

LIBRARY MARKETING AND LIBRARY PATRONAGE AMONG UNIVERSITY UNDERGRADUATES IN THE AGE OF ARTIFICIAL INTELLIGENCE

Folashade Morufah ODUSANYA

Library Officer,
Lagos State University, Lagos State, Nigeria
morufadetola23@gmail.com

Abstract

In this age of artificial intelligence, the effective marketing of library services is essential for university libraries to remain relevant and attract patronage of undergraduate students, who are increasingly reliant on digital information sources. However, libraries may not experience effective patronage by students in this age of AI without innovative marketing techniques for users' awareness. This study, therefore, investigated the influence of library marketing on library patronage among undergraduate students in private universities in Oyo State in this age of artificial intelligence. The study adopted a survey research design with a population of 11,790 undergraduates from four private universities in Oyo State. A multistage sampling technique was used to select 360 undergraduates for the study. A structured questionnaire was used for data collection, while descriptive and inferential statistics were used for data analysis. The findings revealed a high level of library patronage among undergraduate students in private universities, with different strategies to market their services to the user community. The result further showed that library marketing ($\beta=0.187$, $t=3.422$, $p<0.05$) positively influence library patronage among undergraduate students in private universities in Oyo State. The study concluded that libraries should adopt innovative marketing more vigorously by leveraging on the AI tools to promote the services and activities of the library to the user community from time to time.

Keywords: University Libraries, Library Marketing, Library Patronage, Undergraduate students

Introduction

In this age of artificial intelligence, the effective marketing of library services is essential for university libraries to remain relevant and attract patronage of undergraduate students, who are increasingly reliant on digital information sources. Many factors have been attributed to the poor patronage of library services (Tella & Akanmu, 2020). These factors have significantly influenced the library patronage by the undergraduate students at universities across Nigeria. These factors discourage library patronage, and they include limited and non-functioning workstations, poor networks and outdated collections (Okhawere, Isibor& Otohile, 2017). This suggests that there is a need for Nigerian university libraries to enhance their resources and services to meet the changing needs and expectations of the undergraduate students in the era of knowledge economy and technological advancement.

While libraries have been an essential resource for undergraduate students seeking academic support and information, the changing landscape of digital technology has significantly altered the way students access and use library resources. As the knowledge hub of the university, academic library has been serving the needs of users for many decades; providing resources, services and facilities to support teaching, learning and research activities among the students and faculty. It is also important to note that the rapid advancement in digital technology has brought a paradigm shift in library services and the level of patronage by users. As a result, libraries have had to adapt to meet the changing needs and expectations of their patrons, with the adoption of different marketing techniques emerging as critical tools for promoting and contributing to library patronage among undergraduate students.

Marketing is applicable both for profit generating and non-profit organizations. Marketing calls for different activities from promotion to selling products and services to the customers that have value for them (Abubakar & Kacholom, 2017). Chartered Institute of Marketing, United Kingdom defined marketing as, "the management process responsible for identifying, anticipating and satisfying customer requirements profitably". Library marketing involves identifying user information needs, matching these needs with appropriate information resources and satisfying customer requirements proactively. While profit-making is the main goal of any business marketing, providing improved services to library users is the hallmark of library and information marketing (Serwaa, Dadzie & Owusu-Ansar, 2022).

Marketing involves different activities such as marketing plan, marketing research, marketing segmentation, marketing strategy, marketing mix and evaluation of products and services.

Marketing techniques help in the realization of the objectives of an organization. There are various market techniques adopted by libraries to promote its products and services amongst its users, some of which are: library website (where all the activities of the library can be displayed with multimedia to keep the users abreast of new developments), user orientation and education programs (usually provided at the beginning of new session with brief presentation and library tour), display of new arrivals, webopacs, e-newsletter, social media engagement, informational campaigns, and personalized communication (Abubakar & Kacholom, 2017). Effective library marketing not only increases awareness of available resources but also enhances students' perception of the library as a valuable academic asset (McClelland, 2015).

