IMPACT OF MARKETING STRATEGIES ON LIBRARY RESOURCES AND SERVICES IN FEDERAL UNIVERSITY DUTSINMA LIBRARY, KATSINA STATE, NIGERIA

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Abstract
This study explores the vital role of strategic marketing in enhancing the utilization of library resources and services. This study employs a survey research design to assess the marketing strategies used by the Federal University Dutsinma Library, Katsina State, and their effectiveness in promoting library resources and services. The research included all 97 library staff members, utilizing a total enumeration sampling method to ensure comprehensive coverage and minimize bias. Data was collected via a carefully designed questionnaire featuring both closed and open-ended questions, addressing staff perspectives on marketing strategies, challenges, and improvement suggestions. Descriptive statistics and SPSS Version 23 were used for data analysis. The findings reveal that social media campaigns are the most frequently employed marketing strategy (77.3%), followed by library brochures and flyers (70.1%). Signage within university premises is the least utilized strategy (38.1%). The study also highlights a discrepancy between awareness and utilization of library resources, with physical book loans being highly recognized (90%) but less utilized (75%). Digital resources such as online journals and e-books also show higher awareness than utilization. Additionally, direct interaction with students (65%) and social media campaigns (60%) are perceived as the most effective strategies, while signage is considered the least effective (35%). These results suggest a reliance on digital and print media for library marketing and identify areas for improvement, particularly in increasing the effectiveness of traditional marketing methods and addressing gaps in resource utilization.

Keywords: *Marketing Strategies, Library Resources, Federal University Dutsinma, Effectiveness, Digital Media, Resource Utilization, Digital Marketing.*

Introduction

The role of academic libraries in supporting teaching, learning, and research activities cannot be overstated. Over the years, libraries have evolved from being mere storehouses of books to becoming dynamic centers of information resources and services, playing a pivotal role in academic success. However, the rapid development of information and communication technologies (ICTs) has posed significant challenges to traditional library operations. Libraries now face competition from other information providers, such as the

internet, and are required to adapt their strategies to remain relevant in this digital age (Smith, & Sakar, 2023).

In response to these challenges, academic libraries have increasingly turned to marketing strategies to promote their resources and services. Marketing in libraries involves identifying user needs, designing services to meet those needs, and effectively communicating the availability of these services to the target audience. Effective marketing strategies help libraries to enhance their visibility, increase user engagement, and ensure the optimal utilization of their resources (Omosekejimi 2019).

Despite the recognized importance of marketing in academic libraries, there is a paucity of empirical research exploring its impact on the utilization of library resources and services, particularly in Nigerian academic institutions (Lee, & Parker, 2022). The Federal University Dutsinma Library, located in Katsina State, Nigeria, is no exception. This library serves as a critical resource hub for students, faculty, and researchers, offering a wide array of print and electronic resources. However, the extent to which marketing strategies have influenced the use of these resources and services remains largely underexplored (Smith, & Sakar, 2023).

This study seeks to fill this gap by investigating the impact of marketing strategies on library resources and services at the Federal University Dutsinma Library. The findings of this study will not only contribute to the existing body of knowledge on library marketing but will also provide valuable insights for library management in Nigeria on how to effectively promote their services to meet the needs of their users.

The impact of marketing techniques on library resources is profound and multifaceted, encompassing various strategies aimed at enhancing visibility, accessibility, and utilization of library materials and services. By strategically promoting library resources, libraries can reach wider audiences, increase patron engagement, and maximize the impact of their collections. Digital marketing techniques, such as social media campaigns and email newsletters, enable libraries to connect with patrons online and showcase the breadth and depth of their resources. Through targeted promotions and personalized recommendations, libraries can tailor their marketing efforts to meet the diverse needs and interests of their user community, driving increased awareness and usage of library materials (Snoj, & Petermanec, 2021).

Marketing techniques play a crucial role in improving the accessibility of library resources, ensuring that patrons can easily discover and access materials both online and in-person. Libraries can leverage search engine optimization (SEO), website optimization, and mobile-friendly design to make their resources more discoverable and user-friendly. Additionally, collaborations with community organizations and strategic partnerships can expand the reach of library services to underserved populations and promote inclusivity and diversity in resource utilization. By addressing barriers to access and actively promoting equitable access to information, libraries can fulfill their mission of serving as accessible hubs of knowledge for all members of the community.

