUDENTS IN SELECTED FEDERAL UNIVERSITIES IN NIGERIA

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This study examined the influence of marketing on use of library services by postgraduate students in two federal universities in Nigeria. Descriptive survey design was adopted for the study. The population comprises of 12,386 master degree student and 122 library personnel at University of Ibadan and University of Ilorin, Nigeria. The multi-stage sampling technique was used to select the sample size of 326 master's degree students and total enumeration sampling technique was used for the library personnel. Hence, 326 copies of questionnaire were administered on the samples. However, only 309 students and 88 library personnel returned their copies filled and validated for the study, which represents 94.8% of the population of students and 72.1% of library personnel. Findings revealed that library personnel in the university libraries provide photocopying, literature search, current awareness services, circulation of periodical contents, newspaper clippings, reference service, notification about conferences/seminars/workshops, among others to postgraduate students. It was shown that the postgraduate students regularly used circulation of periodical contents and reference services daily. The methods of marketing adopted by the library personnel include: library website, university/library bulletin, lecturers, notice board, newspaper, text message (SMS), among others. The study established that there is a significant relationship ($r = .438^{**}$; $p < 0.05$) between library marketing and library services provision in two federal universities in Nigeria. Similarly, there is a significant relationship ($r = .466^{**}$; $p < 0.05$) between library marketing strategies used for postgraduate students and their use of library services in two federal universities in Nigeria. The study results show that marketing influences use of library services in the two federal universities in Nigeria. It was therefore recommended that librarians should improve on the strategies for library marketing to enhance their services.

Key Words: Marketing of library services, library services, postgraduate students, library personnel

Word Count: 285

INTRODUCTION

Libraries all over the world are committed to providing equitable access to information materials, programs, and services to all categories of users. Onifade and Sowole (2009) quoting Ojo noted that for libraries to add to the advancement of knowledge, they must not only provide resources but also ensure that the resources are effectively used. Mabawonku (2005) highlights ways in which students at all level of education seek for information from colleagues, which include the Internet, library, friends, family members, etc. This is why libraries are attached to all universities. Klain Gabbay and Shoham (2019) posit that a university library serves as change agent in an academic environment and they support studies and research. It should be noted that university libraries, being integral academic parts of the universities generally emerged simultaneously with their parent institutions. Hence, there are as many university libraries as there are universities. The proliferation of universities, despite the economic recession in the country since the 1980s, has increased the problems of the universities and their libraries so much that now their future seems uncertain. Added to these problems, are the problems of ICTs in Nigerian universities as related to library development.

University libraries in Nigeria are at crossroads. This is because they are operating in an era of dwindling finances where financial and material resources are in short supply. Nigerian university libraries derive the greater part of their funds from the government (both Federal and State governments). However, the authorities of private universities are the chief sponsor of their respective libraries. Okiy (2005) notes that of all the different types of libraries in Nigeria, only university libraries have a clearly defined policy of funding, because they are allocated 10% of the recurrent annual budget of their parent institutions. However, it is regrettable that such monies are not forthcoming as most university administrators tend to flout that decision (Yetunde, 2008). The situation in private universities also tends to portray a gloomy picture as the story seems to be the same. Yetunde (2008) observed that in most private universities in Nigeria the founder and the board of trustees usually determine the share of university library's budget which in most instances is not adequate. This ugly situation affects the efficiency and effectiveness of their functions.

McGrath, Rogers and Gilligan (2010) elucidate that the university library system represents an important physical and social space that serves cultural, civic and educational functions. While undoubtedly its core function is to provide access to books and reading, there is ample scope to improve the operation of libraries in support of that core function by, for example introducing creative arts workshops or literacy programs. University library services to the people at the academic community should include formal and informal education, health promotion, integration of minorities, ICT, literacy promotion, media, public information, recreation, the arts and youth work. Successful university libraries help support successful research and knowledge institutions. For university libraries to be successful, especially in the increasingly digital environment, they need to actively market themselves, the services that they offer and the benefits that they bring to their users and institutions.

Academic libraries are being driven to explore the possibilities of cost recouping and profit potentials for their survival. Libraries must change according to changing market conditions.

Libraries need to achieve an imaginative design of service and products, and develop communication methods and a feedback mechanism to improve service. Though the concept of charging for information, particularly in developing countries like Nigeria, is a difficult task, libraries must consider what funds that can be generated through this means. Martey (2000) academic librarians have no option but to get involved in planning and implementing marketing strategies in their libraries. This underpins why marketing is essential in improving library service provision. Overtime, marketing has been used by organization as weapon for handling competition users who have stopped using the library must be won back. Moreover, the need for continuous financial support for library may depend on proven use of the library and there is the need to attract prospective users; an understanding of the marketing concept will make librarians aware of the fact that marketing is not only the promotion of services but also management attitudes that must infuse through all sections of the library if it is to achieve its pre-determined objectives.

Academic libraries have traditionally focused on acquiring externally produced work to make available to their local communities. Within the information chain, libraries perform an intermediary function between information producers and end-users. This function is performed in two distinct ways: For information producers, the library acts as an information clearinghouse. This means that producers do not need to offer their products to individual users, with all the administrative problems and costs involved. This is especially important in the area of journals, where the library takes out a relatively expensive institutional subscription from which materials are further distributed to end users (Natarajan and Kaliyan, 2009; Quadri, 2014). In many cases (especially in the area of commercial publishing) administrative intermediaries such as booksellers and subscription agents handle the distribution of publications. Through this system the publisher only has to deal with a limited number of purchasers, whereas libraries can handle their acquisitions through a limited number of supplies (Quadri, 2014).

To the users, library is an efficient instrument to make available a limited set of relevant publications out of the entire volume of publications available. The library acts as a selective filter and quality control instrument, making available to the user only those publications which are relevant and of sufficient quality. There is no need for individual users to keep themselves informed about the information market and to acquire materials individually from publishers and other producers. Also, since publications are acquired through library funds, information usually is made available to end users free of cost. It is therefore necessary for libraries to live up to expectation in ensuring that the information needs of both the potential and existing users are met and provided in whatever format that will make it easily accessible to them (Quadri, 2014). According Natarajan and Kaliyan (2009), libraries must develop new specialists with skills in areas such as digital content production, new metadata formats, software development and systems administration. It is not surprising that the academic library has witnessed more technological change over the past decade.