A recent study was conducted on the influence of marketing activities by librarians on library patronage among undergraduate students with a focus on private universities. The study reported a low level of library patronage among undergraduate students. However, the students rated the library service quality as high. The study identified the use of social media platforms, the creation of dynamic interactive websites, extension of library opening hours, integration of information technology, the use of rapid response feedback systems and e-mailing services for student inquiries and queries as measures to resolve the low patronage experienced by academic libraries in the information age (Jotwani, 2014).

The use of marketing techniques comprising of product, price, place, and promotion, also known as marketing mix, is a fundamental concept in crafting effective awareness programmes for academic libraries. The 'product' in an academic library context refers to the collection of resources and services offered. A well-curated selection that aligns with the academic curriculum and research needs can significantly enhance the attraction of users to the library. Price can relate to the cost of access in terms of time or effort required by users. Libraries that streamline access to their resources can effectively 'lower' the price, thereby increasing usage. Place involves the channels through which library services are delivered. In the digital age, ensuring online accessibility and convenience is as crucial as the physical location of the library. A strategic approach to 'place' can greatly expand the library's reach and user engagement. Also, promotion encompasses the communication strategies employed to raise awareness and usage of library services. Innovative promotional tactics, such as social media outreach and partnerships, can significantly boost the library's profile and patronage. Collectively, these components must be carefully balanced and tailored to meet the unique needs of an academic library's user base to foster a thriving educational environment (Acharya & Vagdal, 2023; Fraser-Arnott, 2023).

Researchers have recognized a growing need for libraries worldwide to comprehend and adopt the principles of marketing. Given the increasing competition emanating from alternative information service points, such as the internet, there is urgent need for librarians to reconfigure their services. This entails not only a redesign of existing services but also an active pursuit of new patronage, particularly within the libraries of private universities in Nigeria (Adenekan, & Y. Haliso, 2022). Observations from the extant literature have shown that academic libraries are presently experiencing low patronage by the undergraduate students. This can be attributed to the dynamic nature of the knowledge society that is already permeated by the influx of digital technologies. These emerging technologies have empowered the users to access information resources and services at their fingertips and on-the-go, thereby reducing their physical presence at the library. It is in light of this that this study aims to explore how digital reference service delivery and library marketing can be used to improve library patronage among undergraduate students in private universities in Oyo State.

As libraries introduce new innovative services, there is also the need for them to ensure that the user community is duly informed. Since library resources and services are provided basically for the usage of the clientele, then the need for the community to be aware of such services as soon as they are introduced becomes very necessary. This emphasizes the need for applying the right marketing techniques to reach out to the user community both physically and remotely. Studies have furthermore shown that while undergraduate students value library resources, they often underutilize them due to a lack of awareness or knowledge of library services (Khan & Kamal, 2016).

Problem Statement

Marketing of library services in university libraries need to be given more attention to increase users' awareness and patronage. Although many libraries may believe that users will always find their ways to the library, this may not be true as most library users have other readily available means of acquiring their information needs without visiting the library. Aso, libraries may not experience effective patronage by students in this age of AI without innovative marketing techniques for users' awareness. Therefore, understanding the effective strategies for promoting library patronage among undergraduate students is crucial. It is on the basis of the foregoing that this study investigates the influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State.

Objectives

The aim of this study was to investigate the influence of library marketing on library patronage among undergraduate students in private universities in Oyo State. The objectives are to:

1. determine the level of library marketing elements adopted by the private universities in Oyo State;
2. determine the influence of library marketing elements on library patronage among undergraduate students in private universities in Oyo State;

Research Questions

The following research questions were drawn to guide the study:

- i. What is the level of library marketing elements adopted by private universities in Oyo State?
- ii. What is the significant influence of marketing techniques on library patronage among undergraduate students in private universities in Oyo State?

