

**Digital Reference Services, Library Marketing and Library Patronage of
Undergraduates Student in Private Universities, Oyo State, Nigeria**

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Communication and Information Science, Lead City University, Ibadan, Oyo State,
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Certification

This is to certify that this work was carried out by Folashade Morufah ODUSANYA with matriculation number LCU/PG/003195, a student in the Department of Information Management under my supervision in the Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria, and that this has not been previously submitted.

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Dedication

This project work is dedicated to God Almighty, who had shown me His grace, I appreciate His good work of wonder upon my life.

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Abstract

Library patronage by undergraduates is an important aspect of academic libraries, as it reflects the level of satisfaction and engagement of the students with the library resources and services. However, effective patronage by students may not be possible without the availability of digital reference services that meet users expectations and the marketing of library services for users' awareness. This study, therefore, investigated the influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State. The study adopted a survey research design with a population of 12,169 undergraduates from six 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. Results from the hypotheses showed that digital reference service ($\beta=0.231$, $t=4.274$, $p<0.05$) and library marketing ($\beta=0.187$, $t=3.422$, $p<0.05$) respectively influence library patronage among undergraduate students. It was also found that both digital reference service ($\beta=0.318$, $t=5.315$, $p<0.05$) and library marketing ($\beta=0.191$, $t=3.197$, $p<0.05$) had a joint influence on library patronage among undergraduates in private universities in Oyo State. The study concluded that the level of students' patronage was attributed to their expectations of the library services to meet their changing needs, the as well as the satisfaction experienced from using the library. The study, therefore, recommended that library management should adopt marketing more vigorously to promote the services and activities of the library to the user community from time to time, and also introduce more innovative services that can attract the users to the library in this digital age.

Keywords: University Libraries, Library Marketing, Digital Reference Service, Library Patronage, Undergraduate students

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Chapter One

Introduction

1.1 Background to the Study

Libraries are custodians of knowledge whose responsibilities are not limited to information acquisition and preservation, but also access and dissemination to prospective users in order to promote library patronage. University libraries are originally designed to support teaching, learning and research of academic institutions. The need to use the library by different stakeholders aligns with the principles of library science as put forward by Ranganathan which states that "books are for use" and "every user his or her book". One of the major stakeholders served by the university library is undergraduate students, who patronize the library for various purposes, including accessing reference materials and seeking assistance in their academic pursuits ¹.

Library patronage reflects the extent to which undergraduate students in the universities actively engage with and utilize the resources, services, and facilities provided by the library. This encompasses factors such as frequency of visits, duration of interactions, and the breadth of resources accessed. The use of library collections, either physically or remotely, by undergraduate students and other university clients is known as library patronage.² Library patronage by undergraduate students is an important aspect of academic libraries, as it reflects the level of satisfaction and engagement of the students with the library resources and services. The patronage can be influenced by various

factors, such as librarians' attitudes, information technology, and the nature of available resources and services. Library patronage is an important indicator of the quality of services offered by libraries³. This is consistent with the basic principles of library science, which states that the information resources, services, facilities and processes of libraries should meet the needs of the intended users. Library patronage in this study is measured by the expectations, perceived performance and satisfaction of the users, based on the Expectation Disconfirmation Theory (EDT).

Expectations relates to the users' preconceived notions about the library's services, influenced by past experiences, word-of-mouth, and personal needs. The provision of adequate resources and services beyond the expectations of library users results in positive disconfirmation, which enhance satisfaction and the likelihood of continued library use and vice-versa. Perceived performance is the students' assessment of the actual library experience. This encompasses the availability and accessibility of resources, the helpfulness of the staff, and the ambiance of the library. A high perceived performance generally leads to satisfaction; however, when measured against expectations, the outcome can vary. Satisfaction in terms of library patronage is the emotional response to the disconfirmation experience. It is a critical factor in determining whether students will continue to patronize the library. Satisfaction influences not only the frequency of library visits but also the propensity to engage with the library's services and recommend them to other students. In essence, a satisfied student becomes an advocate for the library, contributing to its reputation and perceived value among the student body. Libraries

aiming to improve patronage should focus on managing student expectations, ensuring high performance in service delivery, and measuring satisfaction levels to adapt and evolve their services effectively.

In the present knowledge-driven society, the expectation of users on library services and resources is growing. Thus libraries need to strive to meet their growing demands and expectations through innovative services such as digital reference service delivery. Libraries play a vital role in supporting undergraduate students' academic success, providing access to information, resources, and expertise that can help them excel in their studies. However, with the increasing availability of digital resources, libraries have had to adapt and develop new strategies to remain relevant and accessible to their patrons. Digital reference service delivery and marketing strategies have emerged as key tools for libraries looking to engage with undergraduate students and promote their services.

Many factors have been attributed to the poor patronage of library services⁴. 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 collections⁵. 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 digital reference service and marketing emerging as critical tools for promoting and contributing to library patronage among undergraduate students.

Digital reference service refers to the provision of reference services using digital technologies such as email, chat, video conferencing, and social media. These services can be accessed remotely and provide undergraduate students with quick and convenient access to information and assistance. Digital reference service encompasses the provision of reference and information services to library patrons through electronic or digital channels. This includes online catalogs, databases, virtual reference services, e-books, and other digital resources. Understanding how these digital services are structured, accessed, and utilized by undergraduate students forms a pivotal aspect of the study. Digital reference service is a way of increasing access to library services in a manner that is not dependent on physical visits to the library. It allows librarians to help patrons access

information in a virtual environment, using various methods such as e-mail or artificial intelligence such as Chabot. Nevertheless, the availability of this new service requires that libraries create adequate awareness of users to the new services through the right marketing strategies.

Digital reference service can be provided in the form of synchronous and asynchronous methods. Synchronous transactions occur in real-time, where there is an immediate response to user queries. Examples include instant messaging, video conferencing, and live text-based chat with librarians or digital reference services⁶. Live chat support involves real-time communication between library staff and users via chat interfaces on the library website or other platforms where users can ask questions, seek assistance, and receive immediate responses from librarians or trained staff. AI-powered chatbots use natural language processing to interact with users, answer queries, and provide information round the clock (every time) with the ability to handle multiple queries simultaneously. Video conferencing allow real-time visual communication between library staff and users. This tool can enable the librarians to conduct virtual reference interviews, workshops, or consultations. In addition, libraries use social media platforms (e.g., Twitter, Facebook, Instagram) to engage with users for sharing updates, promoting resources, and interacting with the community. ChatGPT is an AI-powered tool (such as GPT-4) that engages in text-based conversations with users. It can be used to answer queries, provide information, and assist with research. These synchronous digital

reference methods enhance library services, but libraries need to adapt to user preferences while maintaining quality and accuracy⁷.

Asynchronous digital reference service relates the "process where transmitted data is encoded with start and stop bits, specifying the beginning and end of each character". In library service delivery, asynchronous service refers to a method where interactions between users and the library occur without real-time synchronization. Libraries offer various asynchronous communication channels such as e-mail, online forms, Frequently Asked Questions, and discussion forums. These channels allow users to interact with the library without the need for simultaneous communication⁶. In addition, the frequency of delivery in digital reference services within university libraries is a critical factor that influences the effectiveness and efficiency of these services. High-frequency or regular delivery such as daily, weekly or monthly can enhance user satisfaction by providing timely responses and continuous access to information, which is essential in an academic setting where research and learning activities are time-sensitive.

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 them⁸. 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 marketing⁹.

Marketing involves different activities such as marketing plan, marketing research, marketing segmentation, marketing strategy, marketing mix and evaluation of products and services. Marketing strategies help in the realization of the objectives of an organization. There are various market strategies 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 (usually provided at the beginning of new session with brief presentation and library tour), list of new arrivals, webopacs, e-newsletter and others⁸.

Library marketing constitutes the strategic initiatives and efforts undertaken by libraries to promote their resources, services, and events to potential users. It involves activities aimed at increasing awareness, usage, and engagement with library products and services. Such marketing strategies employed by academic libraries include promotional activities, exhibitions, social media, website optimization, e-mail, in-person marketing among others. Effective use of these strategies would greatly impact students' perceptions and utilization of library services, hence, the increased patronage of the library. 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 age¹⁰.

The use of marketing strategy comprising of product, price, place, and promotion, 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^{11,12}.

The efficacy of marketing activities within library settings rests on the presence and thorough execution of a comprehensive marketing plan. This marketing plan comprises of two major components. The first part involves the cultivation of user awareness regarding the diverse array of resources and services offered by the library. This underscores the proactive role that libraries must adopt in disseminating information about their services, ensuring that users are cognizant of the rich reservoir of resources available to them. The second form of a marketing plan revolves around a profound understanding of the needs and expectations of library users. This implies a dynamic and reciprocal relationship between libraries and their user community, where a good understanding of user requirements serves as the tripod upon which effective marketing strategies can stand. This position aligns with the principles of marketing theory, which emphasizes the critical importance of market orientation and customer-centric approaches. This underscores the need for libraries to transcend conventional paradigms and adopt proactive, user-centric marketing approaches. By doing so, libraries can not only promote user awareness but also cultivate a symbiotic relationship with their user community, thereby fostering a more robust and responsive library environment¹³.

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 Nigeria¹⁴.

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.

It is essential to understand how digital reference service delivery and marketing strategies can contribute to promoting library patronage among undergraduate students. Libraries need to identify the most effective approaches for engaging with their target audience, from using social media to offering personalized recommendations and customized services. By doing so, libraries can remain relevant and accessible to undergraduate students, promoting academic success and lifelong learning.

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 strategy to reach out to the user community both physically and remotely.

However, despite the growing importance of digital reference services and library marketing, there is limited research on their effectiveness in promoting library patronage among undergraduate students. Studies have shown that undergraduate students are increasingly turning to digital technologies for information seeking, and libraries must ensure they remain relevant and accessible in this changing landscape¹⁵. 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 services¹⁶.

1.2 Statement of the Problem

Undergraduate students used to consider the library as a haven where diverse information needs can be satisfied. The library, on its part, acknowledges these needs and, therefore, makes available adequate print and non-print resources to satisfy their users' needs. Library patronage among undergraduate students in Nigerian universities have been on the decline over the years due to several factors such as limited and non-functioning workstations, poor networks and outdated collections³.

University libraries in Nigeria are yet to digitize their reference services for users to patronise and consult remotely. Where digital services and e-resources are available, many

users may not be aware of the services. Marketing of library services in university libraries therefore 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. 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.

1.3 Aim and objectives of the study

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

- i. identify the level of library patronage among undergraduate students in private universities in Oyo State;
- ii. identify the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State;
- iii. determine the level of library marketing adopted by the private universities in Oyo State;

- iv. ascertain the influence of digital reference service on library patronage in private universities in Oyo State;
- v. determine the influence of library marketing on library patronage among undergraduate students in private universities in Oyo State;
- vi. establish the joint influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State

1.4 Research Questions

The following research questions were drawn to guide the study:

- i. What is the level of library patronage among undergraduate students in private universities in Oyo State?
- ii. What are the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State?
- iii. What is the level of library marketing adopted by private universities in Oyo State?

1.5 Hypotheses

The following null hypotheses were tested at 0.05 level of significance

Ho1: There will be no significant influence of digital reference service on library patronage among undergraduate students in private universities in Oyo State.

Ho2: There will be no significant influence of library marketing on library patronage among undergraduate students in private universities in Oyo State.

Ho3: There will be no joint influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State.

1.6 Significance of the Study

This present study is very significant for various stakeholders such as university management, university libraries, librarians, undergraduate students, faculty members, researchers and other stakeholders. It is expected that the findings of the study is instrumental in informing the university management on the usage of the university library by the students. Understanding the usage level of the library by undergraduate students would enable the management to make informed decisions regarding development of the library in terms of funding, availability of information resources and services, adoption of new technologies, and other facilities. This knowledge would empower the management to enhance the quality of services provided by the university library.

The university library plays a crucial role in providing resources and support for students' academic endeavours. The findings of the study can inform the provision of innovative and ICT-driven services such as digital reference service delivery and e-resources that students can access remotely, ensuring that the services align with the

current demands and expectations of undergraduate students in the digital information era.

The study is expected to directly impact undergraduate students, as it addresses their specific needs and challenges. Understanding the need for regular marketing of library services by librarians would enable the students to be aware of the available services, and consequently, patronize such services the more whether virtually or physically. This knowledge would also enable the students to navigate the library environment more proficiently.

Faculty members are integral to the learning experience of undergraduate students. Thus, the findings of the study are expected to offer insights into the services of university libraries and how this can further enhance the teaching and learning processes. Faculty members can use this knowledge to encourage their students to patronize the services of the university library for effective information service delivery.

Researchers and undergraduate students can benefit from this study. The study contributes empirical evidence to the existing body of knowledge, providing insights into the provision of digital reference services, marketing of library services and the usage of library services by the students. This research can serve as a basis for further investigations in similar contexts. Policymakers can draw upon the study's findings to

inform policies and develop strategies that support effective service delivery in university libraries. Understanding the specific needs of the library and the expectation of new generation of users can lead to more targeted interventions and solutions to promote library usage.

1.7 Scope of the Study

This study focused on the influence of digital reference service and library marketing on the patronage of undergraduate students in private university library in Oyo State Nigerian. The selected private university libraries are Lead City University Library, Ibadan, Ajayi Crowther University Library, Oyo, Kola Daisi University Ibadan and Dominican University, Ibadan. The study is specifically targeted undergraduate students at all levels because there is need for them to recognize the relevance of the library to their academic success. The study is geographically limited to only the registered and recognized private universities in Oyo State from which the universities used for this study for this were selected.

Library patronage, which is the dependent variable is measured by frequency of use, purpose of use and the level of satisfaction. The digital reference service is measured by synchronous methods (Instant messaging, video conferencing, chatbots, Chat GPT) and asynchronous methods (e-mail, Frequently Asked Questions, Online forms), as

well as the frequency of digital reference service delivery. Library marketing were measured by promotional activities, products, place and price.

1.8 Limitation to the Study

This study is limited in scope and coverage. It focuses only on private university libraries in Oyo State with the aim of generalising the result to cover other academic libraries in public universities. Only the undergraduate students were considered for the study of which it is believed that their opinions might be limited to the little they know about the library. Complementing the survey with opinions from the library staff would go a long way to validate the data obtained from the students. Collection of data about the students' population in each university took a very long time due to administrative bureaucracies.

1.9 Operational Definition of Terms

The following terms are operationally defined as used in the study.

Library patronage: The frequency, purpose and satisfaction of library use by library undergraduate students in private universities in Oyo State and this will be measured by the following sub metrics of expectations, perceived performance, and satisfaction.

Expectations: This refer to the preconceived standards or beliefs that undergraduate students of private universities hold regarding the quality and range of services, resources, and facilities provided by the library. It encompasses what users anticipate in terms of

access to up-to-date materials, the availability of digital and physical resources, staff support, and overall service quality.