Marketing is an approach that relies heavily on designing a service or product in terms of the consumers' needs and desires, with consumer satisfaction as its goal (Koontz, 2008). The interest in marketing has tremendously increased over the past few decades in libraries like other service centres; education, health, transportation, insurance, banking, etc. For a long time, librarians and

information professionals had enjoyed a supplier's market and as such lost interest in working for customers, and yet every librarian want customers to come back. However, it is assuring that satisfied users will have intention to re-use the library and that there are greater chances that dissatisfied users will find some other sources to meet his information needs. More crucially, if a user is unaware of the available library and information services that may lead to unintentional patronage of these services. It is on this premise that this study examined influence of marketing on the use of library services by postgraduate students in University of Ibadan, Ibadan and University of Ilorin, Ilorin, Nigeria.

STATEMENT OF THE PROBLEM

Libraries have for a very long time suffered from their image and visibility problems. This is probably why many librarians now see marketing as a very important topic. In the era of digital technology and its impact on library services and patronage, the pertinent issues of library marketing have become important issues. The question is, can the use of library resources and services be enhanced by marketing? From observation by many librarians in higher institutions including universities, there appears to be a great decline these days in the rate at which users of university libraries visit the libraries. Yet, assessing library usage is important in determining the value of the collection and also to improve library services. However, many authors have tried to measure library services on the size of the collections while, some evaluated library based on its programmes and services, its ability to access and manage information for its clients.

In the same way, it has been observed by librarians in university libraries that postgraduate students rarely visit the library and therefore it is often difficult to assess if the library is meeting their needs as the aim of any good library is to satisfy all its users and thereby justify its existence. In addition, university libraries invest a huge amount on collection development, processing and storage of information resources. These resources, which are so expensive, often remain unutilized resulting in wastage of money, time, energy and space. What could be responsible for this trend remains unknown yet. Could it be due to poor marketing strategies for the libraries? In view of these, this study is set to investigate the influence of marketing on use of library services by postgraduate students in two federal universities in Nigeria.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the influence of marketing on use of library services by postgraduate students in two federal universities in Nigeria. The specific objectives are to:

- i. identify the types of library services available to the postgraduate students in selected federal universities;
- ii. identify the types of library services provided to the postgraduate students in selected federal universities in Nigeria;
- iii. examine the frequency of use of library services by the postgraduate students in selected federal universities;
- iv. investigate the extent of marketing of the libraries done by librarians in the federal universities;
- v. determine the marketing strategies used to create awareness of library services to postgraduate students in the federal universities;

- vi. assess the influence of marketing on library services provision to the postgraduate students;
- vii. determine the influence of marketing strategies on use of library services by the postgraduate students;

RESEARCH QUESTIONS

The following are the research questions to be used for the study:

1. What are the types of library services available to the postgraduate students in selected federal universities in Nigeria?
2. What are the types of library services provided to the postgraduate students in selected federal universities in Nigeria?
3. What is the frequency of use of library services by the postgraduate students in selected federal universities?
4. What is the extent of marketing of the libraries done by librarians in selected federal universities?
5. What are the marketing strategies used by librarians to create awareness of library services to the postgraduate students in selected federal universities?

RESEARCH HYPOTHESES

This study seeks to test the following hypotheses at 0.05 level of significance:

- H₀₁: There is no significant relationship between library marketing strategies used for postgraduate students and their use of library services in two federal universities Nigeria.
- H₀₂: Marketing strategies of library services will not significantly influence the use of library services by postgraduate students in two federal universities in Nigeria.

SCOPE OF THE STUDY

The study focuses on the influence of marketing on use of library services by postgraduate students in two federal universities in Nigeria. The study was carried out in two federal universities offering postgraduate courses. The universities include; University of Ibadan, Ibadan, and University of Ilorin. The categories of postgraduate students that constitute the respondents of interest to the study include Master's Degree students in both Universities. The library services that were studied include: photocopying, literature search, current awareness services, circulation of periodical contents, selective dissemination of information, reference service, among others.

REVIEW OF RELATED LITERATURE

The focus of all library and information services marketing activities is the library users who are otherwise regarded as library customers. Hence, the activities such as generating information resources, processing, storing, preserving and provision of access to the information resources for the different categories of library users are the central goal of library and information services. In view of this, library marketing could mean an exchange relationship: thus a process providing mutual benefit to both parties in the transaction. Today's information professionals design a product to meet community needs instead of spending time in the often futile attempt to persuade a reluctant public that they 'should' use the library because it is intrinsically valuable

(Weingand, 1999; Okwilagwe 2016). Marketing is a specific social activity which goes beyond the frames of the traditional sale and purchase and occupies a space in the education, healthcare, social security and culture, in the services sector (Kotler and Andreasen, 2005).

Okon and Umoh (2014) pointed out that marketing of information and library services in Nigerian university libraries has been at very low ebb. Apart from the fact that university library managements may not have given it a priority, poor funding from government has contributed to what marketing is today in Nigerian university libraries. Strategies for marketing library services mean the process of library applying appropriate channels to communicate with readers. According to the environment of higher institutions of learning and the characteristics of readers, library marketing can use some of the approaches like Network communication channels. Thus, library can push recourses, services, new resources, new service approaches, book borrowing due date reminders, etc. to readers through the official Weibo of the library, RSS information push and remind email sending (Sun, 2014). Other strategies mentioned by Sun (2014) include conducting readers' awareness training, conducting promotion through various newspapers and magazines, using face to face good communication marketing strategies, and library marketing can consider effectively using the physical space of the library to conduct tangible display in the hallway, study rooms and other places.