Literature Review

Marketing involves the activities, institutions and processes that create, communicate, deliver and exchange valuable offerings for customers, clients, partners and society in general. This definition implies that marketing is not only about selling products or services, but also about creating value for various stakeholders through different means (American Marketing Association, 2013). Additionally, it could be supported by other related studies who have proposed similar or contrasting definitions of marketing, as "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" (Kotler & Keller, 2016, p. 29), or as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (Baker & Saren, 2016, p. 3).

According to various sources, marketing can be understood as a process of identifying, creating, communicating, delivering and exchanging value for customers, clients, partners and society in general. Marketing involves activities and institutions that help to promote and sell products or services, as well as conduct market research and advertising. Marketing aims to satisfy and retain customers, as well as establish brand loyalty and increase sales. Some examples of marketing

elements are inbound marketing, outbound marketing, search engine optimization and content marketing(American Marketing Association, 2013; Forbes Advisor, 2023).

Marketing is a vital function for libraries to fulfil their mission of serving the users and the community. It involves identifying the users' wants and expectations, designing and delivering benefits that satisfy them, communicating and promoting the value of the library's resources and services, reducing the barriers that prevent or limit the use and access of the library, and evaluating the outcomes and feedback of the marketing activities (Olorunfemi & Ipadeola, 2018). It further emphasizes that marketing can help libraries to increase their visibility, relevance, and impact in the digital age. This argument is supported by other studies that highlight the importance and impact of library marketing in the digital age and also suggest various techniques and outcomes of library marketing (Atuase & Maluleka, 2023; Chauhan &Gupta, 2022; Fabry & Hernon, 2021; Johnson, 2020). For example, marketing of library resources can increase the library usage of distance-learning students (Atuase & Maluleka, 2023), while another proposes a strategic perspective on how libraries create value as information ecosystems (Johnson, 2020).

The influence of marketing on use of library services by postgraduate students in two federal universities in Nigeria was carried out through a descriptive survey design. The study demonstrated that different services were offered to the postgraduate students by library personnel in the university libraries including: photocopying, literature search, current awareness services, circulation of periodical contents, newspaper clippings, reference service, notification about conferences/seminars/workshops, among others. It was revealed that the postgraduate students regularly used circulation of periodical contents and reference services daily. In order to ensure the awareness of these services by the postgraduate students, marketing strategies such as text messaging (SMS), library website, university/library bulletin, lecturers, notice board, newspaper, among others were adopted by the library personnel. A significant relationship was established between library marketing and library services provision in both UI and Unilorin; while a significant relationship was also established between the adopted library marketing strategies and the usage of library services by the postgraduate students in the two federal universities. Generally, the study established the positive effect of marketing on the actual usage of library services in the two federal universities in Nigeria (Oluwatosin & Adeyemi, 2022).

Another similar study investigates the influence of library marketing on patronage among undergraduate students in private universities in Oyo State Nigeria through a cross-sectional

survey research design. The results revealed a low level of library patronage among undergraduate students, while the library service quality was rated high by the students. There was a significant influence of library marketing on library patronage among the students (Adenekan & Haliso, 2022).

A recent survey aims identify and analyse the marketing mix elements in medical libraries in Iran. The study used a descriptive survey method and collect data from 150 librarians and 300 library users through questionnaires. The results showed that the most important marketing mix elements for medical libraries in Iran are product, place, and promotion, while price, people, process, and physical evidence are less important. The study also suggested some strategies to improve the marketing mix of medical libraries, such as offering more diverse and updated information resources, enhancing the accessibility and visibility of the libraries, using social media and websites to promote the libraries, providing training and guidance for library users, improving the quality and efficiency of library services, and creating a comfortable and attractive physical environment for the library users (Moqiseh, Kazerani, & Shekofteh, 2020).

Methodology

This study adopted a descriptive survey design. This research design is considered appropriate since the variables of interest have all existed and are studied as they were. The researcher did not manipulate any of the variables. This research design was also used because it allows inference to be made from the results, which was obtained from the field survey.