Perceived performance: This relates to the users' assessment of how well the library meets their expectations during actual use. This includes evaluating the availability and quality of resources, the responsiveness and helpfulness of staff, the usability of digital services, the conduciveness of the study environment, et cetera

Satisfaction: This encompasses users' approval of resources, services, staff assistance, facility conditions, and the efficiency of digital platforms provided by the library.

Digital reference service: This refers to the provision of online assistance and information to undergraduate students in private universities in Oyo State through various digital platforms such as email, chat, and social media. This will be measured by synchronous and asynchronous digital reference, and frequency of digital reference.

Asynchronous digital reference services: These do not require the users and librarian to be present at the same time. Common asynchronous services include email queries, where a patron can send a question and receive an answer after some time has passed

Synchronous digital reference services allow for real-time communication. This means that the librarian and the patron are online at the same time, facilitating immediate responses and a dynamic exchange of information. It relates to a face-to-face conversation but conducted over digital platforms such as chat reference, 'Ask a Librarian', etc.

Frequency of digital reference service: This relates to the interval at which the library offers digital reference services such as daily, weekly or monthly.

Library marketing: Library marketing is used to refer to the promotion of library resources, and digital reference services to undergraduate students in private universities in Oyo State through various strategies and awareness programmes such as advertising, announcements, branding, outreach, display and exhibitions, etc. this will be measured by Product, Price, Place and Promotion.

Product: This refers to the various services and resources offered by the library to meet the informational, educational, and recreational needs of undergraduate users in private universities such as books, journals, and multimedia materials, as well as digital resources like e-books, databases, and online journals.

Price: This refers to the cost associated with accessing the library services and resources by undergraduate students such as membership fees, fines for overdue items, fees for special services (e.g., printing and photocopying), and charges for accessing certain digital resources.

Place: This relates to the physical and virtual locations where library services are provided. This includes the library's physical location, its branches, and the library's online presence, such as its website, digital catalogue, and online databases.

Promotion: This involves the strategies and activities employed by the library to communicate and advertise its services and resources to the undergraduate students in private universities, such as newsletters, flyers, and posters, social media, email campaigns, and website announcements.

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Endnotes

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Chapter Two

Literature Review

This chapter reviews relevant conceptual, theoretical and empirical literature on the variables of the study. This review is carried out to situate the present study within the context of related studies. Subheadings such as library patronage of users, digital reference service by librarians and library marketing of information resources were discussed in the conceptual and empirical reviews. The theoretical framework of the study has subheading which include the expectancy disconfirmation theory of library patronage, innovation diffusion theory and social marketing theory.

2.1 Conceptual Review

2.1.1 Library Patronage

Library patronage is an essential factor for undergraduate students to achieve academic success and lifelong learning. According to various studies, students who use library resources, services, and spaces tend to have higher GPAs, retention rates, and learning outcomes than those who do not^{1,2}. However, library usage is not only about the frequency or quantity of visits, but also about the quality and purpose of engagement with the library.

Library patronage is the act of using the services and resources of a library, such as borrowing books, accessing databases, or attending workshops. It is an important aspect of academic success for undergraduate students, as it can enhance their learning outcomes,

research skills, and information literacy³. Library patronage can also foster a sense of community and belonging among students, as well as provide them with opportunities for personal and professional development⁴.

There are many benefits of library patronage for undergraduate students including access to a variety of sources and formats of information, such as books, journals, e-books, audio-visual materials, and online resources. These can help students to broaden their knowledge, find relevant and reliable information, and support their arguments with evidence^{5,6}; access to specialized services and tools, such as reference librarians, interlibrary loan, citation managers, and research guides. It can help students to navigate the complex information landscape, locate and evaluate sources, and cite them properly⁷; access to learning spaces and facilities, such as study rooms, computers, printers, scanners, and Wi-Fi. It can help students to create a conducive environment for studying, collaborating with peers, or working on assignments⁸; and access to educational and cultural programs and events, such as seminars, lectures, exhibitions, and book clubs. Also, it can help students to develop their skills, learn new topics, interact with experts and authors, and enrich their academic experience^{9,10}.

Library patronage is not only beneficial for students, but also for the libraries themselves. By attracting and retaining users, libraries can demonstrate their value and impact to the university administration and stakeholders^{4,11}. They can also collect feedback and data from users to improve their services and collections¹². Moreover, they can cultivate a

culture of reading and lifelong learning among students and the wider community¹³. Therefore, library patronage is a relevant and significant activity for undergraduate students in university libraries. It can help students to achieve their academic goals, enhance their personal growth, and contribute to the social and intellectual life of the university. Students should take advantage of the library resources and services available to them, and use them ethically and responsibly. By doing so, they can become informed and engaged citizens in a global society.

In the contemporary era, users of university library expect to access up-to-date information resources and services in a fast and convenient way for their academic and research purposes. Therefore, university libraries have to rethink their policies and adopt innovative strategies to enhance their services and attract more users¹⁴. One of the ways that library users can access the information resources and services of the library is by visiting the library physically or remotely. This is referred to as library patronage¹⁵. It implies that the library has something that the users want, and the users come to the library to get it. The library provides information services that meet the users' needs, and the users show their support for the library by using the services. Although information and communication technology (ICT) has enabled users to access some of the library services remotely, it is still important to encourage users to visit the library in person. The university library has a responsibility to develop and implement effective strategies to increase the frequency of users' visits for effective patronage of its resources and services¹⁵.

University libraries should not only offer and maintain information materials for all kinds of users but also make the reading environment appealing and comfortable to achieve effective patronage of the resources and services¹⁶. The library building of the university is visited by users every day for various educational purposes (such as academic research, reading, group study, assignment, examination preparation and the likes); and mainly to access the library services and services to support their needs¹⁵. Patronage remains essential in ensuring the positive strength of the library because without usage, the library cannot rate its performance. The frequency of users' patronage, the types of materials consulted by the users during visits, and their purpose of patronage are all indicators of library utilization and the library effectiveness¹⁷.

2.1.2 Digital Reference Service

Libraries provide reference services to help users find information. Nowadays, many researchers work remotely and need digital reference services. Libraries can use technologies such as instant messaging, e-mail and SMS text messaging to offer convenient services to users who are not physically present. Users can send their research questions via text messages to librarians through the Ask-a-librarian service. Also, texting has become a common way of communication, especially among young people, while the SMS reference can help libraries connect with users through a familiar and accessible service¹⁸.

Reference services refer to all the library activities that help the users to access and use the library and its resources. Reference services involve the interaction between the reference librarian, who acts as a mediator between the user and the available information resource, and the user who asks a question. Reference and information services in the library can be provided in two ways: traditionally, where the user visits the library and talks to the reference librarian in person, or digitally, where the user uses web technologies to send and receive queries and answers. Therefore, digital reference and information services have emerged¹⁹.

Digital reference services, virtual reference services, web-based reference services, remote/online reference services and electronic reference services are synonyms that refer to the assistance and information that a reference librarian offers to a library user remotely through the internet using different web technologies¹⁸. Digital reference service has been perceived by some researchers as a process in which a library staff member answers the questions of users through some electronic means (e-mail, chat, Web forms, etc.)²⁰. There are different components of digital reference service such as the service user, the platform through which the service is delivered (including email and web forms, Ask a Librarian services, online-based chat reference, video conferencing, chatbot, and collaborative digital reference etc.), the information professional, and electronic resources (including electronic or CD-based resources, web resources, local digitized material etc.), as well as print resources²¹.

Traditional methods of offering reference services, such as in-person, phone, or postal inquiries, are being replaced by digital tools. These tools include subject gateways, email, Frequently Asked Questions (FAQs), electronic libraries, instant messaging, virtual reference desks, and "ask-me" services. Reference librarians now have the option to provide answers to queries, links to resources, or connect users with professional or subject experts using interactive tools like web 2.0. These changes reflect a shift from conventional reference services to more efficient and accessible digital alternatives²².

Web Online Public Access Catalog (Web OPAC) represents a transformative advancement in library services, bringing the wealth of library collections and resources to users through web-based interfaces. As an extension of the traditional library catalogue, Web OPAC provides a user-friendly, searchable platform accessible via the Internet. This allows patrons to explore, locate, and interact with library materials remotely²². The digital evolution of Web OPAC has revolutionized how users engage with library resources, offering the convenience of 24/7 access, personalized search functionalities, and interactive features. Web OPACs have replaced traditional card catalogues and offer a more user-friendly and efficient way to locate and access library materials. With Web OPAC, users can perform keyword searches, browse by author, title, subject, or other search criteria, and view detailed information about each item. This includes availability, location, and call number. Some Web OPAC systems also provide additional features such as book covers, summaries, and user reviews to help users make informed decisions about their resources. Advanced search capabilities in Web OPACs allow users to refine

their search results using format, language, publication date, or genre filters. Users can also place holds on items, renew loans, and manage their library accounts online. Many Web OPACs integrate with other library services, such as interlibrary loan and document delivery, to expand users' access to resources beyond their local collection²².

2.1.3 Library Marketing

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 means²³. 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" (p. 29)²⁴, or as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (p. 3)²⁵.

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 strategies are inbound marketing, outbound marketing, search engine optimization and content marketing^{26,23}.

Marketing is a process that involves multiple steps and stages, from identifying opportunities and problems in the market, to developing and implementing strategies and tactics, to evaluating and improving performance and outcomes. Marketing is strategic, meaning that it is guided by a clear vision, mission, goals and objectives that align with the organization's purpose and values. It is a systematic, meaning that it is based on reliable data and information collected through various methods and techniques of marketing research, such as surveys, interviews, experiments, observations, et cetera.²⁷

Marketing is about communicating and delivering these solutions effectively and efficiently through various channels and platforms, such as advertising, public relations, sales promotion, personal selling, social media, e-commerce, etc. Marketing is about creating positive social and environmental impacts by considering the ethical, legal and sustainability implications of marketing decisions and actions. Marketing should aim to enhance the well-being of customers and society at large, while also minimizing the negative effects on the natural environment^{28,29}. Marketing is about designing solutions that are tailored to the specific needs, wants and preferences of customers and other relevant parties, such as suppliers, distributors, competitors, regulators, etc. These solutions can be products, services, events, experiences or any other form of offering that provides value to the target market.

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 activities³⁰. 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 strategies and outcomes of library marketing^{31,32,33,34}. For example, marketing of library resources can increase the library usage of distance-learning students³¹, while another proposes a strategic perspective on how libraries create value as information ecosystems³⁴.

Marketing has been described as "a philosophy of management that is based on the belief that the key to achieving organisational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors"³⁵. Marketing is applicable to both profit and non-profit organisations, such as libraries, which can benefit from adopting a customer-centric perspective³⁶. It is referred to as "the systematic planning, implementation and control of a mix of activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products or services"³⁷. One of the main purposes of marketing in libraries is to connect customers with services that meet their needs and expectations. In recent years,

social media marketing has become a prominent theme in library and information studies. Social media marketing refers to "the use of social media platforms and websites to promote a product or service"³⁸. Several studies have highlighted the many benefits of marketing through social media, such as increasing visibility, engagement, feedback, and loyalty among customers^{39,40,41}.

The literature has extensively explored the topic of marketing in libraries⁴². However, there is no consensus on what it entails, but library experts agree that it requires strategic planning⁴³, market research⁴⁴, segmentation⁴⁵ and the use of marketing principles in libraries^{42,36}; to meet the customer's needs and desires. Specifically, marketing is defined in relation to library and information services as the process of planning, pricing, promoting and distributing goods and services to create exchanges that satisfy both the library and the customer⁴⁶. To achieve this goal, librarians need to acquire and apply marketing skills, understand the customer and stakeholder needs, create awareness, stimulate interest, build loyalty and demonstrate value⁴⁷. It also implies a significant change in the traditional attitude of librarians towards acquisition, organisation, processing and retrieving information⁴⁸ with the customer's information need satisfaction in mind. In particular, marketing of library e-resources is vital to justify the retention of useful resources for the patron population in all types of libraries. This could be based on the analysis of usage statistics which provide valuable information on the utilisation level of each resource so that the return on investment can be documented and the resources that are likely to be cancelled can be identified⁴⁸.

Libraries need to market themselves by knowing the perspectives and situations of their target audiences⁴⁴. Library marketing is defined as the deliberate design, communication and delivery of value between libraries and their customers, aiming to satisfy the customers and enhance the value of libraries. This kind of communication tries to identify and meet the diverse and growing needs of these customers⁴⁹. Library marketing should go beyond conventional marketing and branding and align with the overall library mission, vision and strategic plan. This coherent alignment will reinforce value by creating a shared experience and understanding among a library community, which includes its patrons, boards, administrators, and donors as well as internet search engines, social media networks, and their users⁵⁰. A typical mission statement should address: what is the purpose of your library? Who are the beneficiaries of your library? A typical vision statement should address: what is the character of your library? What are the aspirations of your library? How do you plan to achieve these aspirational goals?⁵⁰. These mission and vision statements would lay the foundation for a robust strategic plan. Developing and implementing a strategic plan to raise the awareness and usage of library resources depends on internal factors such as budget, staffing, time, and collaboration within library units⁴⁸. External factors such as how users discover resources, collaboration with academic departments, and how to use available communication channels to spread messages about resources, also play a role. These factors contribute to a successful library marketing strategy⁴⁹.

Over a decade ago, the concept and practice of marketing libraries in Nigeria, where it is a relatively new phenomenon was extensively discussed. The author explains the paradigm shift from the traditional librarianship to the modern one, which requires more attention to the needs and preferences of the customers, rather than the patrons. Library marketing was described as "the process of identifying, anticipating and satisfying customer requirements profitably" and it was argued that it is essential for libraries to survive and thrive in the competitive information environment⁵¹. Four main aspects of library marketing were identified namely: what to market, how to market, who to market to, and when to market. He suggested that libraries should market their products (such as books, journals, databases, etc.), their services (such as reference, circulation, interlibrary loan, etc.), their image (such as logo, slogan, mission, etc.), and their staff (such as qualifications, skills, attitudes, etc.). He also proposed various marketing strategies that libraries can employ, such as advertising, publicity, promotion, public relations, personal selling, word-of-mouth, etc. The importance of segmenting the market and targeting the appropriate customers based on their characteristics and needs was emphasised. Consequently, libraries should conduct regular marketing research and evaluation to monitor their performance and customer satisfaction⁵¹.

Academic libraries need to adopt competitive marketing approaches to cope with the changes and challenges in the information age, such as rapidly changing technologies, users' preferences and expectations, competition from other information providers and dwindling library budgets⁵².

Marketing Mix

Marketing mix refers to a set of marketing tools or tactics that include four components: product, price, place, and promotion. These components are used to design a marketing strategy that satisfies customer needs and desires. The marketing mix also helps to distinguish a product or service from its rivals and to establish its market presence⁵³. The marketing mix is a framework that combines four elements of marketing: product, price, place, and promotion. These elements are used to create a comprehensive marketing plan that meets the needs and wants of customers. The marketing mix also helps to differentiate a product or service from its competitors and to position it in the market⁵⁴. The marketing mix is a set of controllable variables that a firm can use to influence the response of its target market. It consists of four elements: product, price, place and promotion. Various studies have examined the effects of these elements on consumer behaviour, satisfaction and loyalty. However, there is no consensus on the optimal combination of the marketing mix for different contexts and situations.