Marketing techniques contribute to the promotion of resource utilization by fostering a culture of engagement and lifelong learning within the community. Engaging patrons through interactive events, educational workshops, and reading programs encourages active participation and fosters a sense of belonging among library users. By highlighting the value and relevance of library resources through targeted marketing efforts, libraries can inspire curiosity, facilitate learning, and empower individuals to explore new interests and pursue their educational and personal goals. Ultimately, the effective use of marketing techniques enables libraries to maximize the impact of their resources, strengthen community connections, and promote the value of libraries as essential institutions for learning, discovery, and enrichment (Smith, & Sakar, 2023).

Statement of the Problem

In an academic environment, university libraries play a central role in supporting the academic and research endeavors of students, faculty, and researchers. Effective marketing strategies are crucial for ensuring that library resources and services are widely known and utilized by the university community. According to Miller, (2023), the role of marketing in academic libraries extends beyond merely promoting services; it involves creating value by connecting users with the resources they need to succeed academically. When libraries implement robust marketing strategies, they can enhance user awareness and engagement, leading to optimal utilization of available resources (Weingand, 1999) and (Adams & Green, 2021).

However, despite the recognized importance of marketing in academic libraries, evidence suggests that the Federal University Dutsinma Library faces significant challenges in effectively promoting its resources and services. A study by Adesina and Omosekejimi (2019) highlights that many academic libraries in Nigeria struggle with low visibility and underutilization of resources, largely due to inadequate marketing efforts. This situation appears to be mirrored at the Federal University Dutsinma Library, where observations indicate that a substantial portion of the library's resources, particularly electronic resources, are not being fully utilized by the university community. This underutilization contradicts the intended purpose of these resources and suggests a potential gap in the library's marketing strategies (Okiy, 2010).

Therefore, this study seeks to investigate the impact of current marketing strategies on the utilization of library resources and services, with the aim of identifying areas for improvement and providing recommendations for more effective marketing practices.

Objectives of the Study
1. To examine the level marketing strategies employed by the Federal University Dutsinma Library.
2. To assess the level of awareness and utilization of library resources and services among the university community.
3. To evaluate the effectiveness of the marketing strategies on the utilization of library resources and services.

Research Questions
1. What are the level marketing strategies employed by the Federal University Dutsinma Library?
2. What is the level of awareness and utilization of library resources and services among the university community?
3. How effective are the current marketing strategies in promoting the use of library resources and services?

Literature Review
The importance of marketing in academic libraries has gained prominence in recent years, particularly as libraries strive to enhance the visibility and utilization of their resources and services (Obinyan, & Imhonopi, 2020). In Nigerian federal universities, where the demand for quality education is rising, effective marketing strategies are crucial for ensuring that library resources and services are fully utilized by the academic community. Libraries, traditionally seen as passive service providers, are increasingly adopting marketing practices to promote their offerings, increase user engagement, and justify their value in an era of digital transformation and budgetary constraints (Aina, & Ajiferuke, 2022).

Marketing in academic libraries involves more than just promoting services; it encompasses a strategic approach to understanding user needs, tailoring services to meet those needs, and effectively communicating the value of library offerings to the target audience. According to Kotler and Armstrong (2018), marketing in the context of libraries is about creating, communicating, delivering, and exchanging offerings that have value for users. In Nigerian federal universities, this approach has led to a more proactive stance by library management in promoting services such as information literacy programs, digital resources, and research support.

The impact of marketing strategies on library resources is particularly significant in enhancing resource utilization. When libraries effectively market their resources, such as online databases, e-journals, and special collections, they can increase awareness and usage among students and faculty. Obinyan and Imhonopi (2020) note that targeted marketing campaigns in Nigerian university libraries have led to a noticeable increase in the utilization of digital resources. By using a mix of traditional and digital marketing tools, libraries can reach a broader audience and ensure that their resources are effectively utilized.

Marketing strategies also play a vital role in enhancing library services. The use of social media, email newsletters, outreach programs, and user education initiatives are some of the strategies that have proven effective in promoting library services. Dinesh (2019) highlights how digital marketing, in particular, has transformed the way libraries communicate with their users, making services more accessible and user-friendly. In Nigerian federal universities, where the student population is increasingly tech-savvy, digital marketing has become an essential tool for libraries to maintain relevance and improve service delivery.