The target population for the study comprises 11790 undergraduate students in four private universities in Oyo State, Nigeria. The study adopted a multistage sampling technique to select the sample of undergraduate students for the study so as to give every member of the population equal chance of representation. The first stage used a non-probabilistic purposive sampling to identify all the eight private universities in Oyo State. Thereafter, four (4) private universities with more than 200 students' enrolment were selected. The selected universities include Lead City University, Ajayi Crowther University, Kola Daisi University and Dominican University. At the second stage, a simple random sampling technique was used to select undergraduate students in the selected universities. A proportionate stratified random sampling technique was used in order to have a sample proportional to the size of the undergraduate students of the universities under study. In all, a total number of 360 undergraduate students participated in the study as shown in Table 1.

Table 1: Sample size

S/N	Name of Library	No of Students	Sample
1	Lead City University Library, Ibadan	7369	224
2	Ajayi Crowther University Library, Oyo	3009	92
3	Kola Daisi University Ibadan	1200	38
4	Dominican University, Ibadan	212	7
Total		11790	360

Source: Field Survey, 2024

Questionnaire was the main instrument used for data collection for this study. The questionnaire was made up of open-ended and Likert-type scales. 20 copies of the questionnaire were pretested on a set of respondents outside the study population, using undergraduate students of Pan African University, Lagos from which a Cronbach Alpha was generated for the instrument with a coefficient correlation of $\alpha = 0.89$. Data obtained through the questionnaire was coded and subjected to analysis using the Statistical Package for the Social Scientists (SPSS version 26.0 and above). The researcher applied both descriptive and inferential statistical analysis.

Results and Discussion

Research question 1: What is the level of library marketing adopted by private universities in Oyo State?

The data represent the level of library marketing strategy adopted by private universities in Oyo State is represented in Table 2.

Table 2: Level of library marketing adopted by private universities

S/ N	Marketing elements	SA	A	D	SD	\bar{x}	S.D
Product							
1	The variety of resources (books, journals, digital media) offered by the library meets my needs.	56 (17.2%)	236 (72.4%)	18 (5.5%)	16 (4.9%)	3.02	.651
2	The quality of the library's resources is satisfactory.	54 (16.6%)	231 (70.9%)	25 (7.7%)	16 (4.9%)	2.99	.663
3	The library regularly updates its collection with new and relevant materials.	49 (15.0%)	211 (64.7%)	47 (14.4%)	19 (5.8%)	2.89	.719
4	The library's resources are organized in a user-friendly manner.	46 (14.1%)	218 (66.9%)	38 (11.7%)	24 (7.4%)	3.00	.640
5	The library provides access to specialized	50 (15.3%)	221	35	20	2.88	.734