One of the main issues in marketing mix research is the measurement and operationalization of the variables. Different studies have used different definitions, scales and indicators to measure the marketing mix elements, making it difficult to compare and generalize the results. For example, some studies have used objective measures of price, such as price level or price dispersion, while others have used subjective measures, such as perceived price fairness or price-quality ratio⁵⁵. Similarly, some studies have focused

on the physical attributes of the product, such as quality, features or design, while others have considered the psychological aspects, such as brand image, perceived value or customer satisfaction²⁴.

Another issue in marketing mix research is the complexity and interdependence of the variables. The marketing mix elements are not independent, but interact with each other and with other factors, such as consumer characteristics, market conditions and competitive strategies. Therefore, it is not enough to examine the effects of each element separately, but rather to consider the interactions and synergies among them. For example, some studies have found that the effect of price on consumer behaviour depends on the product quality, brand image and promotion strategy⁵⁶. Similarly, some studies have shown that the effect of promotion on consumer loyalty depends on the product category, purchase frequency and customer involvement⁵⁷.

A third issue in marketing mix research is the diversity and dynamism of the market environment. The marketing mix elements are not static, but change over time and across markets. Therefore, it is necessary to adapt and adjust the marketing mix to the changing needs and preferences of consumers, as well as to the evolving opportunities and threats in the market. For example, some studies have suggested that the importance of product quality has increased in recent years due to the rise of online reviews, social media and word-of-mouth⁵⁸. Similarly, some studies have indicated that the role of place has

changed in recent years due to the development of e-commerce, omnichannel retailing and mobile marketing⁵⁹.

The extended marketing mix is a useful concept for understanding and designing service marketing strategies. It expands the traditional marketing mix by adding three elements that capture the intangible aspects of service delivery: people, process and physical evidence. These elements are relevant for service marketing, where the intangible aspects of the service delivery need to be considered. Various studies have demonstrated the applicability and effectiveness of the extended marketing mix in different contexts and industries, as well as some of its challenges and limitations^{60,61}.

One of the earliest studies on the extended marketing mix⁶⁰ proposed a framework for service marketing based on the 7Ps. They argued that the three new elements were essential for creating a competitive advantage in the service sector, as they influenced the customer's perception of the service quality and value. They also suggested that the relative importance of each element varied depending on the type and characteristics of the service.

Another influential study on the extended marketing mix⁶¹ developed a model of service quality based on the gap between customer expectations and perceptions. They identified five dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles. The latter dimension corresponds to the physical evidence element of the extended marketing mix, which refers to the physical aspects of the service environment

that affect the customer's experience. The authors suggested that physical evidence could be used to communicate and reinforce the image and positioning of the service provider.

More studies have applied the extended marketing mix to specific industries and contexts, such as tourism⁶², health care⁶³, education⁶⁴ and online services⁶⁵. These studies have shown that the extended marketing mix can be adapted and modified to suit the specific needs and characteristics of different service sectors. They have also highlighted some challenges and limitations of using the extended marketing mix, such as the difficulty of measuring and managing some of the elements, the need for integration and consistency among all the elements, and the potential trade-offs and conflicts between them.

Researchers have developed a framework to evaluate the relative significance of the 7Ps of marketing for various service categories, based on three dimensions: customer contact, customization and labour intensity⁶³. They argued that people, process and physical evidence are more crucial for services that involve high levels of interaction, personalization and human input, such as education, health care and consulting. Conversely, product, price, place and promotion are more relevant for services that require low levels of contact, standardisation and capital investment, such as transportation, banking and telecommunications. Similarly, the role of physical evidence in shaping customer perceptions and satisfaction with service quality has been described⁶⁶. Physical evidence refers to the tangible and intangible aspects of the service environment, such as the design, layout, equipment and ambiance. Physical evidence can have a significant

impact on customers, as it can create positive or negative impressions, influence their expectations and emotions, and affect their evaluation of the service performance. Physical evidence can be a source of competitive advantage for service providers, as it can help them create a unique image and positioning in the market⁶⁶.

Process as a component of the extended marketing mix can affect customer satisfaction and loyalty with service delivery. Process is defined as the sequence of activities and interactions that occur between the service provider and the customer during the service encounter. Process should be designed to meet or exceed customer expectations, ensure consistency and reliability, minimize errors and delays, and enhance convenience and flexibility. Thus, process should be aligned with the service concept and strategy, and involve customer participation and co-creation⁶⁴.

These studies illustrate some of the ways that the extended marketing mix can be applied and analysed in service marketing. However, there are also limitations and challenges associated with this concept. For instance, some critics have argued that the extended marketing mix is too complex and cumbersome to use in practice, that it does not capture all the relevant aspects of service marketing, such as relationships, quality and value, and that it does not account for the dynamic and contextual nature of service delivery⁶⁸.

Library marketing mix is a concept that refers to the combination of four elements: product, price, place and promotion, that libraries use to satisfy the needs and preferences of their users. Various studies have explored the application and effectiveness of this

concept in different library settings and contexts. For instance, marketing mix strategies of academic libraries in India⁶⁹, marketing mix practices of public libraries in Ghana⁷⁰, and marketing mix elements of school libraries in Kuwait⁷¹. These studies illustrate the importance and relevance of library marketing mix as a tool for improving library performance and user satisfaction. However, each library type and context requires a different mix of strategies and tactics. Therefore, libraries should conduct regular market research and evaluation to identify their strengths, weaknesses, opportunities and threats, and to design and implement appropriate marketing plans that suit their specific situations and goals.

Marketing Strategies

Marketing strategies are the plans and actions that businesses use to promote their products or services to potential customers. There are various studies on marketing strategies that explore different aspects, such as consumer behaviour, market segmentation, branding, pricing, distribution, and communication. There are many studies on marketing strategies that have contributed to the theory and practice of marketing. These studies cover different topics and perspectives on marketing strategies, such as social media marketing, green marketing, relationship marketing, and global marketing.

One of the studies on marketing strategies²⁴, proposed a framework for designing and implementing marketing strategies based on the concept of customer value. It is argued that customer value is the difference between the benefits that customers perceive from a

product or service and the costs that they incur in acquiring and using it. It therefore suggested that marketers should identify the sources of customer value, segment the market based on customer value, develop value propositions for each segment, and communicate and deliver the value propositions to the target customers.

Another study⁷² analyse the competitive forces that shape the profitability of an industry and the positioning of a firm within it. The study identifies five forces that determine the intensity of competition in an industry: the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitute products or services, and the rivalry among existing competitors. It proposes that firms can achieve competitive advantage by pursuing one of three generic strategies: cost leadership, differentiation, or focus⁷².

Likewise, the concept of blue ocean strategy, which is a way of creating uncontested market space and making the competition irrelevant was introduced⁷³. The study contends that most businesses operate in red oceans, where they compete in existing markets with defined boundaries and rules. They suggest that businesses can create blue oceans by breaking out of the red ocean and offering value innovation to customers. Value innovation is the simultaneous pursuit of differentiation and low cost, which creates a leap in value for both customers and the firm.

Branding as a form of marketing strategies has been explored⁷⁴. Brand is a name, term, sign, symbol, or design that identifies the products or services of a seller and differentiates

them from those of competitors. Branding involves creating a brand identity, which is how a brand wants to be perceived by customers, and a brand image, which is how a brand is actually perceived by customers. Branding can help marketers build customer loyalty, enhance product performance, reduce price sensitivity, and create competitive barriers⁷⁴.

Researchers have identified four major trends that are transforming marketing⁷⁵. These are big data analytics, social media platforms, mobile devices, and artificial intelligence. These trends enable marketers to collect and analyse large amounts of customer data, engage with customers in real time and across multiple channels, deliver personalized and contextualized experiences, and automate and optimize marketing processes.

One of the recent studies on marketing strategies⁷⁶ assesses the current state of marketing strategy research and propose a new research agenda for the future. Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. Several challenges and opportunities for developing new marketing strategy knowledge include the limited number and focus of studies, the declining use of theory and primary research designs, and the increasing importance of unanswered marketing strategy questions. Researchers should address these challenges and opportunities by developing new theory, establishing clear relevance, and contributing to improving practice.

A high-level overview of the past, present, and future of marketing strategy research discuss the most fundamental concepts that have driven marketing strategy research, such

as customer value, competitive advantage, and market orientation⁷⁷. It also highlights the developments in marketing accountability, marketing's influence within the firm, and alternatives to a market-driven approach in generating sustainable competitive advantage.

Customer engagement as a form of marketing strategy is defined as the intensity of a customer's participation in and connection with a firm's offerings or organizational activities⁷⁸. They propose a conceptual framework that links customer engagement to customer equity drivers (value equity, brand equity, and relationship equity) and ultimately to firm value. They test their framework using data from 253 firms across 11 industries and find that customer engagement has a positive effect on customer equity drivers and firm value⁷⁸.

Marketing capabilities is highly prominent among the various marketing strategies. Its role in driving firm performance cannot be overlooked⁷⁹. Marketing capabilities is the ability of a firm to perform activities related to understanding customer needs, creating customer value, and delivering customer value. The multidimensional measure of marketing capabilities captures four dimensions: market sensing capability, brand management capability, customer relationship management capability, and product innovation capability⁷⁹.

Recent developments in digital technologies have increased the implications of digital media for marketing strategies⁸⁰. There are four major trends that are transforming marketing nowadays. These include interactivity, connectivity, individualization, and

empowerment. These trends enable marketers to create more engaging and personalized experiences for customers, but also pose new challenges such as privacy concerns, information overload, and consumer empowerment. As a result, marketers need to adapt their strategies to leverage the opportunities and overcome the challenges of digital media.

2.2 Theoretical Framework

Three different theories will be used to underpin each of the variable of this study. The proposed theories are the Expectancy-Disconfirmation Theory (EDT), Diffusion of Innovation Theory (DOI) and Marketing Mix Theory.

2.2.1 The Expectancy Disconfirmation Theory (EDT)

The Expectancy Disconfirmation Theory was proposed by Richard L. Oliver in 1980. It is a widely accepted theory concerning customer satisfaction processes. The theory is applied to library patronage which covers frequency of use, purpose of use, satisfaction level and the challenges encountered in using library facilities. The Expectation Disconfirmation Theory (EDT), also known as the Expectation Confirmation Theory (ECT), provides insights into how individuals' usage satisfaction and intention to reuse the library services depend on their pre-use expectations and subsequent experiences with products or services. The ECT originated from consumer research and social psychology. It was initially introduced in marketing to study consumer satisfaction and decision-making processes. The foundation for the concept of satisfaction was derived from applied

psychology research related to life and employment satisfaction. Individuals set initial standards of expectations, and any deviation from these reference points affects their satisfaction levels with the library services. Users have basic needs and certain expectations from products to fulfill those needs. When a product or service fails to meet users' expectations, it results in unfavourable attitudes (disconfirmation) and beliefs about the product or service.⁸¹

The theory holds that satisfaction/dissatisfaction results from a customer's comparison of performance (of a product or service) with predetermined standards of performance. According to the view, the predetermined standards are the customer's predictive expectations. Three possible outcomes of the comparison are possible. Positive disconfirmation occurs when performance is perceived to be better than the predetermined expectations. In this scenario, customer is delighted. Zero disconfirmation occurs when performance is perceived to be exactly equal to expectations-customers are likely to be satisfied. Finally, negative disconfirmation occurs when performance is lower than expectations. Of course, negative disconfirmation leads to dissatisfied or unhappy customers.

The Expectancy Disconfirmation Theory is highly relevant to understanding library patronage. This theory focuses on how individuals form and revise their expectations about a service based on their prior experiences. In the context of libraries, it sheds light on how patrons' expectations and perceptions of library services influence their continued

engagement and patronage. The theory underscores the importance of managing and meeting patrons' expectations to foster satisfaction, loyalty, and positive word-of-mouth, all of which are crucial for sustaining and growing library patronage. Libraries that understand and leverage this theory can enhance their services in ways that align with patrons' needs and expectations, ultimately leading to a stronger and more engaged user base.

As far as Library patronage by university students is concerned, EDT can be used to evaluate expectation and students' satisfaction with library services quality. For instance, if a student expects a book to be available in the library and it is available, then there is positive disconfirmation and the student is delighted. If a student expects a book to be available in the library and it is not available, then there is negative disconfirmation and the student is dissatisfied. If a student expects a book to be available in the library and it is not available but they are informed that it will be available soon, then there is zero disconfirmation and the student is likely to be satisfied⁸². The (EDT) is highly relevant to library patronage.

EDT posits that satisfaction or dissatisfaction results from a customer's comparison of performance (of a product or service) with predetermined standards of performance⁸¹. In the library perspective, patrons come with certain expectations about the services and resources offered. Their satisfaction depends on whether the actual services meet or exceed these expectations.

Disconfirmation occurs when there's a discrepancy between patrons' expectations and their actual experience. If the library services exceed expectations, positive disconfirmation occurs, leading to satisfaction. Conversely, if the services fall short of expectations, negative disconfirmation occurs, leading to dissatisfaction.⁸³ A study conducted in Nigeria designed a prototype for EDT using the five dimensions of the SERVQUAL instrument to assess users' satisfaction with library services quality². The study found that service quality had a positive influence on the level of library users' satisfaction with electronic resources⁸⁴. EDT explains how individuals' post-purchase satisfaction and repurchase intentions depend on the pre-purchase expectations and subsequent experiences with products or services⁸³. In a library context, this could translate to repeat visits and loyalty to the library if patrons' expectations are consistently met or exceeded. EDT can offer guidance to libraries in improving their services. By understanding and managing patrons' expectations, libraries can enhance user satisfaction, which is crucial for retaining patrons, as the cost of acquiring new patrons is substantially higher than retaining them⁸³.

The Expectancy Disconfirmation Theory provides a useful framework for understanding and enhancing library patronage. It underscores the importance of meeting or exceeding patrons' expectations to ensure their satisfaction and continued patronage.