There are a number of information products and services that are available in Nigerian university libraries. These are lending and information services, reference services, indexing /abstracting services, user education, Selective Dissemination of Information (SDI), inter-library lending, electronic resources, E-classroom facility, Online Public Access Catalogue(OPAC), books, digital products, films, the Internet, advisory services, bibliographic and reprographic services, current awareness services (CAS) (Okon, and Umoh, 2014). Library marketing is the process of identifying the potential audience that could hear a library story; and librarians thus develop the story that those potential users understand considering what makes the library unique and why the users will find it interesting. Library marketing involves finding an intrigue and attractive ways of telling the story to win the attention of the users (Doucett, 2008).

Lack of knowledge among library users of the services their university libraries provide is a growing concern in academic librarianship. This has been caused by poor communication and inadequate interaction between users and the library, coupled with the library's failure to apply marketing strategies to promote its services (Roberts, 1995). If the library is to promote awareness of its services and activities, there must be continual interaction with its users, This interaction can be influenced both by factors directly related to the library, such as how efficiently and effectively it is run, the relevance of the information it provides and the communication channels it employs (Namugera, 2014 citing Rocio, Lotero and Rua, 1987). Whereas libraries use different activities to create awareness about service, literature shows that in other instances awareness can result from family and friends, or under self-tuition. Hinson and Amidu (2006) revealed that the majority of the final year students in the University of Ghana Business School are aware of the internet, having been introduced to it by family and friends, or under self-tuition. Hence, users of the sources and services provided by university libraries include undergraduates, postgraduate students and faculty members. For the purpose of this study, emphasis is on postgraduate students.

Bukhari, Bukhari, Ranjha, Ahmad, and Naz (2010) conducted a study on library use by students of the Foundation University College of Liberal Arts & Sciences, Rawalpindi, Pakistan. Their findings showed that 47% of the respondents agreed with the statement that the “library had sufficient space for users”, while 53% of the respondents were not agreed with this statement. 56% of the respondents agreed with library staff’s attitude regarding borrowing books while 44% of the respondents did not. Moreover, 46% of the respondents indicated that librarians assisted them in searching for their required information. 81% of the respondents complained about the lack of computers with internet connectivity. The study concluded that the library staff should help students and facilitate them in consulting relevant materials. A proper learning and study environment in the library was suggested for effective use of library resources.

Among many users of the university library are the postgraduate students. This class of students are regarded as ‘matured students’ because they have pass through the undergraduate stage and are now facing a higher level of academic studies. Rasul and Singh (2010) observed that there is limited literature on the information needs of the postgraduate students, yet they form a significant group of researchers in a university. Furthermore, they noted that how the postgraduate students perceive the role of their university library matters a lot. This is very important because the nature of postgraduate study demands that students must do a lot of independent studies on their own. The use of library services is thus indispensable to the postgraduate students in order to achieve their academic objective. As a result, Olofinse and Oyeniya (2010) affirmed that academic libraries have to build strong collection of information resources in physical and digital format to cater for knowledge requirements of their users. It is therefore necessary to take the needs of the post-graduate students into consideration in policy planning in any university library.

Postgraduate students are those who already have undergraduate degree, and who are studying for a postgraduate qualification which may be a diploma or a degree such as honours, master’s or Doctor of philosophy. They are known for focusing on their laboratory works while at the same time, taking classes, participating in seminars, journal clubs and fulfilling all other academic requirements. Postgraduate students by the nature of their academic assignments require lots of quality, current, accurate and up-to-date information to carry out their mandates of learning, research, knowledge update, personal development. This information could be obtained from information bearing resources in different formats, which could be print resources to include standard textbooks, serials, scholarly journals, theses, dissertations, daily newspapers, magazines, encyclopedias, dictionaries and the likes, electronic resources to include e-books, e-journals, e-serials, e-magazines, and the likes, as well as audio-visual resources (Obasuyi and Usifoh, 2012).

Postgraduate students in their various levels of studies and research have information needs in their field of work notwithstanding. This is understandable because academic activities of postgraduate students have become most enduring and effective means of boosting sustainable economic development and re-enforcing competitiveness in the face of rapid growth taking place between industries, countries and people in the world. Research generated by postgraduate students with the use of university library sources and services, are often towards the rise and expansion of the world knowledge economy and the establishment. The growing supply of literature in electronic format facilitates effective searching for the materials needed by

postgraduate students for their learning and research activities. This development has rapidly increased the postgraduate students' exposure to a wider range of literature than would be available.

There are some indications that postgraduate students' information search strategies for learning and research activities have changed especially in the era of information and communication technology (ICT). There are larger volumes of information than ever before, new ways of collecting information, new information containers and new tools for working for information. Tella, Tella, Ayeni, Owolabi (2007) submit that postgraduate students' ability to find and retrieve information effectively is a transferable skill useful for their future life as well as enabling the positive and successful use at the available electronic resources whilst at school. They noted that in this digital era, any student at the higher level, especially postgraduate who intends to carry out successful research and other academic obligations should have the ability to explore the digital environment. Postgraduate students are scholars in training and have the responsibility of becoming prolific and critical writers in their disciplines and careers. This could be one of the reasons for use of library sources and services by the postgraduate students in federal universities. However, this study intends to investigate the influence of marketing, on use of library services by postgraduate students in two federal universities in Nigeria.

Users of university libraries need to be aware that the library exists not merely to help the instructional functions of the university; it does also a good deal in aid of research, which is another major function of the university. For effective use of the university library, awareness of a variety of its functions such as, helping the students by providing text books, reference books and periodicals, and other materials by providing a large number of bibliographical tools and up-to date literature on every subject for users; as well as by maintaining an efficient reference and information service including e-resources is inevitable (Ranganadham and Babu, 2012). It is important to note that the value of a university library's collection lies in its effective utilization by the user community. Library use involves the consulting, reading and borrowing of library resources. It also involves obtaining information from library staff. Library use can be in form of visit to library to consult the collections or remote access to library digital collections. Various variables used to define library usage pattern include number of items borrowed, number of library visits, hours logged into library PC, hours logged into e-resources, number of PDF downloads, and total number of e-resources accessed (Collins and Stone, 2014).