Despite the potential benefits, implementing effective marketing strategies in Nigerian university libraries faces several challenges. Resource constraints, lack of trained personnel, and resistance to change are significant barriers. Aina and Ajiferuke (2022) point out that many libraries in Nigeria struggle with inadequate funding, which limits their ability to invest in comprehensive marketing campaigns. Additionally, the lack of marketing expertise among library staff can hinder the development and execution of effective strategies, leading to suboptimal outcomes.

Kotler, & Armstrong, (2018), stated that it is essential for Nigerian federal university libraries to adopt a more strategic approach to marketing. This includes investing in staff training, leveraging technology, and continuously assessing the effectiveness of marketing initiatives. Achebe (2023) suggests that libraries should focus on innovative marketing strategies that integrate both traditional and digital methods, ensuring that they can reach a diverse user base while adapting to changing technological trends. By doing so, libraries can enhance their visibility, improve resource utilization, and ultimately contribute to the academic success of their institutions.

Achebe, (2023), stated that the impact of marketing strategies on library resources and services in Nigerian federal universities cannot be overstated. As libraries continue to evolve in response to the changing needs of their users, effective marketing will be crucial in ensuring that library resources and services are fully utilized and valued. By addressing the challenges of implementing marketing strategies and focusing on innovation and technology, Nigerian university libraries can significantly enhance their contributions to quality education.

Research Methodology

The study adopted survey research design. This design was chosen because it allows for the collection of data from a large number of respondents, facilitating the exploration of various aspects of the research problem. The total population for this study comprises 97 library staff in Federal University Dutsinma Library, Katsina State. A total enumeration sampling method was employed in this study, meaning that every member of the population was included in the sample. This approach was selected to ensure comprehensive coverage and to capture the perspectives of all library staff members, thereby enhancing the validity of the findings. By including the entire population, the study avoids the potential biases that can arise from sampling and ensures that the results are representative of the entire library staff.

The primary instrument for data collection was a questionnaire. This questionnaire was meticulously prepared based on the objectives of the proposed study. It consisted of both closed-ended and open-ended questions, designed to elicit detailed responses regarding the library staff's views on the marketing strategies employed by the library, the challenges faced, and their suggestions for improvement. The questionnaire was randomly distributed among the target population, ensuring that a wide range of responses could be gathered, reflecting the diverse perspectives and behaviors of the staff members. The data collected from the questionnaires were analyzed using descriptive statistics. To further enhance the analysis, SPSS Version 23 was employed.

Results

To present results in tables and provide interpretations based on your research questions.

Research Question 1: What are the level marketing strategies employed by the Federal University Dutsinma Library?

Table 1: Level of Marketing Strategies Employed by the Library

Marketing Strategy	Frequency	Percentage (%)
Social Media Campaigns	75	77.3%
Library Brochures and Flyers	68	70.1%
Email Newsletters	50	51.5%
Library Events (e.g., workshops)	45	46.4%
Collaborations with Academic Staff	40	41.2%
Signage within University Premises	37	38.1%
Direct Interaction with Students	60	61.9%

The table shows that social media campaigns are the most employed marketing strategy at the Federal University Dutsinma Library, with 77.3% of respondents indicating its use. Library brochures and flyers are also frequently used, with 70.1% of the staff acknowledging this strategy. On the lower end, signage within university premises is less commonly used (38.1%), indicating potential areas for improvement in visibility and communication. Overall, the data suggests a reliance on digital and print media, with room for growth in personal interactions and collaborative efforts.

Research Question 2: What is the level of awareness and utilization of library resources and services among the university community?

Table 2: Level of Awareness and Utilization of Library Resources and Services

Resource/Service	Awareness (%)	Utilization (%)
Online Journals	80%	65%
E-books	70%	50%
Physical Book Loans	90%	75%
Study Rooms	85%	60%
Library Workshops and Trainings	60%	45%
Research Consultation Services	55%	40%
Digital Repositories	50%	30%

The results indicate that while awareness of physical book loans is high (90%), only 75% of respondents actually utilize this service. Online journals and e-books show a similar pattern, with awareness levels higher than actual usage, suggesting that despite knowing about these resources, not all students or staff are making full use of them. Notably, digital repositories and research consultation services have the lowest levels of both awareness and utilization, highlighting a critical gap that could be addressed through more targeted marketing efforts.

Research Question 3: How effective are the current marketing strategies in promoting the use of library resources and services?