	resources that I cannot find elsewhere.)	(67.8%)	(10.7%)	(6.1%)		
6	I am satisfied with the availability of digital resources offered by the library	53 (16.3%))	235 (72.1%)	24 (7.4%)	14 (4.3%)	2.92	.708
Price							
7	The membership fees (if any) charged by the library are reasonable.	52(16.0%)	226 (69.3%)	39 (12.0%)	9 (2.8%)	2.98	.625
8	The costs associated with borrowing materials (fines, fees) are fair.	49(15.0%)	235 (72.1%)	40 (12.3%)	2 (0.6%)	3.02	.546
9	The library offers good value for the services provided.	56(17.2%)	216 (66.3%)	46 (14.1%)	8 (2.5%)	2.98	.642
10	I am aware of any charges associated with special services or resources.	45(13.8%)	207 (63.5%)	65 (19.9%)	9 (2.8%)	2.88	.660
11	The library provides sufficient free resources and services.	46(14.1%)	216 (66.3%)	57 (17.5%)	7 (2.1%)	2.92	.630
12	The cost of accessing digital resources is acceptable.	63 (19.3%))	205 (62.9%)	44 (13.5%)	14 (4.3%)	2.97	.708
Place							
13	The library is conveniently located for me.	67 (20.6%))	230 (70.6%)	23 (7.1%)	6 (1.8%)	3.10	.584
14	The library's physical environment is conducive to study and research.	64 (19.6%))	231 (70.9%)	18 (5.5%)	13 (4.0%)	3.06	.639
15	The library's operating hours suit my schedule.	49 (15.0%))	227 (69.6%)	40 (12.3%)	10 (3.1%)	2.97	.629
16	The online library portal is easy to access and navigate.	62 (19.0%))	223 (68.4%)	31 (9.5%)	10 (3.1%)	3.03	.639
17	I am satisfied with the availability of study spaces within the library.	49 (15.0%))	234 (71.8%)	33 (10.1%)	10 (3.1%)	2.99	.613
18	The library provides adequate facilities (computers, printers, Wi-Fi) for my needs.	49 (15.0%))	226 (69.3%)	34 (10.4%)	17 (5.2%)	2.94	.679
Promotion							
19	The library effectively communicates its services and resources to users.	42 (12.9%))	213 (65.3%)	49 (15.0%)	22 (6.7%)	2.84	.725
20	I am aware of the events and programs organized by the library.	39 (12.0%)	228 (69.9%)	43 (13.2%)	16 (4.9%)	2.89	.661

)						
21	The library's promotional materials (newsletters, flyers, emails) are informative.	37 (11.3%)	223 (68.4%)	43 (13.2%)	23 (7.1%)	2.84	.710
22	The library uses social media effectively to engage with users.	50 (15.3%)	213 (65.3%)	48 (14.7%)	15 (4.6%)	2.91	.692
23	I often receive updates about new resources and services from the library.	26 (8.0%)	223 (68.4%)	60 (18.4%)	17 (5.2%)	2.79	.656
24	The library's promotional efforts make me more likely to use its services.	31 (9.5%)	239 (73.3%)	36 (11.0%)	20 (6.1%)	2.86	.658
Grand mean = 70.67						70.6	15.81
						7	1

Table 2 revealed the results on the level of library marketing elements adopted by private universities in Oyo State. The product technique showed that majority of the respondents agreed the variety of resources (books, journals, digital media) offered by the library meets their needs ($\bar{x}=3.02$, $SD=.651$), respondents agreed that the library's resources are organized in a user-friendly manner ($\bar{x}=3.00$, $SD=.640$), and also agreed that the quality of the library's resources is satisfactory ($\bar{x}=2.99$, $SD=.663$).

The price technique showed that majority of the respondents agreed that the costs associated with borrowing materials (fines, fees) are fair ($\bar{x}=3.02$, $SD=.546$), and also agreed that the membership fees (if any) charged by the library are reasonable, while the library offers good value for the services provided ($\bar{x}=2.98$, $SD=.625$ and $\bar{x}=2.98$, $SD=.642$) respectively.

The place technique showed that majority of the respondents agreed that the library is conveniently located for them ($\bar{x}=3.10$, $SD=.584$), followed by respondent that indicated the library's physical environment is conducive to study and research ($\bar{x}=3.06$, $SD=.639$), and followed by respondents that agreed that the online library portal is easy to access and navigate ($\bar{x}=3.03$, $SD=.639$).

The promotion technique showed that majority of the respondents agreed that the library uses social media effectively to engage with users ($\bar{x}=2.91$, $SD=.692$), followed by respondent that agreed they are aware of the events and programs organized by the library ($\bar{x}=2.89$, $SD=.661$), and followed by respondents that agreed that the library's promotional efforts make them more likely to use its services ($\bar{x}=2.86$, $SD=.658$). The results imply that the private universities in

Oyo State have good strategiesfor marketing their services which entice the user and engage them in using the library services.

Research question 2: What is the influence of library marketing on library patronage among undergraduate students in private universities in Oyo State?