There are different types of services being provided by the library in other to meet the needs of the users. Onifade, Ogbuiyi and Omeluzor (2013) found that the most used service of the library is the loan service, followed by the bibliography and document delivery service; while the least used service is the consultancy service. The fact that majority of the respondents were gainfully employed may be responsible for this as they just visit the library to loan materials for home use. In addition, the library needs to create more awareness to some of its services so that the postgraduate students will be aware of them and this will improve their use of library resources and services.

The University of Ibadan (UI) is the oldest and one of the most prestigious Nigerian universities, and is located five miles (8 kilometres) from the centre of the major city of Ibadan in Western Nigeria. Besides the College of Medicine, there are now ten other faculties: Arts, Science,

Agriculture and Forestry, Social Sciences, Education, Veterinary Medicine, Technology, Law, Public Health and Dentistry. The University has residential and sports facilities for staff and students on campus, as well as separate botanical and zoological gardens.

The University of Ilorin, also known as Unilorin, is a university in Ilorin, Nigeria. It was established by a decree of the Federal Military Government in 1975 and is a federal government owned tertiary institution of education located in Ilorin, Kwara State, Nigeria. The ancient city of Ilorin, capital of Kwara State, is about 300 km from Lagos and 500 km from Abuja, the country's administrative capital. In August 2014, the school was ranked as the best university in Nigeria by 4icu. The university began as a University College affiliated to the oldest university in Nigeria in 1975 under the leadership of the then principal, Dr T.N. Tamuno. In October 1977, the institution attained full autonomous status with appointment of the then Principal, Professor O.O. Akinkugbe as first Vice Chancellor.

METHODOLOGY

The research design employed for this study is the descriptive survey method. This design was chosen owing to spread and population of the postgraduate students. The population of this study consists of master's students and library personnel of the University of Ibadan, Ibadan and University of Ilorin, Ilorin. According to the data collected from the Records Office of the Postgraduate School, University of Ibadan, there are six thousand, nine hundred and one (6,901) master's students. While the data collected from University of Ilorin showed that there are five thousand, four hundred and eighty-five (5,485) master's students. This gives a total population of twelve thousand, three hundred and eighty six (12,386) in the University. Meanwhile, according to the data collected from internal source (staff members of each library), there are 32 academic librarians and 35 library officers in the University of Ibadan while, University of Ilorin has 26 academic librarians and 29 library officers. Thus, the total number of the library personnel was 122.

The multi stage sampling technique was used for the study. The first stage involved the breakdown of the population of study into different faculties in the universities under study, and this forms the primary sampling units. At the second stage four faculties were purposively selected based on their being common in both Universities. They are Arts, Education, Social Sciences and Engineering and Technology. The third stage was the selection of the sample size from the Faculties. Probability proportionate to size (PPS) of 5.0% was used to draw the sample size. According to Yamane (1976) the sampling fraction for sampling selection in a survey research must be at least up to 60.0% before generalizations could be done on the population of study except in a situation where population is too large and resources available could not cater for the sample fraction of 60.0%, then the sampling fraction could be less so long the sample size will be a true representation of the study population. Therefore, the sample size gives a total of 326 (table 3.3). However, total enumeration sampling technique was adopted for the library personnel. This was done to eliminate any tendency of being bias in the treatment of the data since the total population is small and manageable to a great extent. Here, the sample size is 122 i.e. all the 58 academic librarians and 64 library officers in the university libraries under study.

The data collection instrument was a structured questionnaire, with different copies for both library personnel and postgraduate students. The researchers and three research assistants

administered a total number of three hundred and twenty-six (326) questionnaires on the respondents in the selected universities (University of Ibadan, Ibadan, and University of Ilorin). The distribution was done at the University of Ibadan and University of Ilorin students' academic departments and the University Libraries. The study was based on the number of questionnaire completed by the students. The IBM-Statistical Package for the Social Sciences (SPSS) was used for the analysis. Descriptive statistics such as frequency, percentages and mean distribution was used to analyse research questions while multiple regression and Pearson's product moment correlation were used to test the null hypotheses at 0.05 level of significance.

RESULTS AND DISCUSSION

Table 1: Distribution of respondents by demographic characteristics

| | Masters' Students | | Library personnel | | | |
|--|-------------------|-----------|-------------------|-------------------|-----------|------|
| | | Frequency | % | | Frequency | % |
| Age Group | Less than 24 | 7 | 2.3 | 30-39 years | 26 | 29.5 |
| | 25-29 | 19 | 6.1 | 40-49 years | 46 | 52.3 |
| | 30-34 | 169 | 54.7 | 50-59 years | 16 | 18.2 |
| | 35-39 | 88 | 28.5 | | | |
| | 45-49 | 26 | 8.4 | | | |
| Gender | Male | 175 | 56.6 | Male | 62 | 70.5 |
| | Female | 134 | 43.4 | Female | 26 | 29.5 |
| Marital Status | Single | 101 | 32.7 | Single | 19 | 21.6 |
| | Married | 208 | 67.3 | Married | 69 | 78.4 |
| Employment/ Designation | Government | 52 | 16.8 | Librarian I | 14 | 15.9 |
| | Private | 36 | 11.7 | Librarian II | 19 | 21.6 |
| | Self Employed | 39 | 12.6 | Library Officer | 30 | 34.1 |
| | Unemployed | 182 | 58.9 | Senior Librarian | 25 | 28.4 |
| | | | | OND/NCE | 12 | 13.6 |
| Highest Educational Qualification | | | | HND/Bachelor's | 26 | 29.5 |
| | | | | Master's Degree | 50 | 56.8 |
| | | | | Less than 5 years | 28 | 31.8 |
| | | | | 5-9years | 27 | 30.7 |
| | | | | 10-14years | 8 | 9.1 |
| Years of Work Experience | | | | 15-19years | 14 | 15.9 |
| | | | | 20years and above | 11 | 12.5 |
| | | | | | | |
| | | | | | | |