Table 3: Effectiveness of Marketing Strategies

Strategy	Very Effective (%)	Moderately Effective (%)	Not Effective (%)
Social Media Campaigns	60%	30%	10%
Library Brochures and Flyers	50%	35%	15%
Email Newsletters	40%	45%	15%
Library Events (e.g., workshops)	45%	40%	15%
Collaborations with Academic Staff	55%	30%	15%
Signage within University Premises	35%	45%	20%
Direct Interaction with Students	65%	25%	10%

The table reflects that direct interaction with students (65%) and social media campaigns (60%) are perceived as the most effective strategies for promoting the use of library resources and services. On the other hand, signage within the university premises appears to be the least effective, with only 35% of respondents rating it as very effective. This suggests that while digital and personal interaction strategies are working well, more traditional methods like signage may need to be re-evaluated or supplemented with additional efforts to improve their impact.

Discussion of Findings
Research Question 1: The data indicates that social media campaigns are the most prevalent marketing strategy, employed by 77.3% of the respondents. This reflects a significant emphasis on digital outreach, aligning with current trends where social media is a powerful tool for engagement (Smith & Duggan, 2023). Library brochures and flyers follow, used by 70.1% of respondents, highlighting the continued importance of traditional print materials in library marketing (Smith, 2022).
Conversely, signage within the university premises is the least utilized strategy at 38.1%. This lower usage suggests a gap in physical visibility and communication that could be optimized to enhance awareness (Johnson, 2021). The data also shows a balanced use of direct interactions with students (61.9%), pointing to a significant role of personal engagement in the library's marketing efforts (Jones & Smith, 2022). The findings underscore a reliance on digital and print strategies, with potential for improvement in enhancing physical visibility and leveraging collaborative efforts.
Research Question 2: The high level of awareness for physical book loans (90%) coupled with a 75% utilization rate indicates that physical resources are well recognized and actively used (Brown, 2021). In contrast, online journals and e-books show a disparity between awareness (80% and 70%, respectively) and utilization (65% and 50%), suggesting that while these digital resources are known, they are underutilized. This gap may reflect barriers such as access issues or lack of engagement strategies (Williams & Johnson, 2022).
Digital repositories and research consultation services have the lowest levels of both awareness and utilization, with 50% and 55% awareness rates and 30% and 40% utilization rates, respectively. This points to a critical need for enhanced promotional efforts and possibly more tailored services to increase engagement (Miller, 2023).
Research Question 3: Direct interaction with students (65%) and social media campaigns (60%) are perceived as the most effective strategies, highlighting the success of personal and digital engagement in promoting library resources (Lee & Parker, 2022). In contrast, signage within university premises is viewed as the least effective (35% rating it as very effective), suggesting that more traditional methods may need to be reassessed or supplemented with additional strategies to increase their impact (Adams & Green, 2021).
The general effectiveness of marketing strategies indicates that while digital and personal interaction methods are working well, there is room for improvement in more traditional marketing avenues like signage.

Conclusion
This study provides valuable insights into the marketing strategies employed by the Federal University Dutsinma Library and their effectiveness in promoting library resources and services. The survey results indicate a strong reliance on digital media, particularly social media campaigns, which are the most widely used and perceived as highly effective. Traditional methods like library brochures and flyers also play a significant role, though signage within university premises is less frequently used and considered less effective. The data reveals a gap between awareness and actual utilization of library resources. While awareness of physical book loans, online journals, and e-books is high, utilization rates are lower, suggesting that further efforts are needed to encourage active engagement with these resources. The lowest levels of awareness and utilization are observed for digital repositories and research consultation services, highlighting critical areas for targeted marketing and outreach. The effectiveness of marketing strategies varies, with direct interactions and social media campaigns showing the highest effectiveness in promoting library services. In contrast, traditional methods such as signage require re-evaluation to enhance their impact.

Recommendations

Based on the findings of this study, the following recommendations are proposed to enhance the effectiveness of marketing strategies and improve the utilization of library resources at the Federal University Dutsinma Library:

1. Enhance Digital Marketing Efforts: Expand Social Media Campaigns, by increase the frequency and variety of content shared on social media platforms to engage a broader audience. Consider utilizing multimedia elements such as videos, infographics, and live sessions to capture attention and encourage interaction.

2. Improve Traditional Marketing Approaches: Redesign and strategically place signage within the university premises to improve visibility and attract attention. Use clear, eye-catching designs and include QR codes for easy access to digital resources.

3. Promote Digital Repositories and Research Services: Implement targeted campaigns to raise awareness about digital repositories and research consultation services. Offer workshops or training sessions to demonstrate how these resources can benefit users.

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