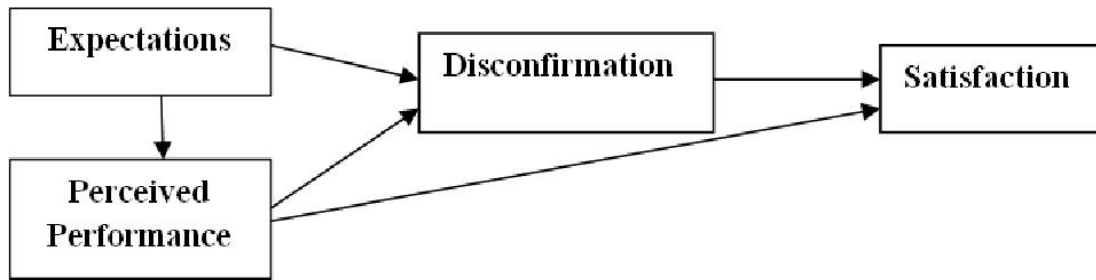


Figure 2.1: The Expectancy Disconfirmation Model

2.2.2 Diffusion of Innovation Theory (DOI)

Diffusion of innovation theory is a sociological model that explains how new ideas, products or practices spread within a social system. The theory was first proposed by Everett Rogers in 1962 and has since been applied to various fields, such as communication, education, health, marketing and management. According to the theory, there are four main elements that influence the diffusion process: the innovation itself, the communication channels, the time and the social system. The theory identifies five categories of adopters based on their willingness and readiness to adopt an innovation: innovators, early adopters, early majority, late majority, and laggards. Each category has different characteristics, needs, and influences that affect their adoption process. The theory also considers the attributes of the innovation itself, such as its relative advantage, compatibility, complexity, trial ability, and observability, that can affect its diffusion rate.⁸⁵

The Diffusion of Innovation Theory can be relevant to digital reference service delivery in academic libraries, which is the provision of online information assistance to library users through various channels such as email, chat, social media, or video conferencing. Digital reference services can be seen as an innovation that can enhance the quality, accessibility, and efficiency of library services. However, not all library users and staff may be aware of or willing to use these services. Therefore, understanding the diffusion of innovation theory can help librarians design and implement effective strategies to promote and evaluate digital reference services among different segments of the library population. For example, librarians can identify the innovators and early adopters who are more likely to try and recommend digital reference services to others, and use them as opinion leaders or change agents. Librarians can also provide evidence of the benefits and outcomes of digital reference services to persuade the early and late majority who may need more information and assurance before adopting the innovation. Librarians can also address the barriers and challenges that may prevent the laggards from using digital reference services, such as lack of skills, trust, or motivation.⁸⁵

The innovation is the new idea, product or practice that is perceived as better than the existing alternatives by some individuals or groups. The characteristics of the innovation, such as its relative advantage, compatibility, complexity, trial ability and observability, affect its adoption rate and diffusion speed. The communication channels are the means by which the innovation is transmitted from one individual or group to another. The channels can be interpersonal, such as face-to-face interactions, or mass media, such as

newspapers, radio or television. The time refers to the duration of the diffusion process, which can be divided into five stages: knowledge, persuasion, decision, implementation and confirmation.⁸⁵ The social system is the set of interrelated units that are engaged in joint problem-solving to accomplish a common goal. The social system can be a community, an organization, a nation or a culture. The structure and norms of the social system influence the diffusion process by affecting the innovativeness and adoptability of its members.

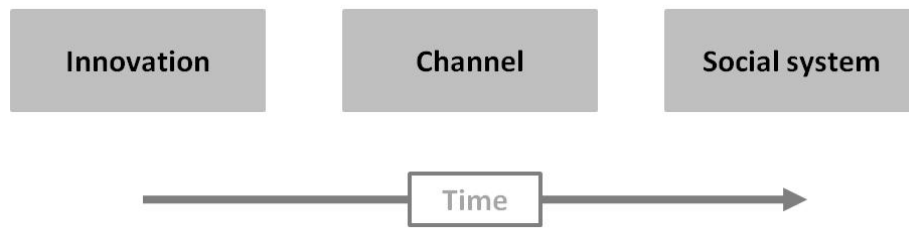


Fig. 2.2: Diffusion of Innovation Theory

2.2.3 Marketing Mix Theory

Marketing mix theory applies marketing principles and techniques to promote positive social change. It involves using marketing concepts such as segmentation, targeting, positioning, and the marketing mix (product, price, place, and promotion) to address social issues and achieve behaviour change.⁸⁶ Marketing mix theory serves as the foundation for promoting voluntary behaviour change by persuasively advocating for ideas or lifestyle adjustments that offer benefits to a specific target audience or society as

a whole. The traditional marketing mix focuses on the "Four Ps" – Product, Price, Promotion, and Place – as fundamental considerations for promoting a product or service⁸⁷.

The relevance of marketing mix theory to library marketing cannot be overemphasized. The framework of marketing mix theory can be applicable to the library marketing. This include the original 4Ps. The term product in library marketing refers to the services and resources offered by the library. These include physical collections (books, journals, DVDs), digital resources (databases, e-books, e-journals), and other services (reference assistance, interlibrary loans). The library should identify the needs and wants of its target audience and design its products accordingly. For example, a library can offer e-books, online courses or digital reference services to meet the demand for digital content. Libraries must continually assess and enhance their product offerings to meet user needs effectively.

Price is the cost or sacrifice that the target audience has to pay or make to obtain the library's product. It relates to the perceived value of using library resources. The price can be monetary (such as fees, fines, or donations) or non-monetary (such as time, effort, or inconvenience). The library should set the price at a level that is affordable and acceptable for its target audience, while also covering its operational costs. For example, a library can offer free or discounted memberships, waive fines, or provide incentives for loyal patrons.

Libraries need to communicate the value proposition clearly — how using their services benefits undergraduates' research activities, learning, and overall experience.

Promotion is the communication strategy that the library uses to inform, persuade, and remind its target audience about its product and its benefits. Effective promotion is crucial for creating awareness and encouraging library use. The promotion can include various channels and tools, such as digital media (websites, email lists, social media, blogs), print materials (posters, handouts), events (orientation tours, workshops), and other channels (contests, brochures), advertising, public relations, events, or word-of-mouth. The library should choose the most effective and appropriate methods to reach and engage its target audience. For example, a library can create a catchy slogan, launch a viral campaign, host a book fair, or partner with local influencers. Promotions should highlight unique features, convenience, and relevance to users.

Place is the location and distribution strategy that the library uses to make its product available and accessible to its target audience. Libraries must ensure easy access across all channels. The place can be physical (such as the library building, branches, or mobile units) or virtual (such as the library website, app, or online platforms). The library should ensure that its place is convenient, comfortable, and user-friendly for its target audience. For example, a library can extend its opening hours, offer home delivery, or optimize its website design.

According to an advertising consultant, “In marketing terms, a service qualifies as an intangible product. And successful products either bring in money or generate usage and provide benefits”⁸⁸. The library service and product meets the criteria as both tangible and intangible product that needs to attract its own market through its services to provide the benefit of global access to all category of users. In marketing mix theory, every product has three distinct levels namely: the core level, the actual level, and the augmented level⁸⁹. Thus, in the context of library services and patronage by undergraduate students, this concept of product levels can also be applied to better understand the value proposition of libraries and how they meet the needs and expectations of their patrons.

At the core level, library services represent the primary benefits that address the fundamental information and educational needs of undergraduate students. This includes providing access to a wide range of academic resources such as books, journals, databases, and multimedia materials that support learning, research, and personal development. The core level product of the library also encompasses its role in solving problems faced by students, such as finding relevant information for assignments, conducting research, or developing critical thinking and information literacy skills⁸⁹.

Moving to the actual level, library services are characterized by their specific features, quality, design, and packaging, as perceived by undergraduate students. For students, the library serves as a physical and virtual space for accessing information and academic resources. It offers user-friendly interfaces, efficient search tools, and well-organized

collections to facilitate ease of use and navigation. The library's design and ambiance, including factors such as seating arrangements, study areas, technology infrastructure, and aesthetics, contribute to creating a conducive learning environment and enhancing the overall user experience. Additionally, the packaging of library services includes branding, marketing communications, and promotional activities that communicate the library's value proposition and differentiate it from other information sources and academic support services available to students⁸⁹.

The augmented level of library services encompasses additional features and benefits that go beyond the core and actual levels to enhance user satisfaction and usability. This includes value-added services such as digital reference assistance, research consultations, information literacy instruction, interlibrary loan, document delivery, and access to specialized collections or equipment. The library may also offer amenities and facilities designed to improve convenience and comfort for students, such as extended hours, group study rooms, printing and copying services, computer workstations, and relaxation areas. Furthermore, the library may provide virtual services and resources accessible remotely, including online databases, e-books, digital reference service, digital archives, research guides, and interactive tutorials, to accommodate the diverse needs and preferences of students in an increasingly digital and mobile learning environment⁸⁹.



Fig. 2.3: The Marketing Mix Theory

2.3 Empirical Review

This section reviews empirical literature on the dependent and independent variables and the relationship between them

2.3.1 Digital Reference Services and Library Patronage

The use of mobile reference services and the influences on the delivery of digital library services was conducted among 253 library staff members in federal universities in south-

south, Nigeria. The results showed that there was a significant relationship between mobile reference services and digital library service delivery. The study made some recommendations based on the findings, such as extending reference services beyond library hours using mobile platforms like emails, SMS and phone calls. The study also suggested that the University libraries should improve their ICT infrastructure to facilitate the access to digital library services through smart phones and other mobile devices¹⁸.

The study on the provision of digital reference services in selected Nigerian state university libraries revealed that digital reference services offered in the university libraries include instructions, guidance, information and research assistance and consultation to library users. The study also identified the effects, challenges and prospects of digital reference services in Nigerian. The study concluded that digital reference services have improved information service delivery to library users in Nigerian university libraries, but there are still some issues that need to be addressed such as low bandwidth, slow internet connection and insufficient support for reference librarians⁹⁰.

A descriptive survey on the readiness for digital reference services in libraries in Ibadan metropolis, Nigeria reported that most libraries in Ibadan have not adopted digital reference services due to various factors such as inadequate facilities, lack of skilled personnel, low awareness and patronage, and poor internet connectivity. The study also suggested some strategies for improving the readiness for digital reference services in the libraries such as providing adequate facilities, training personnel, creating awareness and

increasing patronage, and enhancing internet connectivity. The study recommended that libraries in Ibadan should embrace digital reference services as a means of meeting the information needs of their users⁹¹.

Different empirical studies have explored different aspects of digital reference services in academic libraries. For instance, a study on framework for developing quality standards proposed a framework for assessing the quality of digital reference services based on a literature review and a survey of librarians and users. They identified six dimensions of quality: accuracy, reliability, timeliness, accessibility, usability, and satisfaction. They also suggested some indicators and measures for each dimension⁹². In a case study of an online chat service at a university library, the researchers analysed the chat transcripts and user feedback to evaluate the service performance and user satisfaction. They found that the chat service was mostly used for simple and factual questions, and that the users were generally satisfied with the service speed and quality. However, they also pointed out some challenges and limitations of the chat service, such as technical issues, communication barriers, and lack of follow-up⁹³.

A survey of 150 academic library websites was conducted to identify the proportion of libraries conducting digital reference services and to examine the characteristics of those services. The authors found that approximately 45 percent of the surveyed libraries offered digital reference services, with higher proportions among larger and more comprehensive institutions. They also examined direct links from library homepages,

ways in which users submit questions, FAQ documents, policies, technological barriers, and the role of institutional control⁹⁴. In the study of awareness and use of digital reference services in academic libraries in Ghana, data was collected from digital reference services users, heads of university libraries, heads of information technology, and digital reference services librarians through a mixed method approach. The study found that despite the use of both digital and traditional reference services, there was a preference for traditional reference in the three academic libraries. However, the use of digital reference services surged during quizzes, mid-semester examinations, interim assessments and end-of-semester examinations. They also found that users preferred email over other digital platforms, and that mobile phones were the most common digital tool for accessing digital reference services⁹⁵.

The impact of digital reference services on academic libraries in Covenant University Library explored the awareness, usage, benefits, challenges, and satisfaction with digital reference services. The study found that digital reference services have improved the quality of library services, increased user satisfaction, enhanced access to information resources, and reduced the cost and time of information delivery. However, they also identified some challenges such as inadequate infrastructure, lack of training, low awareness, and poor internet connectivity⁹⁶. An analysis of online chat at an academic library in the United States used content analysis to analyse 1,114 chat transcripts from a six-month period. It was found that online chat was used for a variety of information needs, ranging from simple directional questions to complex research queries. It also

found that online chat is an interactive and collaborative process that involves multiple types of communication acts, such as greetings, requests, responses, confirmations, clarifications, referrals, instructions, feedbacks, closings, etc⁹⁷. The evaluation of the criteria and problems of digital reference services from users' perspectives. Four criteria were identified namely: accuracy/completeness, response time/turnaround time, format/readability/usability/ accessibility/ interoperability, and satisfaction/feedback mechanisms. The study identified some problems and challenges in applying these criteria to different types of digital reference services⁹⁸.

2.3.2 Library Marketing and Library Patronage

This section provides a detailed empirical review on the application and practices of marketing in the promotion of library services. 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 Nigeria⁹⁹.

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 students¹⁰⁰.

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 users¹⁰¹.

Scholars have offered different perspectives and insights on how libraries can adapt to the changing needs and preferences of their users using different marketing strategies, especially the younger generation, and how they can communicate their value and services effectively^{102,103,104}. A recent study focused on academic libraries and argued that they need to adopt a more strategic and proactive approach to marketing, rather than relying on traditional methods such as word-of-mouth or passive signage. The researcher suggested that academic libraries should use data-driven techniques to segment their users, identify their needs and expectations, and tailor their marketing messages accordingly. The study also emphasized the importance of building relationships with faculty, students, and other stakeholders, and using various channels and platforms to reach them¹⁰². Similarly, another study by a group of researchers examined the case of the Taste Library, a special library in Hong Kong that specializes in food culture and culinary arts. They describe how the library uses the 7Ps marketing mix (product, price, place, promotion, people, process, and physical evidence) to attract and retain young users in the digital era. They highlighted how the library offers a unique and engaging product that combines physical and digital resources, how it leverages social media and online platforms to promote its brand and events, how it involves its staff and volunteers in creating a friendly and

welcoming atmosphere, how it streamlines its processes to enhance user satisfaction, and how it creates a distinctive physical environment that appeals to the senses¹⁰³.

A study of library marketing in the “Post-COVID” era discussed library marketing in general and provides some practical tips and examples for librarians who want to improve their marketing skills and strategies. The study stresses that library marketing is not only about promoting programs and services, but also about building trust and loyalty with users, demonstrating the library's impact and value, and advocating for the library's role and relevance in the community. Librarians were advised to use a variety of tools and methods to reach their target audiences, such as newsletters, social media, websites, blogs, podcasts, videos, flyers, posters, bookmarks, etc. Librarians were also encouraged to collaborate with other organizations and partners, to seek feedback from users and stakeholders, and to evaluate their marketing efforts regularly¹⁰⁴.

The effectiveness of library marketing strategies during the COVID-19 pandemic was explored by scholars, focusing on text messages and emails as communication channels. The authors conducted a survey of online library users at a private university in the US, and found that text messages were preferred over emails for receiving library updates, reminders, and tips. The authors also suggest that text messages can increase user engagement and satisfaction with library services¹⁰⁵. This was supported by another survey¹⁰⁶, which reported the use of text messaging for academic library services in Kuwait. It found that text messages were widely used and accepted by library users, and

that they had a positive impact on user awareness, satisfaction, and loyalty. The survey also identified some challenges and recommendations for implementing text messaging services in academic libraries. On the contrary, an examination of the preferences and behaviors of library users in the UK and the US reported that email was still the most preferred method of communication for library-related information, followed by face-to-face and phone. The study also argued that text messages may not be suitable for complex or sensitive information, and that libraries should consider the context and purpose of each communication channel¹⁰⁷.