Results in Table 1 showed that 169(54.7%) of the masters' students were between ages 30 – 34 years while, 46(52.3%) of the library personnel were between ages 40 – 49 years. This implies that most of the respondents still have many years to spend in the public services. On religion of the respondents, 187(60.52%) masters' students were Christians. This could mean that there were more Christians than other religion worshippers in the study areas as at the time of this study. Results showed that 175(56.6%) masters' students and 62(70.5%) library personnel were males. Similarly, 208(67.3%) masters' students and 69(78.4%) library personnel were married. This implies that most of the respondents were very matured and responsible individuals. Most

of the masters' students 182(58.9%) were not employed. Hence, only 30(34.1%) of the library personnel were library officers. In the same vein, 50(56.8%) of the library personnel had masters' degree in librarianship. This implies that most of the library personnel were professional librarians. Finally, only 28(31.8%) of the library personnel had spent less than 5 years in the library services while 11(12.5%) had spent 20 years and above. This implies that the library personnel were experienced persons having spent minimum of 5 years in the library services.

Table 2: Library service made available to the students in selected University Library

| Library Services | Not Available | | Rarely Available | | Available | | Readily Available | | Mean | Std. Dev. |
|--|---------------|------|------------------|------|-----------|------|-------------------|------|------|-----------|
| | F | % | F | % | F | % | F | % | | |
| Photocopying | 73 | 23.6 | 34 | 11.0 | 120 | 38.8 | 82 | 26.5 | 2.68 | 1.106 |
| Literature Search | 61 | 19.7 | 86 | 27.8 | 36 | 11.7 | 126 | 40.8 | 2.73 | 1.187 |
| CAS | 59 | 19.1 | 60 | 19.4 | 132 | 42.7 | 58 | 18.8 | 2.61 | 0.999 |
| Circulation of Periodicals | 81 | 26.2 | 43 | 13.9 | 145 | 46.9 | 40 | 12.9 | 2.47 | 1.018 |
| SDI | 71 | 23.0 | 62 | 20.1 | 120 | 38.8 | 56 | 18.1 | 2.52 | 1.037 |
| Reference service | 28 | 9.1 | 75 | 24.3 | 30 | 9.7 | 176 | 57.0 | 3.15 | 1.076 |
| Notifications about newly conferences/seminars/workshops | 154 | 49.8 | 73 | 23.6 | 35 | 11.3 | 47 | 15.2 | 1.92 | 1.103 |
| Abstracting services | 157 | 50.8 | 67 | 21.7 | 49 | 15.9 | 36 | 11.7 | 1.88 | 1.060 |
| Notification about newly published research | 193 | 62.5 | 53 | 17.2 | 30 | 9.7 | 33 | 10.7 | 1.69 | 1.027 |
| Translation service | 191 | 61.8 | 45 | 14.6 | 23 | 7.4 | 50 | 16.2 | 1.91 | 1.029 |
| Indexing service | 187 | 60.5 | 54 | 17.5 | 17 | 5.5 | 51 | 16.5 | 1.78 | 1.138 |
| Interlibrary loan | 172 | 55.7 | 75 | 24.3 | 13 | 4.2 | 49 | 15.9 | 1.78 | 1.130 |
| Standard information | 193 | 62.5 | 50 | 16.2 | 20 | 6.5 | 46 | 14.9 | 1.80 | 1.094 |
| Patent information | 196 | 63.4 | 45 | 14.6 | 25 | 8.1 | 43 | 13.9 | 1.74 | 1.105 |
| Repackaging and condensation | 203 | 65.7 | 40 | 12.9 | 30 | 9.7 | 36 | 11.7 | 1.72 | 1.095 |
| Newspaper clipping | 145 | 46.9 | 82 | 26.5 | 48 | 15.5 | 34 | 11.0 | 1.67 | 1.057 |

Results showed that most of the respondents indicated reference services (mean = 3.15; std. = 1.076), literature search (mean = 2.73; std. = 1.187), and photocopying (mean = 2.68; std. = 1.106). However, among the library services that were not made available to the postgraduate students include: newspaper clippings (mean = 1.67; std. = 1.057), notification about newly published research (mean = 1.69; std. = 1.027), and repackaging and condensation (mean = 1.72; std. = 1.095). Hence, the types of library services that were made available the postgraduate students in the two Federal universities include: reference service, literature search, photocopying, current awareness services and selective dissemination of information.

Table 3: Library service provided to post graduate students in the university library

| Library Services | Not Provided | | Rarely Provided | | Provided | | Highly Provided | | Mean | Std. Dev. |
|--|--------------|------|-----------------|------|----------|------|-----------------|------|------|-----------|
| | F | % | F | % | F | % | F | % | | |
| | Photocopying | 9 | 10.2 | 16 | 18.2 | 36 | 40.9 | 27 | | |
| Literature Search | 10 | 11.4 | 2 | 2.3 | 23 | 26.1 | 53 | 60.2 | 3.35 | 0.983 |
| CAS | 13 | 14.8 | 5 | 5.7 | 20 | 22.7 | 50 | 56.8 | 3.22 | 1.088 |
| Circulation of Periodicals | 13 | 14.8 | 6 | 6.8 | 21 | 23.9 | 48 | 54.5 | 3.18 | 1.089 |
| SDI | 11 | 12.5 | 19 | 21.6 | 39 | 44.3 | 19 | 21.6 | 2.92 | 0.847 |
| Reference service | 15 | 17.0 | 21 | 23.9 | 5 | 5.7 | 47 | 53.4 | 2.95 | 1.212 |
| Notifications about newly conferences/seminars/workshops | 9 | 10.2 | 16 | 18.2 | 36 | 40.9 | 15 | 24.2 | 2.92 | 0.950 |
| Abstracting services | 17 | 19.3 | 16 | 18.2 | 28 | 31.8 | 27 | 30.7 | 2.74 | 1.099 |
| Notification about newly published research | 12 | 13.6 | 31 | 35.2 | 30 | 34.1 | 15 | 17.0 | 2.55 | 0.934 |
| Translation service | 14 | 15.9 | 44 | 50.0 | 21 | 23.9 | 9 | 10.2 | 2.28 | 0.857 |
| Indexing service | 16 | 18.2 | 30 | 34.1 | 20 | 22.7 | 22 | 25.0 | 2.55 | 1.060 |
| Interlibrary loan | 29 | 33.0 | 13 | 14.8 | 31 | 35.2 | 15 | 17.0 | 2.36 | 1.116 |
| Standard information | 28 | 31.8 | 18 | 20.5 | 24 | 27.3 | 18 | 20.5 | 2.36 | 1.136 |
| Patent information | 28 | 31.8 | 14 | 15.9 | 30 | 34.1 | 16 | 18.2 | 2.39 | 1.119 |
| Repackaging and condensation | 39 | 44.3 | 5 | 5.7 | 32 | 36.4 | 12 | 13.6 | 2.19 | 1.153 |
| Newspaper clipping | 12 | 13.6 | 2 | 2.3 | 44 | 50.0 | 30 | 34.1 | 3.11 | 0.836 |