Table 3: Summary of the influence of library marketing on library patronage

A. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.187 ^a	.035	.032	12.27798

a. Predictors: (Constant), library marketing strategies

B. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1764.767	1	1764.767	11.707	.001 ^b
	Residual	48842.607	324	150.749		
	Total	50607.374	325			

a. Dependent Variable: library patronage

b. Predictors: (Constant), library marketing strategies

C. Coefficients^a

Model		Unstandardized Coefficients B	Standardized Coefficients		t	Sig.
			Std. Error	Beta		
1	(Constant)	61.514	2.791		22.037	.000
	library marketing strategies	.205	.060	.187	3.422	.001

a. Dependent Variable: Library Patronage

Source: Field Survey, 2024

Table 3a-c presents the results of the regression analysis for the influence of library marketingon library patronage among undergraduate students in private universities in Oyo State. From the results in Table 3a, the library marketing has a positive significant relationship with library patronage among undergraduate students in private universities ($R = 0.87$, $p < 0.05$). The coefficient of determination (Adj. R^2) of 0.032 shows that library marketing strategiesaccounts for 3.2% of the increase in library patronage among undergraduate students, while the remaining

96.8% variation in library patronage among undergraduate students in private universities in the State is explained by other variables not investigated in this study.

Table 3b presents the results of ANOVA of the regression test which revealed that the library marketing strategies has a significant influence on library patronage among undergraduate students in private universities in Oyo State, Nigeria. This is explained by the F-value (11.707) and low p-value (0.001) which is statistically significant at a 95% confidence interval. Hence, the result posited that the library marketing significantly influenced the library patronage among undergraduate students in private universities in Oyo State.

In addition, the results of regression coefficients in Table 3c, revealed that, at 95% confidence level, a unit change in library marketing techniques will lead to a 0.205 increase in the level of library patronage among the university undergraduates, given that all other factors are held constant. On the strength of this result ($\text{Adj. } R^2 = 0.032$, $F(1, 324) = 11.707$, $p = 0.000$), this study rejects the null hypothesis which states that there will be no significant influence of library marketing elements on library patronage among undergraduate students in private universities in Oyo State.

Discussion

Findings of research question three revealed that the level of library marketing elements adopted by private universities in Oyo State is high. The product marketing strategy showed that majority of the respondents agreed that the variety of resources (books, journals, digital media) offered by the library meets their needs. The library's resources are organized in a user-friendly manner, and the quality of the library's resources is satisfactory. The adoption of price techniques in marketing the library showed that majority of the respondents agreed that the costs associated with borrowing materials (fines, fees) are fair, the membership fees (if any) charged by the library are reasonable and the library offers good value for the services provided respectively. In support of this finding, a survey of the impact of marketing of library resources on the library usage of distance-learning students in Ghana reported that marketing of library resources increased awareness and motivated students to use the services, showing a positive relationship between improved learning activities and the use of library resources and services by students (Atuase & Maluleka, 2023). Another study revealed that the use of marketing toolkit provided practical guidance and innovative ideas for library marketing and branding. The toolkit helped librarians to develop strategic marketing plans, create effective library brands, use online and

social media platforms, engage with internal and external stakeholders, and advocate for their libraries (Potter, 2012).

The use of place technique in marketing the library revealed that majority of the respondents agreed that the library is conveniently located for them, the library's physical environment is conducive to study and research, and the online library portal is easy to access and navigate. It implies that the undergraduate students are pleased and satisfied with the condition and place or state of the library. The promotion marketing elements showed that majority of the respondents agreed that the library uses social media effectively to engage with users, are aware of the events and programmes organized by the library, the library's promotional efforts make them more likely to use its services. It implies that the private universities in Oyo State have good promotion marketing techniques that entice the user and engage them in using the library services. This result establishes the place of marketing in library services which was affirmed by a study that academic libraries should use various marketing tools and techniques to increase the awareness and usage of their electronic resources (Oyedapo & Ojo, 2013).