An exploration of how digital marketing tools can be used to promote library services in the modern era was carried out in which the author argued that libraries need to adopt a customer-centric approach and use various online platforms and channels to reach out to their potential and existing users. The study also provided some examples of digital marketing tools such as social media, email, webinars, podcasts, blogs, etc. and how they can be used effectively by libraries. The article is both relevant and timely as it addresses the challenges and opportunities faced by libraries in the digital age. The author provides a comprehensive overview of the concept and benefits of digital marketing for libraries and suggests some strategies and best practices for implementing it. However, some limitations and gaps that could be improved or addressed in future research were identified. For example, there was no empirical evidence or data to demonstrate the impact or effectiveness of digital marketing tools on library services or user satisfaction. Also, there was no discussion of the challenges or barriers that libraries may face when

adopting or implementing digital marketing tools, such as budget constraints, technical skills, ethical issues, etc.¹⁰⁸

Researchers in the field of library science have investigated the marketing strategies and challenges faced by librarians in a state university library in Nigeria⁵². The study used a survey research design to collect data from all the librarians in the library through a structured questionnaire. Findings of the study revealed that user survey studies, books, interlibrary loan services and improved borrowing privileges are the prevalent marketing strategies used by the librarians. It also identified unstable internet connectivity and inadequate funding as some of the major challenges to effective marketing of library products and services. The study recommended the use of ICT and social media tools, teaching of innovative marketing concepts and principles in Nigerian library schools and aggressiveness on the part of librarians.

A systematic literature analysis provided a detailed review on the use of marketing concepts in library services, focusing on the benefits, challenges, and examples of marketing implementation in libraries. The authors argue that marketing can help libraries achieve their organizational goals by identifying and satisfying customer needs, as well as enhancing their image and value in the society. The article is organized into six sections including misconceptions, challenges, international organizations, strategic planning, marketing approaches, and technological opportunities. The article offers a comprehensive

overview of the main issues and trends in library marketing, drawing from various sources and perspectives³⁶.

Contrarily, a selective review of the impact of Facebook on libraries and librarians discussed the experiences and problems encountered by librarians in using the Social Networking Sites (SNS) to build professional presence on Facebook for the purpose of reaching out to their users¹⁰⁹. In another related study of library Facebook practices for promotional activities, the study provided an in-depth insight on librarians' use of the social networking site Facebook as a way to connect and promote interaction with library users. They identified 12 Facebook features used by librarians, with the creation of the librarian's Facebook Profile being the most important feature employed¹¹⁰. Lastly, the opportunities and challenges of Big Data in libraries were investigated¹¹¹. The study pointed out that libraries face new challenges as they seek to determine their role in the handling of Big Data within their organization and use it to develop services.

A descriptive survey on the challenges and opportunities of marketing library resources and services in the new internet environment highlighted some of the conventional marketing techniques that libraries can use to promote their products and services, such as e-marketing, user education, feedback mechanisms, social media, newsletters, etc. The study suggested some innovative ways to market library resources and services, such as creating a library brand, collaborating with other libraries and institutions, organizing events and exhibitions, etc. It emphasized the need for librarians to be proactive, creative

and adaptable in order to meet the changing needs and expectations of the user community¹¹².

However, the above findings¹¹² were challenged by some other related studies, that explore the practice of marketing academic libraries in developing countries^{113,114}. One of the studies argued that the role of libraries in distance education has been declining in Nigeria due to the lack of involvement of librarians in the marketing and planning of distance education programmes. It suggested that librarians need to retool, reskill and re-professionalize in order to provide comprehensive, customized information and instructional support for distance learners. It also recommended that Nigeria should increase investment in distance education and in university libraries, which are the drivers of distance education¹¹³. Another study examined the role of an embedded librarian in promoting information resources and services to distance learners in Nigeria. It explained that an embedded librarian is a librarian who is integrated into the teaching and learning process of a specific course or programme, and discussed how an embedded librarian can use digital libraries, social media, online tutorials, webinars, etc. to reach out to distance learners and enhance their information literacy skills. It also identified some of the challenges and benefits of being an embedded librarian in a digital library environment¹¹⁴.

An exploratory study was carried out on the use of social networking sites (SNS) to market and promote products and services during the Covid-19 pandemic and lockdown period by academic libraries in Goa, India¹¹⁵. An examination of the relationship between

academic library usage and student performance and satisfaction in Goa, India was conducted through a survey research with reference to students' library needs, preferences, challenges, and feedback¹¹⁶.

A similar study describes the marketing strategies adopted by the Central University of Punjab Library in India during the Covid-19 pandemic and lockdown period, where the author explains how the library used various SNS platforms such as Facebook, Twitter, Instagram, YouTube, WhatsApp, Telegram, etc. to communicate with users, promote library resources and services, conduct webinars and workshops, share news and updates, solicit feedback and suggestions, etc. The benefits and challenges of using SNS for marketing purposes in the library were also identified¹¹⁷. In line with this, the marketing initiatives undertaken by the Indian Institute of Management Ahmedabad Library during the Covid-19 pandemic and lockdown period was also reported¹¹⁸. Various SNS platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, etc. were used to reach out to users, showcase library resources and services, organize online events and activities, create awareness about Covid-19 related information, collect feedback and suggestions, etc, while the advantages and challenges of using SNS for marketing purposes were also reported¹¹⁸.

Numerous studies have examined the use of SNS by academic libraries to market their products and services during Covid-19 pandemic adopting a case study approach to collect data from librarians or users through surveys or interviews^{115,116,117,118}. These

studies reported similar findings that SNS played a major role in marketing library products and services during Covid-19 pandemic, and that librarians used various SNS platforms to communicate with users, promote library resources and services, conduct online events and activities, share information, solicit feedback, etc. Benefits of using SNS for marketing purposes include increased user engagement, awareness, satisfaction, loyalty, etc. as well as similar challenges such as lack of time, resources, skills, privacy, security, etc. These studies raised some implications bordering on the theory and practice of marketing library products and services during Covid-19 pandemic, such as the need for developing effective SNS marketing strategies, the need for enhancing information literacy skills among librarians and users, the need for evaluating the impact of SNS marketing on user behaviour and outcomes, among other things¹¹⁵⁻¹¹⁸.

The marketing techniques used in Sri Lankan university libraries was explored by a group of researchers, who also identified the challenges that university librarians face when marketing their services¹¹⁹. The survey was conducted among 130 academic staff members of the libraries in 15 state universities in Sri Lanka and analysed the data using SPSS software. The results showed that library websites, user orientation seminars, notice boards, and e-mail notifications were the most common marketing techniques, while mobile applications, blogs and podcasts were rarely used. The study also found that lack of networking among librarians, unawareness of library user requirements, insufficient funds for marketing, increased cost of marketing and lack of skills in marketing library services were the major challenges faced by Sri Lankan university librarians¹¹⁹. In

consonance, other studies¹²⁰ have also investigated the university librarians' perception on the marketing of library services in Sri Lanka using a questionnaire survey and SPSS analysis, while another study¹²¹, showed that Ceylon Medical Journal had a high impact factor and citation rate among Sri Lankan journals, indicating that marketing techniques can enhance the visibility and quality of academic publications. In contrast, accountants in Sri Lanka had a low level of work-life balance due to various factors such as long working hours, work overload, family responsibilities, and lack of support from employers and colleagues. This suggests that marketing techniques may not be enough to improve the satisfaction and retention of library users and staff if they face other personal or professional challenges¹²².

The strategies for marketing library products and services in university libraries in Ghana was explored by some researchers¹²³ with the aim of identifying the current marketing practices, challenges, and opportunities for improvement in the selected libraries. The methodology involved a mixed-methods approach, combining a survey of 120 library staff and 12 semi-structured interviews with library managers. The findings revealed that the libraries use various marketing tools, such as social media, websites, newsletters, posters, and word-of-mouth, but face some challenges, such as lack of funds, staff, skills, and support from management. The conclusion suggested some recommendations for enhancing the marketing effectiveness of the libraries, such as developing a marketing plan, conducting a market analysis, creating a marketing team, and collaborating with stakeholders. These findings are consistent with the literature and offer useful insights into

the current situation and challenges of the libraries. The study contributes to the field of library science by filling a gap in the literature on marketing library products and services in developing countries.¹²³

In a similar literature analysis, a comprehensive overview of the concept, relevance, processes, and planning strategies for marketing library and information services was provided with the intention to examine the current state of marketing in libraries and information centres, and to propose a framework for developing effective marketing plans. The findings of the literature analysis suggested that marketing is essential for enhancing the visibility, value, and sustainability of library and information services, and that it requires a systematic approach that involves analysis, planning, implementation, and evaluation. The conclusion emphasized the need for librarians and information professionals to adopt a customer-oriented mind-set and to apply the principles and techniques of marketing to their services¹²⁴.

An examination of the application of four elements of marketing mix (product, price, place and promotion) to the library sector in Sri Lanka showed that the four Ps of marketing can be adapted to the library sector with some modifications, and that they can help libraries to improve their services, attract more users, and achieve their goals. It was concluded that libraries should adopt a marketing orientation and use the four Ps as a framework for planning and implementing their strategies¹²⁵. 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 strategies, such as promotion, service quality, and customer satisfaction, but still faces some challenges, such as limited budget, human resources, and facilities. It concluded that the library needs to improve its marketing planning by involving stakeholders, conducting market research, and evaluating the outcomes¹²⁶. Related study on academic library marketing, especially in developing countries examined the marketing strategies of Nigerian university libraries and found similar challenges as well as some best practices⁵⁶ while another study¹²⁷ explored the marketing of library services in Indian universities and suggested some innovative techniques and tools.

Researchers¹²⁸ have examined the marketing strategies adopted by public libraries in Nigeria and their impact on the utilization of library resources and services. The study used a descriptive survey method and collected data from 300 library users and 30 library staff in six public libraries. The findings revealed that the public libraries employed various marketing techniques such as publicity, promotion, personal selling, and public relations, but they were not effective in attracting and retaining library users. The findings also identified some challenges faced by the public libraries in marketing their products and services, such as inadequate funding, poor infrastructure, lack of skilled personnel, and low awareness among the public. The study recommended that the public libraries should adopt more innovative and customer-oriented marketing strategies, such as social media, mobile apps, outreach programs, and partnerships with stakeholders¹²⁸.

A study on the practice of marketing academic libraries in Cameroon in the era of information and communication technologies (ICTs) discovered that academic libraries used both electronic and non-electronic marketing strategies, but they were inefficient due to various challenges such as lack of funding, training, infrastructure, and policy implementation. It recommended that academic libraries should adopt more ICT-based marketing strategies and involve all levels of staff in the marketing process¹²⁹. Similarly, the challenges of marketing public library services in developing countries were examined and some common problems were identified such as lack of awareness, funding, skills, resources, and evaluation methods. It also suggested some possible solutions such as advocacy, collaboration, research, training, and innovation. These studies show that library marketing in developing countries faces similar issues and requires similar actions to improve its effectiveness and efficiency. However, they also highlight some differences between academic and public libraries in terms of their target audiences, goals, resources, and services. Therefore, it is important to tailor the marketing strategies according to the specific needs and characteristics of each type of library¹³⁰.

A recent survey explored the role of marketing in enhancing the visibility and use of library services and resources in Nigerian academic libraries¹³¹. The reported that most librarians in Nigeria have a low level of awareness and knowledge of marketing concepts and techniques, and that they rarely apply them in their daily work. It also revealed that librarians lack adequate skills and training in marketing, and that they encounter various obstacles such as insufficient funds, lack of management support, poor communication,

and negative attitudes towards marketing. The study recommended that librarians should adopt a customer-oriented approach to marketing, and that they should acquire relevant skills and knowledge through formal education, training, workshops, seminars, and self-study. It suggested that library management should provide adequate funding, support, and incentives for marketing activities, and that librarians should collaborate with each other and with other stakeholders to promote library services and resources¹³¹.

A systematic literature review of digital marketing and its impact on small and medium enterprises (SMEs) aim to identify the key factors, challenges, and benefits of digital marketing for SMEs, as well as the gaps and future directions for research. Based on a comprehensive analysis of 51 peer-reviewed papers published between 2010 and 2020, the main findings revealed that digital marketing has a positive impact on SMEs' performance, customer engagement, brand awareness, and competitive advantage. However, the study also highlighted the challenges and barriers that SMEs face in adopting and implementing digital marketing strategies, such as lack of resources, skills, knowledge, trust, and regulation. It was suggested that SMEs need to adopt a strategic approach to digital marketing, aligning it with their business objectives, target market, and value proposition. Recommendations include SMEs should leverage the potential of social media, mobile marketing, content marketing, and analytics to enhance their digital presence and reach. This study has great implications for the library practice in this digital era where the library is fast losing its clientele to the digital world¹³².

A sustainable marketing framework has been proposed based on virtue ethics, which aims to address the socio-ecological challenges facing humankind²⁹. The research argued that virtue ethics can help marketers to align their actions with the common good, rather than with self-interest or utilitarianism. It also suggested that virtue ethics can foster a holistic and long-term perspective on the impacts of marketing decisions, as well as a relational and empathetic approach to stakeholders. The article provides a comprehensive overview of the main concepts and principles of virtue ethics, as well as some examples of how they can be applied to marketing practice. It offers a novel and relevant ethical framework that can guide marketers in addressing the complex and urgent issues of our time. The authors also acknowledge the limitations and challenges of implementing virtue ethics in marketing, such as the lack of consensus on the definition and measurement of virtues, the potential conflicts between different virtues, and the need for contextual and situational judgment²⁹.

A study on the relationship between marketing activity, economic efficiency and social well-being²⁸ proposed a conceptual model that links these three variables and test it empirically using data from 114 countries. The main finding is that marketing activity has a positive effect on economic efficiency, which in turn has a positive effect on social well-being. The study also found that the effect of marketing activity on social well-being is mediated by economic efficiency.

An exploration of the useful overview of the challenges and opportunities for marketing library services in Nigeria was carried out over a decade ago. The survey contributed to the literature on library management and marketing in developing countries¹³³. Specifically, the study examined the problems that hinder the effective marketing of library services in Nigeria, using a survey of 120 library users and 60 library staff from six academic and public libraries. The study identified several factors that affect the marketing of library services, such as lack of awareness, inadequate funding, poor infrastructure, low staff motivation, competition from other information providers, and lack of user feedback. The study also suggested some strategies to overcome these problems, such as creating a marketing plan, conducting user needs assessment, improving service quality, promoting library services through various channels, collaborating with stakeholders, and evaluating the impact of marketing activities¹³³.