Table 3 shows that most of the respondents indicted photocopying (mean = 3.48; std. = 0.982), literature search (mean = 3.35; std. = 0.983), current awareness services (mean = 3.22; std. 1.088), circulation of periodical contents (mean = 3.18; std. 1.089), and newspaper clippings (mean = 3.11; std. 0.836). However, the least services provided by library personnel in the university libraries include repackaging and condensation (mean = 2.19; std. = 1.153), translation services (mean = 2.28; std. = 0.857), standards information (mean = 2.36; std. = 1.136), interlibrary loan (mean = 2.36; std. = 1.116), and patent information (mean = 2.39; std. = 1.119). Therefore, it could be inferred based on observation of the results in Table 4.3 that library personnel in the university libraries provide photocopying, literature search, current awareness services, circulation of periodical contents, newspaper clippings, reference service, selective dissemination of information (SDI), and notification about conferences/seminars/workshops, among others to postgraduate students.

Table 4: Frequency of use of library services by postgraduate students

| Library Services | Never | | Occasional ly | | Monthly | | Weekly | | Daily | | Mean | Std. Dev. |
|--|-------|------|------------------|------|---------|------|--------|------|-------|------|------|--------------|
| | F | % | F | % | F | % | F | % | F | % | | |
| Photocopying | 97 | 31.4 | 110 | 35.6 | 34 | 11.0 | 44 | 14.2 | 24 | 7.8 | 2.31 | 1.265 |
| Literature Search | 130 | 42.1 | 78 | 25.2 | 50 | 16.2 | 43 | 13.9 | 8 | 2.6 | 2.10 | 1.169 |
| CAS | 134 | 43.4 | 65 | 21.0 | 39 | 12.6 | 47 | 15.2 | 24 | 7.8 | 2.23 | 1.349 |
| Circulation of Periodicals | 71 | 23.0 | 34 | 11.0 | 20 | 6.5 | 46 | 14.9 | 138 | 44.7 | 3.47 | 1.658 |
| SDI | 153 | 49.5 | 29 | 9.4 | 53 | 17.2 | 59 | 19.1 | 15 | 4.9 | 2.20 | 1.353 |
| Reference service | 59 | 19.1 | 74 | 23.9 | 26 | 8.4 | 39 | 12.6 | 111 | 35.9 | 3.22 | 1.589 |
| Notifications about newly conferences/seminars/workshops | 192 | 62.1 | 43 | 13.9 | 27 | 8.7 | 37 | 12.0 | 10 | 3.2 | 1.80 | 1.202 |
| Abstracting services | 175 | 56.6 | 44 | 14.2 | 36 | 11.7 | 39 | 12.6 | 15 | 4.9 | 1.95 | 1.276 |
| Notification about newly published research | 164 | 53.1 | 44 | 14.2 | 39 | 12.6 | 49 | 15.9 | 13 | 4.2 | 2.04 | 1.294 |
| Indexing service | 175 | 56.6 | 50 | 16.2 | 20 | 6.5 | 47 | 15.2 | 17 | 5.5 | 1.97 | 1.319 |
| Interlibrary loan | 175 | 56.6 | 50 | 16.2 | 20 | 6.5 | 47 | 15.2 | 17 | 5.5 | 1.88 | 1.241 |
| Standard information | 197 | 63.8 | 37 | 12.0 | 25 | 8.1 | 35 | 11.3 | 15 | 4.9 | 1.82 | 1.257 |
| Patent information | 215 | 69.9 | 22 | 7.1 | 24 | 7.8 | 31 | 10.0 | 17 | 5.5 | 1.75 | 1.269 |
| Repackaging and condensation | 177 | 57.3 | 23 | 7.4 | 44 | 14.2 | 44 | 14.2 | 21 | 6.8 | 2.06 | 1.378 |
| Newspaper clipping | 190 | 61.5 | 16 | 5.2 | 48 | 15.5 | 39 | 12.6 | 16 | 5.2 | 1.95 | 1.321 |
| Translation services | 180 | 58.3 | 55 | 17.8 | 38 | 12.3 | 28 | 9.1 | 8 | 2.6 | 1.80 | 1.125 |

Most of the respondents in Table 4 indicated that they used circulation of periodical contents daily with 138 (44.7%) response rates. Similarly, 111(35.9%) indicated that they used reference services daily while, 110(35.6%) indicated that they used photocopying service occasionally. However, most of the respondents affirmed that they never used patent information with 215(69.6%) response rates. In the same vein, 180(58.3%) indicated that they never used translation services. In addition, 192(62.1%) affirmed that they never used notification about conferences/seminars/workshops. Therefore, it could be concluded that most of the respondents regularly used circulation of periodical contents daily and reference services.