The finding is an attestation that libraries in this digital age need to adopt a hybrid approach that combines traditional and digital strategies, such as print materials, social media, websites, and mobile apps that can help project the activities and services of the library and thus translate to increase in patronage among the user community (Bruce, 2014). To make these marketing strategies more effective, it becomes highly imperative for libraries to ensure their marketing elements are well tailored to the needs and preferences of their users (Singh & Kaur, 2010). Similarly, to make their marketing strategies more effective, libraries need to focus more on improving their website design and usability, rather than investing in social media platforms that may not suit their context or culture (Al-Daihani & Al-Enezi, 2018). An analysis of the strategic marketing planning for services at the library of University Negeri Padang in Indonesia revealed that the library has implemented some marketing techniques, such as promotion, service quality, and customer satisfaction (Nabila & Erlianti, 2021).

The results showed a significant influence of library marketing on library patronage among undergraduate students in private universities in Oyo State. It implies that good library marketing will enhance effective library service delivery and will also enhance the use of the library by the undergraduate students. This was corroborated by an exploratory study on the effects of marketing mix on the usage of library services towards library users' satisfaction in Malaysia which revealed that marketing mix had a positive influence on the usage of library services,

while product, price, place, and promotion were significant factors that contributed to library users' satisfaction (Abdullah, et al., 2017).

Conclusion

the study emphasises the importance of marketing elements in promoting library services. Effective awareness campaigns and engagement initiatives have been shown to substantially increase user patronage and involvement. These findings emphasize the necessity for libraries to continuously evolve and adapt their service offerings and marketing approaches to meet the dynamic needs of their users. Therefore, it is pertinent to note that the type of services offered and the creation of awareness through marketing can significantly contribute to the level of patronage of the library by all categories of users in the university community. It will also help the library maintain its relevance in this present information era that is pervaded by artificial intelligence. The study, therefore, make the following recommendations:

1. The library management needs to adopt marketing strategies more vigorously to promote the services and activities of the library to the user community from time to time. Doing this will increase the level of awareness of the users and get them more connected and engaged to the library for their information needs.
2. As the world is now in the age of AI, there is need for libraries to develop a strong presence on social media platforms mostly popular among students, such as Facebook, Instagram, and TikTok to share updates about new arrivals, library events, and useful resources.
3. University libraries can create a user-friendly library app that provides easy access to catalogues, e-resources, and personalized recommendations based on students' interests and academic needs. This will attract them more to the library.
4. Libraries can also offer round-the-clock online support through chatbots or live chat services to assist students with their queries, especially during peak study periods, thereby creating a sense of belonging and lasting impression on the users for increased patronage.
5. Virtual tours of the library can be provided to new students, showcasing available resources and services. This can be especially useful during orientation programs to stimulate users interest. Also, an interactive library website can be designed with intuitive navigation, search functionality, and multimedia content to engage students and make resource discovery easier.

6. Regular workshops should be conducted by university libraries on information literacy, research skills, and effective use of electronic resources. Such workshops should be tailored to the needs of different academic disciplines.