Other earlier studies have also explored similar or related issues in Nigeria or other developing countries^{134,135}. For example, a study was conducted on the marketing of information products and services in Nigerian university libraries, and found that most libraries lacked a formal marketing plan, budget, and staff training. It also recommended some measures to improve the marketing of library services, such as conducting market research, segmenting users, developing a marketing mix, and monitoring customer satisfaction¹³⁴. Similarly, an investigation of the factors affecting the use of electronic information resources in Nigerian academic libraries identified some challenges such as inadequate funding, poor infrastructure, low awareness, and lack of skills. It suggested

some solutions such as increasing funding allocation, upgrading facilities, creating awareness campaigns, and providing training for users and staff¹³⁵.

A doctoral research on the use of social media as a marketing tool for university libraries, focused on the attitudes and motivations of undergraduate students. The study conducted a survey of 600 students and 12 librarians from six universities in Nigeria and analyzed the data using descriptive statistics and factor analysis. The main findings of the article are that students have positive attitudes towards social media marketing by libraries, and that their motivation for engaging with such marketing is influenced by four factors namely: information, entertainment, socialization, and personalization. The study provided a valuable contribution to the literature on library marketing, as it addressed a gap in the empirical research on social media marketing in academic libraries, especially in the African context. The researcher also offered some practical implications and recommendations for library managers and marketers, such as creating interactive and user-friendly social media platforms, providing relevant and timely information, and tailoring the content to the needs and preferences of the target audience.⁴⁹

The use of marketing techniques has been linked with the provision of electronic resources in the library¹³³. A study explored the marketing strategies and techniques used by the Indian Institute of Technology (IIT) libraries to promote the use of electronic resources among their users. It described the various methods and tools used by the library to promote its electronic resources, such as web pages, newsletters, brochures, posters,

banners, workshops, training sessions, user surveys, and feedback mechanisms. The study collected data from seven IIT libraries through a questionnaire, personal visits, and discussions with the librarians, and also obtained usage data from publishers. It found that the IIT libraries subscribed to over 15000 e-journals, e-books, databases, and other e-resources, and used 27 marketing techniques to increase the awareness and usage of these resources.¹³³

The author also analyzed the usage trends and found that the number of downloads increased by 132% over a period of nine years, indicating a high demand and utilization of electronic resources. However, the author also noted some fluctuations in usage in different years, and suggested that the libraries should regularly evaluate their marketing efforts, identify and remove the bottlenecks, and interact with the users to ensure optimum utilization of these resources. The article provides a comprehensive overview of the marketing of electronic resources in IIT libraries, and offers some useful insights and suggestions for improving the marketing practices¹³³. A similar study highlighted the importance of web pages, newsletters, training sessions, and user feedback for promoting electronic resources at the Central University of Punjab library⁶⁹. Another study also suggested that academic libraries should use various marketing tools and techniques to increase the awareness and usage of their electronic resources¹³⁴.

Different marketing strategies adopted by the Central Library of the Indian Institute of Technology (IIT) Delhi to promote its resources, services and products to its users have

also been explored¹³⁵. The study provided a comprehensive overview of the library's resources, such as print and electronic collections, databases, e-journals, e-books, etc., and its services, such as information literacy, reference, document delivery, inter-library loan, etc. It also described the various products developed by the library, such as institutional repository, digital library, web portal, mobile app, etc. The study highlighted the importance of marketing in libraries to increase their visibility, usage and outreach. The various marketing tools and techniques used by the library, such as brochures, newsletters, posters, banners, exhibitions, workshops, orientation programs, social media, etc. were discussed. It also discussed the challenges and opportunities faced by the library in marketing its resources, services and products, such as budget constraints, user awareness, user feedback, competition, etc., and concluded that marketing is essential for libraries to achieve their goals and to satisfy their users' information needs, increase their visibility, usage and impact among their users and stakeholders¹³⁵.

In line with the study above, other related studies highlighted the need and importance of marketing for libraries in India. It also provided some examples of successful marketing practices adopted by some Indian libraries¹³⁶. On the contrary, these findings were challenged by other studies by presenting a case study of Goa University Library, which faced some difficulties and limitations in implementing marketing strategies due to lack of funds, staff, infrastructure, etc. It also suggests some solutions and recommendations to overcome these challenges¹³⁷. In the same vein, a survey of the users and staff of government undergraduate college libraries in Durgapur, West Bengal, India revealed that

there is a low level of awareness and use of library resources, services and products among the users and staff due to lack of computerization, technology, training, promotion, etc. It also suggested some ways to improve the marketing of library resources, services and products in these libraries¹³⁸.

One study found that academic libraries in India focused mostly on product and promotion, while neglecting price and place. The authors suggested that libraries should adopt a more balanced and holistic approach to marketing, taking into account the characteristics and expectations of their target segments⁶⁹. Another study revealed that public libraries in Ghana faced several challenges such as inadequate funding, lack of trained staff, poor infrastructure, and low awareness among the public. The authors recommended that libraries should improve their service quality, diversify their sources of income, enhance their physical facilities, and increase their visibility through various media channels⁷⁰. In Kuwait, a descriptive study discovered that school libraries in Kuwait were mostly satisfactory, except for the promotion aspect. The authors proposed that school libraries should use more effective methods of communication such as social media, newsletters, posters, and flyers to promote their services and resources to students, teachers, and parents⁷¹.

In addition, there are other studies on how library marketing mix can influence the usage of library services and resources. For example, survey examined the impact of marketing of library resources on the library usage of distance-learning students in Ghana. The study

found that the marketing of library resources increased awareness and motivated students to use them. The study also found a positive relationship between improved learning activities and the use of library resources and services by students³¹. Another study investigated the use of the library marketing toolkit by librarians in different sectors and countries. The study found that the toolkit provided practical guidance and innovative ideas for library marketing and branding. The study also found that 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 libraries⁴⁴. An exploratory study on the effects of marketing mix on the usage of library services towards library users' satisfaction in Malaysia found that the marketing mix had a positive influence on the usage of library services. The study also found that product, price, place, and promotion were significant factors that contributed to library users' satisfaction¹³⁹.

Challenges and benefits of marketing libraries in Nigeria have been identified⁵¹. Some librarians may resist or misunderstand the concept of marketing due to their professional ethics or lack of awareness. Also, some libraries may face financial or technical constraints that limit their marketing efforts. However, in spite of these challenges, marketing libraries can bring many advantages, such as increased visibility, patronage, funding, advocacy, collaboration, innovation, and quality. Therefore, librarians need to embrace marketing as a vital tool for enhancing their services and achieving their goals. In line with this submissions, other researchers have also emphasized the need for marketing

library services in academic libraries in developing countries in the era of information and communication technologies (ICTs). They argued that marketing is a tool for survival in the 21st century and suggested various media that can be used to market library services effectively. They also highlighted some of the benefits of marketing library services such as increased user satisfaction, loyalty, awareness and feedback¹⁴⁰. However, the implementation of marketing strategies in academic libraries in developing countries in the era of ICTs was analysed¹²⁹. It was reported that several electronic and non-electronic marketing strategies are used by these libraries but they are inefficient and there is a need for exploitation of more technological means of marketing. It also identified some of the challenges faced by academic libraries in marketing their services such as lack of training, policy implementation and evaluation. The study thus recommended that current ICT trends be adopted in marketing of academic libraries and that working documents be implemented in an all-inclusive manner to include staff at all levels¹²⁹.

The challenges and opportunities of library marketing in the digital age have been well researched¹⁴¹. The study argued that libraries need to adopt a hybrid approach that combines traditional and digital strategies, such as print materials, social media, websites, and mobile apps. The author also provided examples of successful library marketing campaigns and best practices¹⁴¹. In support of this finding, a survey of library users in India found that users preferred a mix of traditional and digital services, such as books, e-books, journals, databases, and online chat. The authors suggest that libraries should tailor their marketing strategies according to the needs and preferences of their users⁶⁹.

Meanwhile, another study on the use of social media by academic libraries in Kuwait found that it was not effective in reaching or engaging their users. The authors argued that libraries should focus more on improving their website design and usability, rather than investing in social media platforms that may not suit their context or culture⁷¹.

2.3.3 Digital Reference Services, Library Marketing and Library Patronage

The expectations of users vis-a-vis innovative strategies that could enhance their patronage of libraries was explored through a descriptive survey method and a population of 220 librarians in twelve university libraries in Nigeria. The findings revealed that providing Open Access database, raising user awareness of available Open Access Resources and acquiring e-resources that allow multiple and simultaneous access were ranked high as the current expectations of users. Also, digitizing the bibliographic tools; as well as offering wireless access and plug-in points for laptops were ways of implementing user centered strategies. Making available Internet facility, storing library resource content on local servers and integration of SDI were the accepted market-oriented approaches for retaining readers. The technology-based strategies included increasing computer laboratories in libraries, and giving users free, unlimited Internet access in libraries. Catering for these highly rated needs of library users may serve as innovative strategies to satisfy library patrons. This is consistent with Keller's principle that a highly satisfied customer generally stays loyal longer¹⁴.

A survey research design was used to examine electronic marketing of library resources and students patronage in university libraries of Akwa Ibom State of Nigeria, with a

population of 2016 registered library users and 604 participants from four university libraries in the State¹⁴². Findings showed that the libraries were yet to effectively explore the opportunities presented by web 2.0 and other emerging technologies to market their information resources. Website, email and Facebook accounts are available in the library but they are not used for marketing of resources. This study demonstrated that the inability of the university libraries to explore the unlimited opportunities presented by the new technologies in marketing of information resources may adversely affect patronage, as several library users were unaware of the library's existing collections and services¹⁴².

Students' patronage of library services in the University of Uyo main library was investigated in relation to library environmental factors¹⁵. The study focused on five factors: library aesthetics, library lighting, library ventilation, library spacing, and students' patronage of library services using a descriptive survey design with a population of 150 students from the department of petroleum engineering. The findings demonstrated that library environmental factors have a significant influence on students' patronage of library services in the main library. It was suggested that library administrators should provide adequate lighting, ventilation, spacing, and aesthetics in the library to enhance students' satisfaction and usage of library resources.

The study of how demographic factors affect the library patronage by the undergraduate students at universities in South West Nigeria through a survey research design revealed that the demographic factors have a significant impact on the library patronage. The respondents expressed their desire for improvements and innovations such as high speed

internet facilities, the implementation of artificial intelligence and robotics, increased access to more databases such as Scopus and Web of Science, and updating the library with current information materials that include both print and electronic materials. The obstacles and factors that deter library usage are insufficient and non-functional workstations, poor networks and outdated collections¹⁴³

A recent survey examined the non-patronage of library resources and services by students at Federal University Lafia. The findings of the study revealed that there is low patronage of library resources and services by respondents of the study, which has a significant effect on the students themselves. Poor staff / user relationship was one of the factors responsible for the non-patronage¹⁷. Also, an examination of the behaviour of librarians and how it affected the usage of library services by undergraduate students in private universities in Lagos State was conducted using a survey method. The results showed that the students rated the librarians highly in terms of interpersonal relationship, professionalism, and perception and image. The results also showed that there was a significant relationship between the librarians' attitudes and the library patronage by the students in private universities in Lagos State. The research concluded that the attitude of librarians had an important impact on the library patronage in private universities in Lagos State¹⁴⁴.

Research has identified several other factors influencing library patronage in Nigerian universities. A study on impact of e-marketing on the use of library resources, highlighting a gap in the effective utilization of web 2.0 technologies for promoting

library collections. The findings indicated the underutilisation of digital platforms such as websites and social media led to a lack of awareness among students about library resources and services resulting in low patronage. This implies that e-marketing has the potential to enhance library patronage in university libraries if properly harnessed¹⁴⁵. Similarly, an exploration of the demographic determinants of library use, revealed that factors such as age, gender, and level of study significantly influence library patronage among undergraduate students. The study identified the need for specialised marketing and service provision that address the diverse demographic profile of the student population. This could involve targeted communications and services that identify with different user groups, thereby increasing library patronage¹⁴⁶.

A recent study conducted at the University of Uyo focused on the physical environment of the library by examining how aesthetics, lighting, ventilation, and spacing affect students' patronage of library services. The study revealed that environmental factors have a significant impact on students' patronage, suggesting that a conducive library environment is crucial for attracting and retaining library users. This aligns with the broader literature on the importance of library spaces in supporting learning and research activities¹⁴⁷. An empirical evidence was provided from Afe Babalola University, Ado Ekiti, examining the role of library resources in supporting academic pursuits. Findings from the study pointed out that undergraduate students mainly patronise the library for various purposes including examination preparation, research, and personal development, with a regular but focused use of the information resources. The finding also identified the absence of challenges

such as power shortages or inadequate materials, which contrasts with the other studies that identify barriers to students' patronage of the library¹⁴⁸. It is evident from these findings that library patronage is influenced by a complex alignment of different factors among which are marketing strategies and availability of resource and services.

A recent empirical research focused on identifying the challenges encountered by working undergraduates in the use of library services in Nigeria, with the aim of developing specific strategies to improve their engagement. Using a descriptive survey method, the study found that demanding work schedules, limited time on campus, among others are the major obstacles to library patronage among the working students. In spite of these challenges, there was a clear desire for library services that cater to the students' special needs, including options for remote access. The working students showed a preference for receiving e-books via email and the availability of librarians through a dedicated WhatsApp contact, and the use of chatbots for handling their library inquiries¹⁴⁹.

Another empirical study investigated library patronage at Valley View University using a descriptive survey. The study showed a high level of awareness of library materials among faculty and students, such that both print and electronic journals appeared to be the most recognized resources, while textbooks was the most consulted resources¹⁵⁰. A descriptive survey explores the correlation between the perceived usefulness of online public access catalogs (OPACs) and their patronage by undergraduate students in South-West Nigeria, sampling 1,527 students. It revealed that perceived usefulness significantly influences OPAC patronage among the students¹⁵¹. This study demonstrated the

significance of the perceived value of library services in determining the patronage of such services.

A review paper looked into factors that enhance library patronage among undergraduate students at Federal University, Oye-Ekiti. Among other things, the review identified many factors such as up-to-date resources, staff attitudes, and internet facilities contributing to library patronage among FUOYE undergraduate students. The study pinpointed customer care services as a crucial factor for increasing library patronage among the students¹⁵². A comparative study examined students' patronage at the academic libraries of two Nigerian universities, FUTO and EEU. The study assessed the usage patterns, discovering the factors influencing library patronage¹⁵³.

An empirical examination was carried out to study the influence of user satisfaction on library patronage among postgraduate students at Ladoké Akintola University of Technology, Ogbomoso. A significant correlation was discovered between library patronage and user satisfaction, which implies that the more satisfied the users are, the more they patronize the library. Therefore, there is a likelihood of increase in user satisfaction and library patronage if the library services are enhanced to meet the needs of the students¹⁵⁴. . Another quantitative research explored the relationship between library environmental conditions and the patronage of public university libraries by undergraduates in Delta State. It was discovered that there was low patronage of resources and services by the undergraduates, despite their satisfaction with the design of their libraries¹⁵⁵.