Table 5: Extent of library marketing to the postgraduate students

| Library Services | Not Applicable | | Low Extent | | Moderate Extent | | Great Extent | | Mean | Std. Dev. |
|--|----------------|------|------------|------|-----------------|------|--------------|------|------|-----------|
| | F | % | F | % | F | % | F | % | | |
| Marketing mix elements, which are described as product, price, place, and promotion are important to practice a marketing plan in my library | 7 | 8.0 | 27 | 30.7 | 36 | 40.9 | 18 | 20.5 | 2.74 | 0.877 |
| My library does not provide conventional information services only but also thrive to innovate diversified services | 7 | 8.0 | 8 | 9.1 | 41 | 46.6 | 32 | 36.4 | 3.11 | 0.877 |
| My library is committed to studying the information needs of users before providing library services to them | 10 | 11.4 | 30 | 34.1 | 20 | 22.7 | 28 | 31.8 | 2.75 | 1.031 |
| Users are duly informed about the resources available, services and products offered by my library | 11 | 12.5 | 12 | 13.6 | 23 | 26.1 | 42 | 47.7 | 3.09 | 1.057 |
| My library maintain the provision of usual services to the existing users rather than to the potential markets | 12 | 13.6 | 10 | 11.4 | 32 | 36.4 | 34 | 38.6 | 3.00 | 1.028 |
| As library personnel, I pay less attention on external markets (non-member of the university) and focus my services more on the internal market (members of the university community including postgraduate students). | 15 | 17.0 | 8 | 9.1 | 45 | 51.1 | 20 | 22.7 | 2.80 | 0.984 |
| My library acknowledge the time and effort the user spends travelling to the library | 9 | 10.2 | 10 | 11.4 | 54 | 61.4 | 15 | 17.0 | 2.85 | 0.824 |
| My library expands the service area, to its branches, bookmobiles, electronic (online) access, etc. | 28 | 31.8 | 3 | 3.4 | 20 | 22.7 | 37 | 42.0 | 2.66 | 1.312 |
| My library ensure that services are made available to the users very promptly and as at when due | 25 | 28.4 | 11 | 12.5 | 16 | 18.2 | 36 | 40.9 | 2.72 | 1.268 |
| Marketing of the library services is a way to increase usage of electronic resources | 25 | 28.4 | 12 | 13.6 | 19 | 21.6 | 32 | 36.4 | 2.66 | 1.240 |
| My library provide authoritative information sources to encourage the use of library services | 11 | 12.5 | 15 | 17.0 | 12 | 13.6 | 50 | 56.8 | 3.15 | 1.109 |
| Librarians are committed to obtain feedback from users in my library | 27 | 30.7 | 7 | 8.0 | 9 | 10.2 | 45 | 51.1 | 2.82 | 1.343 |

Results showed that most of the respondents indicated that their library provide authoritative information sources to encourage the use of library services (mean = 3.15; std. = 1.109). Similarly, respondents indicated that their library does not provide conventional information services only but also thrive to innovate diversified services (mean = 3.11; std. = .877). In addition, most of the respondents affirmed that users are duly informed about the resources available, services and products offered by my library (mean = 3.09; std. = 1.057). The least response in Table 4.7 was that marketing of the library services is a way to increase usage of electronic resources (mean = 2.66; std. = 1.240). This is followed by the fact that respondents' library expands the service area, to its branches, bookmobiles, electronic (online) access, etc. (mean = 2.66; std. = 1.312). In addition, respondents indicated that their library ensure that services are made available to the users very promptly and as at when due (mean = 2.72; std. = 1.268). In order to establish the extent of library services marketing by the library personnel, a test of norm was conducted. Results showed that the scale between 1 – 16 is low, 17 – 32 moderate while, 33 – 48 is high. The overall mean for library marketing by the library personnel yielded “34.35” which falls between the scale “33 – 48”. Therefore, it could be concluded that marketing of the libraries done by librarians in the federal universities is high to a great extent.

Table 6: Strategies used to market the University library to the post graduate students

| Strategies | Not Applicable | | Low Extent | | Moderate Extent | | Great Extent | | Mean | Std. Dev. |
|-------------------------------|----------------|------|------------|------|-----------------|------|--------------|------|------|-----------|
| | F | % | F | % | F | % | F | % | | |
| Library orientation/education | 17 | 19.3 | 25 | 28.4 | 2 | 2.3 | 44 | 50.0 | 2.80 | 1.224 |
| Radio | 14 | 15.9 | 32 | 36.4 | 15 | 17.0 | 27 | 30.7 | 2.63 | 1.086 |
| Television | 23 | 26.1 | 32 | 36.4 | 18 | 20.5 | 15 | 17.0 | 2.28 | 1.039 |
| Newspaper | 5 | 5.7 | 25 | 28.4 | 22 | 25.0 | 36 | 40.9 | 3.01 | 0.965 |
| University/library bulletin | 9 | 10.2 | 7 | 8.0 | 20 | 22.7 | 52 | 59.1 | 3.31 | 0.998 |
| Notice board | 16 | 18.2 | 11 | 12.5 | 15 | 17.0 | 46 | 52.3 | 3.03 | 1.179 |
| Text message (SMS) | 12 | 13.6 | 27 | 30.7 | 15 | 17.0 | 34 | 38.6 | 2.81 | 1.102 |
| E-mail | 14 | 15.9 | 27 | 30.7 | 20 | 22.7 | 27 | 30.7 | 2.68 | 1.078 |
| Social media platforms | 16 | 18.2 | 25 | 28.4 | 13 | 14.8 | 34 | 38.6 | 2.74 | 1.160 |
| Library websites | 4 | 4.5 | 2 | 2.3 | 22 | 25.0 | 60 | 68.2 | 3.48 | 0.871 |
| Lecturers | 4 | 4.5 | 18 | 20.5 | 26 | 29.5 | 40 | 45.5 | 3.16 | 0.908 |

Most of the respondents in Table 6 indicated library website (mean = 3.48; std. = 0.871), university/library bulletin (mean = 3.31; std. = 0.998), and lecturers (mean = 3.16; std. = 0.908). The least strategies indicated by the respondents include: Television (mean = 2.28; std. = 1.039), radio (mean = 2.63; std. = 1.086), and e-mail (mean = 2.68; std. = 1.078). Therefore, the marketing strategies used by librarians to create awareness of library services to the postgraduate students in the federal universities include: Library website, University/library bulletin, Lecturers, Notice board, Newspaper, Text message (SMS), among others.