References

- Abdullah, N.A. et al. (2017). Impacts of Marketing Mix on the Usage of Library Services towards Library Users' Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 7(7), 457-68.
- Abubakar, D. & Kacholom, M.C. (2017). Relationship of user education, computer literacy and information and communication technology accessibility and use of e-resources by postgraduate students in Nigerian university libraries. *Library Philosophy and Practice (e-journal)*, <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=4474&context=libphilprac>
- Acharya, S. & Vagdal, T.S. (2023). Library services marketing: An overview of strategies and outcomes. *IP Indian Journal of Library Science and Information Technology*, 8(1), 1-4.
- Adenekan, T. E. & Haliso, Y. (2022). Library marketing and patronage by undergraduates in private universities in Oyo state, Nigeria. *Journal of Applied Information Science and Technology*, 15(1), 108-120.
- Al-Daihani, S. & Al-Enezi, M. (2018). Marketing mix elements in Kuwaiti school libraries: Librarians' perspectives. *Journal of Librarianship and Information Science*, 50(3), 284-295.
- American Marketing Association (2013). Definition of marketing. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Atuase, D. & Maluleka, J. (2023). Marketing of library resources and its impact on the library usage of distance-learning students. *Digital Library Perspectives*, 39(1), 111-123. <https://doi.org/10.1108/DLP-03-2022-0025>
- Baker, M. J. & Saren, M. (Eds.). (2016). *Marketing theory: A student text* (3rd ed.). Sage.
- Bruce, E. M. (2014). Library marketing: moving between traditional and digital strategies. *New Library World*, 115(7/8), 405-408.
- Chauhan, S. & Gupta, S. (2022). Digital Marketing Practices in Academic Libraries. *Library Philosophy and Practice (e-journal)*, 5069. <https://digitalcommons.unl.edu/libphilprac/5069>
- Fabry, P. J. & Hernon, P. (2021). *Marketing and advocacy for academic libraries: A roadmap for success in challenging times*. Routledge.
- Fraser-Arnott, M. (2023). Academic library marketing in the post-COVID world. *The Journal of Academic Librarianship* 49(4), 102744.

- Johnson, L. (2020). Libraries as information ecosystems: A strategic perspective on how libraries create value in a digital age. *Journal of Librarianship and Information Science*, 52(4), 1067-1079. <https://doi.org/10.1177/0961000619888066>
- Jotwani, D. (2014). Marketing of electronic resources at IIT Libraries. *DESIDOC Journal of Library & Information Technology*, 34(2), 162-69. <http://dx.doi.org/10.14429/djlit.34.5517>
- Khan, M. & Kamal, M. (2016). Marketing of library and information services in university libraries: A practical experience. *Asian Journal of Multidisciplinary Studies*, 4(1), 20-26.
- Kotler, P. & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Moqiseh, M., Kazerani, M. & Shekofteh, M. (2020). Identifying and analysis of marketing mix in medical libraries. *Journal of Medical Library and Information Science*, 1, 1-7.
- Nabila, J. & Erlianti, G. (2021). Strategic Marketing Planning for Services at the Library of University Negeri Padang. In *4th International Conference on Language, Literature, and Education (ICLLE-4 2021)*, pp. 142-151. Atlantis Press.
- Okhawere, N., Isibor, O. & Otoghile, N. S. (2017). Undergraduate Students' Perception and Attitude towards Library Services in Nigerian Universities. *Research Journal of Financial Sustainability Reporting*, 2(1), 208-218.
- Olorunfemi, D.Y. & Ipadeola, T.O. (2018). Marketing strategies for effective library services in Nigerian university libraries: A case study of selected university libraries in South-West Nigeria. *Library Philosophy & Practice (e-journal)*, 1784.
- Oluwatosin, E. A. & Adeyemi, I. O. (2022). Influence of marketing on use of library services by postgraduate students in selected federal universities in Nigeria. *Library Philosophy & Practice*, 1-21.
- Oyedapo, R.O. & Ojo, R.A. (2013). Effective Marketing of Information Products and Services for Libraries in the 21st Century. *Library Philosophy and Practice (e-journal)*. <https://digitalcommons.unl.edu/libphilprac/1000/>.
- Potter, N. (2012). *The Library Marketing Toolkit*. London: Facet Publishing.
- Serwaa, N.A., Dadzie, P.S. & Owusu-Ansar, C.M. (2022). Awareness and Use of Digital Reference Services in Academic Libraries in Ghana. *International Journal of Knowledge Content Development & Technology*, 12, 7-29.
- Singh, R. & Kaur, S. (2010). Marketing mix strategy: A study of selected academic libraries in India. *International Journal of Library Science*, 6(1), 1-10.
- Tella, A. & Akanmu, O. O. (2020). Demographic Variables and Library Patronage of Undergraduate Students at Universities in South West Nigeria. *Mousaion* 38(4), 1-24.