A descriptive research investigated the awareness and patronage of library reference services among undergraduates at Adeyemi College of Education. The findings identified a lack of knowledge about specific services like SDI and digital reference in spite of the general awareness of reference services among the students. Consequently, it becomes necessary to improve reference services and staff relations to boost library patronage among the undergraduate students¹⁵⁶. A cross-sectional assessment of the patronage of the academic library among students at Federal Polytechnic Ilaro, revealed a low rate of library usage compared to the student population, except with a few increase during examination periods¹⁵⁷.

2.4 Conceptual Model

The following diagram is the conceptual model developed by the researcher to guide this study. The model is further explained in Figure 2.4.

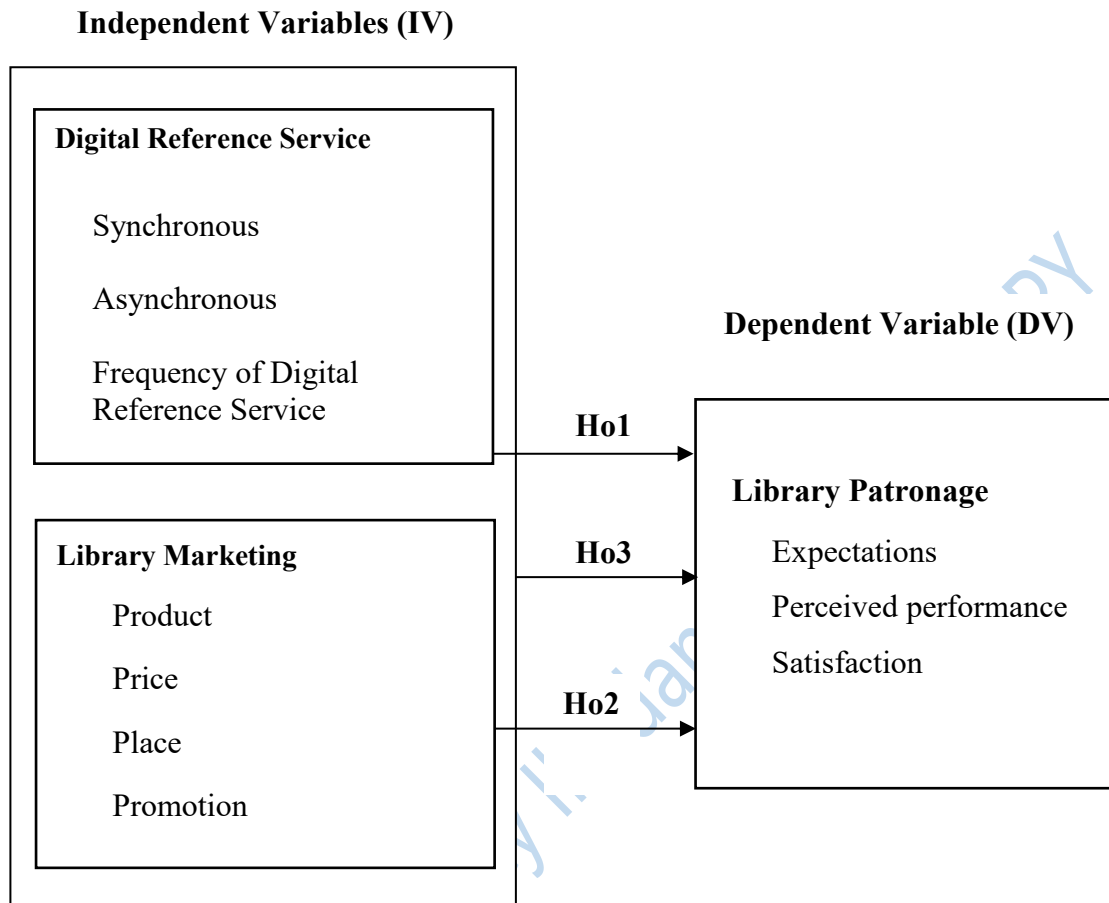


Figure 2.4: Model of Digital Reference Service, Library Marketing and Library Patronage

The conceptual model, Figure 2.4, shows the influence of independent variable on dependent variables of the study. There is one dependent variable (library patronage) and two independent variables (namely, digital reference service delivery and library marketing). The dependent variable which is library patronage is measured by expectations, perceived performance and satisfaction. The other two independent variables,

that is, digital reference service delivery and library marketing are expected to contribute to the library patronage in academic libraries.

The indicators of digital reference service delivery as shown in the model include synchronous, asynchronous and frequency of digital reference services. The constructs for measuring library marketing include product, price, place and promotion. As shown in Figure 4, all the two independent variables can independently influence library patronage as indicated by the arrows and labelled Ho1 and Ho2. Likewise, when the two independent variables are combined together, they could also jointly influence library patronage, which is labelled Ho3 in the diagram. All these relationships form the hypotheses formulated for the study.

2.5 Summary of Reviewed Literature

A detailed review of literature on the dependent and independent variables was carried out. Reviewed articles were retrieved from search engines, scholarly and academic databases such as Google Scholar, Proquest, Eric database, and others. The review was divided into conceptual review, where various concepts relating to the study were generally explored with definitions from scholars' perspectives; theoretical review which looked at the various theories relating to each of the variables of the study. And the empirical review which looked at what other researchers have reported on each of the variables of the study. Conceptual review was provided for library patronage, digital reference services, and library marketing. Perceptions and definitions of the dependent and independent variables

with their sub-metrics by various scholars in the field of library science and related disciplines were extensively reviewed. This was done to situate the present study within the context of previous research in library theory and practice.

Library patronage, as shown in the literature, is influenced by a many factors, ranging from demographic characteristics of the library users to the quality and relevance of the library's collection. It also encompasses user satisfaction and frequency of library use, which are critical sub-metrics that provide understanding into the effectiveness of library services and resources. Digital reference services, on the other hand, represent a revolutionary shift in how information is accessed and disseminated. This independent variable reflects the evolving landscape of library services, where virtual assistance and online resources have become increasingly paramount. The efficacy of these services is often measured through user engagement levels, response times, and the accuracy of information provided.

Library marketing is another significant element that shapes the perception and utilization of library services. Effective marketing strategies can significantly enhance visibility and user engagement, thereby influencing library patronage. Scholars have explored various marketing channels, from traditional print media to dynamic online platforms, assessing their impact on user awareness and library image.

The theoretical review was dedicated to relevant theories to underpin each of the variables. The expectancy disconfirmation theory (EDT) was used to underpin the dependent variable (library patronage), the diffusion and innovation theory (DOI) was used to

explain the digital reference service delivery while the marketing mix theory was used for library marketing using all the four components of 4Ps (product, promotion, place and price) to relate to library marketing. As reviewed, the Expectancy Disconfirmation Theory (EDT) offers a robust lens through which user satisfaction can be examined. According to EDT, users form certain expectations about the library services, which, when met or exceeded, result in satisfaction and continued patronage. Conversely, if the services fall short of expectations, dissatisfaction may lead to decreased usage.

The Diffusion of Innovations Theory (DOI), on the other hand, provides insights into how digital library services can be adopted and utilized by the target audience. DOI suggests that the adoption of innovations, such as digital reference service delivery, goes through a series of stages from knowledge, persuasion, decision, implementation, to confirmation. By understanding these stages, libraries can tailor their digital reference services to better meet the needs of their users and encourage adoption.

Furthermore, the Marketing Mix Theory, with its 4Ps (Product, Promotion, Place, and Price) guides the strategic positioning of library services in the market. The 'Product' aspect focuses on the library's services, both physical and digital, ensuring they are relevant and of high quality. 'Promotion' involves communicating these services to potential users through various channels. 'Place' pertains to making the services accessible, whether through a physical location or online platforms. And, 'Price' considers the cost to the user, which, in the case of libraries, often translates to the time or effort required to access the services.

By integrating these theories, this study constructs a comprehensive view of library marketing and service delivery. It recognizes that library patronage is influenced by user expectations and satisfaction (EDT), the process of adopting new services (DOI), and the effective marketing of these services (Marketing Mix). This theoretical triangulation not only enriches the understanding of library services but also provides a multiple approach to enhancing user experience and patronage.

Empirical studies on the dependent and independent variables abound in the scientific and academic databases. Through the literature, it was discovered that a lot of research has been done on marketing in relation to library services and this was extensively explored. Studies on digital reference services demonstrated that other terms such as virtual reference services, electronic reference services, and the likes were used synonymously to refer to digital reference service delivery. This area of research was very common in academic and university libraries which is the coverage of this study. As for library patronage, the literature demonstrated that a large body of research have been conducted on library usage by various categories of users. The usage research covers various aspects of library resources and services.

A significant portion of this review was dedicated to the marketing strategies employed by libraries to enhance their services. This extensive body of work underscores the importance of marketing in attracting patrons and promoting library resources. In the digital age, the concept of reference services has evolved, giving rise to terms like virtual, electronic, and digital reference services, all of which are employed interchangeably to

denote the delivery of reference services through digital platforms. This shift towards digitalization is particularly prevalent in academic and university libraries.

The literature on library patronage is equally robust, encompassing a wide array of studies that examine how different user groups engage with library services. These studies offer insights into the patterns of library usage, highlighting the factors that influence the frequency and nature of interactions with library resources. The research covers an array of topics, from the utilization of physical books and periodicals to the adoption of digital databases and online journals. It also touches on the impact of library outreach and literacy programs on community engagement and the role of user experience in shaping perceptions of library value. These reviews demonstrated that libraries are not merely repositories of knowledge but dynamic entities that play a crucial role in the educational and cultural fabric of society. They act as catalysts for knowledge dissemination, providing access to a large number of information resources that cater to the diverse needs of their patrons.

The review also tries to conceptualise the entire research process and the variables of the study with their sub-metrics. This was carried out with the aid of a diagram which carefully outlines the dependent and independent variables showing their related submetrics which were used to measure the variables. The conceptual review also shows the possible relationship between the dependent and independent variables with the aid of arrows. This further helps to derive the hypotheses for the study.

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Chapter Three

Methodology

In this chapter, the researcher outlines the methodological framework employed for the study. The content of this chapter is systematically organised and presented under research design, population of the study, sample size and sampling technique, instrument for data collection, validity of the research instrument, reliability of the research instrument, method data collection and procedure for data analysis.

3.1 Research Design

This study adopted a descriptive survey design. This research design is considered appropriate since the variables of interest have all existed and will be 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. Also, the survey research design was used for this study because it is mostly used in educational and applied social research as well as in the field of library and information science research. One of the major attributes of the survey method is its conformity to quantitative research, which relies on a questionnaire as the main instrument of data collection.

3.2 Population of the Study

The target population for the study comprises the undergraduate students in private universities in Oyo State, Nigeria. The six universities in this study had a total of 12,169 students making up the population of the study. The population will also include the readers' service Librarians in all university libraries in the private universities in Oyo State. The population in each of the university is presented in Table 3.1:

Table 3.1: Study population

S/N	Name of Library	No of Undergraduates
1	Lead City University Library Ibadan	7369
2	Ajayi Crowther University Library, Oyo.	3009
3	Kola Daisi University ,Ibadan	1200
4	Dominican University, Ibadan	212
5	Precious Cornerstone University, Ibadan	193
6	Atiba University, Oyo	186
	TOTAL	12,169

Source: Academic Unit (2024)

3.3 Sample Size and Sampling Technique

The sample size for the study was determined based on Krejcie and Morgan table of sample size determination^{3,4}. The table suggested that 373 sample size is sufficient for a finite population of 10000. In all, a total number of 360 undergraduate students participated in the study as shown in Table 3.2 using the Krejcie and Morgan table (see Appendix II). The study adopted a multistage sampling technique to select the sample of undergraduate students to be used 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.

Table 3.2: Sample size

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

Source: Field Survey, 2024

3.4 Description of Research Instrument

Questionnaire was the main instrument used for data collection for this study. The questionnaire is titled – Library Patronage, Library Marketing and Digital Reference Services (LPLMDRS) Questionnaire. The questionnaire is divided into five sections A to E. Section A of the questionnaire was designed to capture the demographic variables of respondents in the selected private universities. These variables include name of university, gender, age, level of study, department, and faculty. Other sections of the questionnaire are structured using the theories and the literature and by adapting relevant scales with standardized psychometric properties, which have been widely used by researchers in various studies. Four subscales were derived from the Questionnaire namely: level of library patronage by undergraduate students, types of digital reference services, types of library marketing strategy, influence of digital reference service delivery

on library patronage, influence of library marketing on library patronage, challenges affecting library patronage by undergraduates. The questionnaire is made up of open-ended and Likert-type questions and is described as follows:

Section B - Level of library patronage by undergraduate students: This scale contains three different sub-scales with 18 items to measure the level of library patronage among the undergraduate students. The expectations subscale contains six items, perceived performance (6 items) and satisfaction (6 items) all measured on a four point likert scale using SA (Strong Agree) =4; A(Agree)=3; D(Disagree)=2; SD (Strong Disagree) =1. All the questionnaire items were adapted from the literature⁶.

Section C - Types of digital reference services: This section measures the mode of digital reference service delivery with synchronous methods (4 items) and asynchronous methods (5 items) measured on a four-point scale of Very Readily Available=4, Readily Available=3, Not Readily Available=2, Not Available=1. The Frequency of digital reference service delivery subscale was measured on a five-point scale using Daily=5, Weekly=4, Monthly=3, Rarely=2, Never=1.

Section D - Types of library marketing: This section of the questionnaire contains 24 items divided into four subscales namely Product, Price, Place and Promotion with six items each measured on a four-point scale of SA (Strong Agree) =4; A(Agree)=3; D(Disagree) =2; SD (Strong Disagree) =1.

3.5 Validity of the Research Instrument

Validity demonstrates the extent to which data collected covers the definite area of research⁵. This study, therefore, employed the content validity method for the instrument, in which the questionnaire was revised, scrutinised and corrected by the project supervisor. Also, other experts in the field of library and information science also assessed the questionnaire to validate its contents. The corrections and suggestions made by the assessors were effected by the researcher, before it was finally administered on the respondents.

3.6 Reliability of the Research Instrument

Apart from the validity, the reliability of the research instrument was carried out to determine the internal consistency of the instrument. Therefore, 20 copies of the instrument was 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 $\alpha = 0.89$.

3.7 Method of Data Collection

Data collection was conducted through the use of a structured questionnaire designed specifically for the purpose of this study. The structured questionnaire was administered to the undergraduate students in the selected private universities in Oyo State. This exercise was done personally by the researcher with the assistance of some trained research

assistants and some staff members in the study areas, who helped in the distribution and collection of the questionnaire.

3.8 Method of Data Analysis

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 on the data. Descriptive statistics such as frequency counts, percentage, mean and standard deviation presented in tabular form was used for the research questions 1 to 4. The inferential statistics like linear regression and multiple regression was used to test the hypotheses to determine the relationship between the dependent and independent variables of the study. Pearson Product Moment Correlation analysis was used to analyse hypotheses 1 – 2, while multiple regression analysis was used for hypothesis 3.