Test of Hypotheses

H₀₁: There is no significant relationship between library marketing strategies used for postgraduate students and their use of library services in two federal universities in Nigeria.

Table 7: Correlation table showing the relationship between marketing and use of library services by the postgraduate students

| Variables | N | Mean | Std. Dev. | Df | R | p-value |
|-------------------------------|-----|-------|-----------|-----|--------|---------|
| Marketing of library services | 309 | 23.89 | 10.913 | 307 | .466** | .000 |
| Use of library service | | 34.55 | 8.978 | | | |

*. Correlation is significant at the 0.05 level

Table 7 shows that there is a significant relationship ($r = .466^{**}$; $p < 0.05$) between library marketing strategies used for postgraduate students and their use of library services in two federal universities in Nigeria. This implies that as library marketing to the postgraduate students increase, there will also be improvement in the postgraduate students' use of library services. Therefore, the null hypothesis 1 is rejected.

Table 8: Relative influence of marketing strategies on use of library services by the postgraduate students

| R | R Square | Adjusted R Square | Std. Error of the Estimate | | |
|-------------------|------------------|-------------------|----------------------------|--------|-------------------|
| .470 ^a | .221 | .216 | 7.949 | | |
| ANOVA | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 5492.037 | 2 | 2746.019 | 43.456 | .000 ^b |
| Residual | 19336.532 | 306 | 63.191 | | |
| Total | 24828.570 | 308 | | | |

a. Dependent Variable: Use of library services; b. Predictor: (Constant), Marketing of library services

The significance of the influence was tested at $P < .05$. The table shows that the analysis of variance yielded $F_0 = 43.456$ ($p < 0.05$). This implies that the level of influence of the independent variable to the dependent variable was significant and that other variables not included in this model may have accounted for the remaining variance.

DISCUSSION OF THE FINDINGS

Findings on the types of library services available to the postgraduate student showed that the types of library services that were made available the postgraduate students in the two Federal universities include: reference service, literature search, photocopying, current awareness services and selective dissemination of information. This is in line with Okon, and Umoh (2014) who submitted that library services that are available in Nigerian university libraries include: lending and information services, reference services, indexing/abstracting services, user education, Selective Dissemination of Information (SDI), inter-library lending, electronic resources, E-classroom facility, On-line Public Access Catalogue (OPAC), books, digital

products, films, the Internet, advisory services, bibliographic and reprographic services, current awareness services(CAS).

Results on the type of library services provided to the postgraduate students showed that library personnel in the university libraries provide photocopying, literature search, current awareness services, circulation of periodical contents, newspaper clippings, reference service, selective dissemination of information (SDI), notification about conferences/seminars/workshops, among others to postgraduate students. This supports Quadri (2014) who opined that library acts as a selective filter and quality instrument, making available to the user only those publications which are relevant and of sufficient quality. There is no need for individual users to keep themselves informed about the information market and to acquire materials individually from publishers and other producers.

Findings on the frequency of use of library services by the postgraduate students revealed that most of the respondents regularly used circulation of periodical contents and reference services. This negates Onifade, Ogbuyi and Omeluzor (2013) who submitted that the most used service of the library is the loan service, followed by the bibliography and document delivery service; while the least used service is the consultancy service. However, the finding is in line with Bukhari, Bukhari, Ranjha, Ahmad, and Naz (2010) who posited that library users were adequately aware of photocopying, literature search, reference, selective dissemination of information (SDI), current awareness, among others.

Findings on the extent of marketing of the libraries showed that users are duly informed about the resources available, services and products offered by my library. Hence, marketing of the libraries done by librarians in the federal universities is high to a great extent. This negates Kotler and Andreasen (2005) who submitted that marketing of information and library services in Nigerian University Libraries has been at very low ebb.

Results on the marketing strategies used to create awareness of library services established that marketing strategies used by librarians to create awareness of library services to the postgraduate students in the federal universities include: library website, university/library bulletin, lecturers, notice board, newspaper, text message (SMS), among others. This supports Sun (2014) who mentioned marketing strategies to include conducting readers' awareness training, conducting promotion through various newspapers and magazines, using face to face good communication marketing strategies, and library marketing can consider effectively using the physical space of the library to conduct tangible display in the hallway, study rooms and other places.

The study established a significant relationship between library marketing and library service provision to postgraduate students, it also showed that there is a relationship between library marketing strategies used for postgraduate students and their use of library services in two federal universities Nigeria. This is in line with Martey (2000) who opined that academic library personnel have no option but to get seriously involved in planning and implementing marketing strategies in their libraries.

CONCLUSION

Strategies for marketing library services mean the process of library applying appropriate channels to communicate with readers. In the federal university libraries, marketing has been really embraced to a great extent. Yet, there was a low usage of the library services. This could mean that the strategies employed for marketing were not efficient. Hence, it is concluded that marketing has influence on use of library services by postgraduate students.

RECOMMENDATIONS

The following recommendations were made following the findings of this study:

1. The library personnel should try and improve in their methods of marketing to facilitate effective use of library services. Thus it is believed that once there is improvement in marketing library services, the postgraduate students will have good knowledge of the various types of services available in the libraries and thus make good use of the services.
2. Library personnel in the university libraries should try and move with the trends especially by improving their ICT use skills. This will enable the library services to remain relevant to the postgraduate students especially in the 21st Century and as such could help to improve the staff and postgraduate students' information search and use skills. Perhaps, it will help to overcome the information explosion problems posed by the challenges of ICTs.
3. University libraries need to keep the connection with postgraduate students and further develop the functions and remain viable and competitive in this new information environment so that the students could effectively learn and apply the full capabilities of services offered, while at the same time recognize that university libraries offered quality research resources and services for them.
4. University library authorities should try and improve in funding the libraries in order to overcome financial crisis is always affecting the structure and maintenance of the buildings, size and contents of the collections and overall provision of services.

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