Endnotes

1. J. W. Creswell. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th Ed.). Thousand Oaks, CA: Sage. 2014.
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3. S. A. R. Bukhari. *Sample Size Determination Using Krejcie and Morgan Table 2020*. DOI: 10.13140/RG.2.2.27730.58563
4. R. V. Krejcie & D. W. Morgan. *Determining Sample Size for Research Activities*. **Educational and Psychological Measurement**. 1970.
5. P. N. Ghauri & K. Grønhaug. *Research Methods in Business Studies: A Practical Guide*. London: Pearson Education, 2005
6. S. Sattari. *Application of Disconfirmation Theory on Customer Satisfaction Determination Model in Mobile Telecommunication Case of prepaid mobiles in Iran*. Master Thesis, Tarbiat Modares University Faculty of Engineering, 2007

Chapter Four

Discussion of Findings and Results

This chapter deals with the analysis and interpretation of data in the study. The analysis and interpretation of data include the questionnaire response rate, demographic characteristics of the respondents, analysis of research questions, research hypotheses as well as discussion of findings.

4.1 Questionnaire Response Rate

The response rate of the questionnaire distributed is presented in Table 4.1 below.

Table 4.1: Questionnaire response rate

S/N	Name of Library	Sample	Return	Percentage (%)
1	Lead City University Library	224	202	62.0
2	Ajayi Crowther University Library	114	104	32.0
3	Kola Daisi University Ibadan	15	13	4.0
4	Dominican University, Ibadan	7	7	2.1
Total		360	326	100.0

Source: Field Survey, 2024

A total of 360 copies of the questionnaire were administered to undergraduate students in private universities in Oyo State out of which 326 copies were duly completed and returned and were founded valid for analysis. This represents a total of 90.5% response rate as revealed in Table 4.1.

4.2 Demographic Characteristics of Respondents

The distribution of the respondents according to demographic variable is presented in Table 4.2.

Table 4.2: Demographic variables of respondents

Variable	Frequency	Percentage (%)
Gender of respondents		
Male	93	28.5
Female	233	71.5
Total	326	100.0
Age of respondents		
15-20 years	62	19.0
21-25 years	193	59.2
26-30 years	71	21.8
Total	326	100.0
Level of study of respondents		
100 Level	17	5.2
200 Level	70	21.5
300 Level	133	40.8
400 Level	89	27.3
500 Level	13	4.0
600 Level	4	1.2
Total	326	100.0

Table 4.2 shows the distribution of demographic characteristics of the respondents. The gender distribution of respondents shows that, majority 233(71.5%) were female, while the remaining 93(28.5%) were male. As regards the age range of respondents, it shows that majority 193(59.2%) who are within the age range of 21 and 25 years constituted the highest number of the respondents and followed by 71(21.8%) that are between the age range of 26 - 30 years, while, 62(19.0%) of the respondents were between the age range of 15 – 20 years. It implies that majority of the undergraduate students are young adults. Analysis on Department/School of respondents indicates that 37(11.3%) of the respondents are in Accounting Department, 26(8.0%) are in Public Health Department, 23(7.1%) are in Mass Communication Department, 20(6.1%) are in English Language Department, 18(5.5%) are in Library and Information Science Department, 16(4.9%) are in Computer Engineering Department and Nursing Department respectively, 13(4.0%) are in Civil Engineering Department and Medicine and Surgery Department respectively, 11(3.4%) are in Law Department, Physics and Sociology Department respectively, 10(3.1%) are in Human Nutrition and Dietetics Department, 9(2.8%) are in Biology Department, Environmental Health Science and Microbiology Department respectively, 8(2.5%) are in Radiography Department, 6(1.8%) are in Behavioural and Social Science Department, Electrical and Electronic Engineering and Medical Laboratory Science Department respectively, 5(1.5%) are in Agricultural Science Department, Architecture, Chemistry, Mathematics and Pharmacy Department respectively, 4(1.2%) are in Business Administration Department and Physiotherapy Department respectively, 3(0.9%) are in

Mechanical Engineering Department, and 2(0.6%) respondents are in Computer Science Department, Criminology and Security Studies, Software Engineering and Surveying and Geoinformation Department respectively. The distribution according to level of study of respondents shows that majority 133(40.8%) of them were in 300 level, 89(27.3%) are in 400 level, 70(21.5%) are in 200 level, 17(5.2%) are in 100 level, 13(4.0%) are in 500 level, while only 4(1.2%) of the respondents are in 600 level.

4.3 Presentation of Research Questions

There were three research questions and three hypotheses formulated for this study in order to achieve the set objectives. Answers to these research questions and hypotheses are provided below:

4.4.1 Research question 1: What is the level of library patronage among undergraduate students in private universities in Oyo State?

Data in Table 4.3 examine the level of library patronage among undergraduate students in private universities in Oyo State

Table 4.3: Level of library patronage among undergraduate students

S/N	Library Patronage	SA	A	D	SD	\bar{x}	S.D
Expectations							
1	I expected the library to provide a wide variety of resources (books, journals, digital media).	144 (44.2%)	180 (55.2%)	2(0.6%)	-	2.44	.509
2	I anticipated that the library staff would be knowledgeable and helpful.	119 (36.5%)	201 (61.7%)	6(1.8%)	-	3.35	.514
3	I believed the library would offer convenient operating hours.	127 (39.0%)	194 (59.5%)	3(0.9%)	2 (0.6%)	3.37	.537
4	I expected the library's online resources to be easily accessible.	122 (37.4%)	198 (60.7%)	6(1.8%)	-	3.36	.517
5	I anticipated that the library would have adequate study spaces.	140 (42.9%)	182 (55.8%)	4(1.2%)	-	3.42	.518
6	I expected the library to organize useful events and workshops.	129 (39.6%)	188 (57.7%)	4(1.2%)	5 (1.5%)	3.35	.588
Perceived Performance							
7	The library provides a wide variety of resources that meet my needs.	81 (24.8%)	223 (68.4%)	20 (6.1%)	2 (0.6%)	3.17	.552
8	The library staff are knowledgeable and helpful.	96 (29.4%)	210 (64.4%)	17 (5.2%)	3 (0.9%)	3.22	.578
9	The library's operating hours are convenient for me.	72 (22.1%)	228 (69.9%)	26 (8.0%)	-	3.14	.531
10	The library's online resources are easy to access.	65 (19.9%)	215 (66.0%)	39 (12.0%)	7 (2.1%)	3.04	.636
11	The library has adequate study spaces available.	104 (31.9%)	213 (65.3%)	9(2.8%)	-	3.29	.512
12	The library organizes events and workshops that I find useful.	59 (18.1%)	206 (63.2%)	53 (16.3%)	8 (2.5%)	2.97	.665

	Satisfaction	SA	A	D	SD	\bar{x}	S.D
13	I am satisfied with the variety of resources provided by the library.	61 (18.7%)	232 (71.2%)	26 (8.0%)	7 (2.1%)	3.06	.591
14	I am satisfied with the assistance provided by the library staff.	69 (21.2%)	208 (63.8%)	46 (14.1%)	3 (0.9%)	3.05	.623
15	I am satisfied with the library's operating hours.	78 (23.9%)	224 (68.7%)	21 (6.4%)	3 (0.9%)	3.16	.563
16	I am satisfied with the accessibility of the library's online resources.	69 (21.2%)	213 (65.3%)	39 (12.0%)	5 (1.5%)	3.06	.625
17	I am satisfied with the availability of study spaces in the library.	84 (25.8%)	211 (54.7%)	31 (9.5%)	-	3.16	.572
18	I am satisfied with the events and workshops organized by the library.	65 (19.9%)	208 (63.8%)	43 (13.2%)	10 (3.1%)	3.01	.675
Grand mean = 56.62						56.62	10.306

Table 4.3 revealed the results on the level of library patronage among undergraduate students in private universities in Oyo State. The expectations from the undergraduate students on library patronage showed that majority of the respondents anticipated that the library would have adequate study spaces (\bar{x} =3.42, SD=.518), they believed the library would offer convenient operating hours (\bar{x} =3.37, SD=.537), they expected the library's online resources to be easily accessible (\bar{x} =3.36, SD=.517), they anticipated that the library staff would be knowledgeable and helpful, and they expected the library to organize useful events and workshops (\bar{x} =3.35, SD=.514 and \bar{x} =3.35, SD=.588) respectively. It could therefore implies that the undergraduate students in private

universities in Oyo State, as users of the library expected that the library should always be readily available for use.

The perceived performance on library patronage showed that majority of the respondents agreed the library has adequate study spaces available ($\bar{x}=3.29$, $SD=.512$), agreed the library staff are knowledgeable and helpful ($\bar{x}=3.22$, $SD=.578$), agreed the library provides a wide variety of resources that meet their needs ($\bar{x}=3.17$, $SD=.552$), and the library's operating hours are convenient for them ($\bar{x}=3.14$, $SD=.531$). It could also be inferred that the undergraduate students have perceived performance of the university library and personnel and that the library has available resources to meet the information needs.

The satisfaction on library patronage showed that majority of the respondents agreed that they are satisfied with the library's operating hours and are also satisfied with the availability of study spaces in the library ($\bar{x}=3.16$, $SD=.563$ and $\bar{x}=3.16$, $SD=.572$) respectively, they further agreed they are satisfied with the variety of resources provided by the library and are satisfied with the accessibility of the library's online resources ($\bar{x}=3.06$, $SD=.578$ and $\bar{x}=3.06$, $SD=.625$) respectively, they agreed they are satisfied with the assistance provided by the library staff ($\bar{x}=3.05$, $SD=.623$). It could be deduce that the undergraduate students have high level of satisfaction with the operations of the library.

4.4.2 Research question 2: What are the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State?

Data in Table 4.4 examine the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State

Table 4.4: The most prevalent digital reference services

S/N	Mode of digital reference service delivery	VRA	RA	NRA	NA	\bar{x}	S.D
Synchronous							
1.	Phone Call Support (VOIP)	25 (7.7%)	149 (45.7%)	68 (20.9%)	84 (25.8%)	2.36	.962
2.	AI – Chat bots/ChatGPT	23 (7.1%)	155 (47.5%)	72 (22.1%)	76 (23.3%)	2.40	.942
3.	Video Conferences	21 (6.4%)	148 (45.4%)	76 (23.3%)	81 (24.8%)	2.34	.937
4.	Social Media	45 (13.8%)	162 (49.7%)	60 (18.4%)	59 (18.1%)	2.59	.939
Asynchronous							
5.	E-mail	52 (15.9%)	195 (59.8%)	38 (11.7%)	41 (12.6%)	2.79	.865
6.	Online Forms	38 (11.6%)	170 (52.1%)	61 (18.7%)	57 (17.5%)	2.58	.917
7.	Frequently Asked Questions	29 (8.9%)	184 (56.4%)	62 (19.0%)	51 (15.6%)	2.59	.858
8.	Discussion Forum	19 (5.8%)	187 (57.4%)	63 (19.3%)	57 (17.5%)	2.52	.847
9.	Web-based Chat	31 (9.5%)	164 (50.3%)	78 (23.9%)	53 (16.3%)	2.53	.876

Table 4.4 revealed the results on the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State. On the synchronous mode of digital reference service delivery, majority 162(49.7%) of the respondents indicated that social media service was readily available for delivery (\bar{x} =2.59, SD=.939), and followed by 155(47.5%) that indicated AI – Chat bots/ChatGPT was also readily available for delivery (\bar{x} =2.40, SD=.942). It could therefore implies that the private universities in Oyo State provide digital reference services to undergraduate students for academic purpose.

On the asynchronous mode of digital reference service delivery, majority 195(59.8%) of the respondents indicated that email was readily available for delivery (\bar{x} =2.79, SD=.865), followed by 184(56.4%) respondents that indicated that Frequently Asked Questions was also readily available for delivery (\bar{x} =2.59, SD=.858) and followed by 187(57.4%) respondents that indicated discussion forum was also readily available for delivery (\bar{x} =2.52, SD=.847). It therefore implies that the private universities in Oyo State provide digital reference services to undergraduate students.

4.4.3 Research question 3: 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 4.5

Table 4.5: Level of library marketing adopted by private universities

S/N	Marketing strategies	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 resources that I cannot find elsewhere.	50 (15.3%)	221 (67.8%)	35 (10.7%)	20 (6.1%)	2.88	.734
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						70.67	15.811

Table 4.5 revealed the results on the level of library marketing strategy adopted by private universities in Oyo State. The product marketing strategy 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). It could therefore implies that the private universities in Oyo State, have good marketing strategies of the library holdings or resources for the library users.

The price marketing strategy 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 and the library offers good value for the services provided (\bar{x} =2.98, SD=.625 and \bar{x} =2.98, SD=.642) respectively. It could be deduced that the price marketing strategy adopted by the private universities in Oyo State are satisfactory by the undergraduate students.

The place marketing strategy 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 ($\bar{x}=3.03$, $SD=.639$). It implies that the undergraduate students are pleased and satisfied with the condition and place or state of the library.

The promotion marketing strategy 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 ($\bar{x}=2.86$, $SD=.658$). It implies that the private universities in Oyo State have good promotion marketing strategy that entice the user and engage them in using the library services.

4.4 Test of Hypotheses

There were three null hypotheses formulated for this study in order to achieve the stated objectives. The hypotheses are presented below:

H₀₁: There will be no significant influence of digital reference service on library patronage among undergraduate students in private universities in Oyo State.

Table 4.6: Summary of the result of the influence of digital reference service on library patronage among undergraduate students in private universities in Oyo State.

A. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.231 ^a	.053	.050	12.15973

a. Predictors: (Constant), Digital Reference Service Delivery

B. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2701.016	1	2701.016	18.267	.000 ^b
	Residual	47906.358	324	147.859		
	Total	50607.374	325			

a. Dependent Variable: Library Patronage

b. Predictors: (Constant), Digital Reference Service Delivery

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	63.565	2.731		23.272	.000
	digital reference service	.256	.060	.231	4.274	.000

a. Dependent Variable: library patronage

Source: Field Survey, 2024

Table 4.6a-c presents the results of the regression analysis for the influence of digital reference service delivery on library patronage among undergraduate students in private universities in Oyo State. From the results in Table 4.6a, digital reference service delivery has a positive significant relationship with library patronage among undergraduate students in private universities in Oyo State ($R = 0.231$, $p < 0.05$). The coefficient of determination (Adj. R^2) of 0.050 shows that digital reference service delivery accounts for 5% of the increase in library patronage among undergraduate students in private universities in Oyo State, while the remaining 95% variation in library patronage among undergraduate students in private universities in Oyo State is beyond the scope of this study.

Table 4.6b presents the results of ANOVA of the regression test which revealed that digital reference service has a significant influence on library patronage among undergraduate students in private universities in Oyo State. This is explained by the F-value (18.267) and low p-value (0.000) which is statistically significant at a 95% confidence interval. Hence, the result posited that digital reference service significantly influenced the library patronage among undergraduate students in private universities in Oyo State.

In addition, the results of regression coefficients in table 4.6c revealed that, at a 95% confidence level, a unit change in digital reference service will lead to a 0.256 increase in the level of library patronage among undergraduate students in private universities in Oyo

State, given that all other factors are held constant. On the strength of this result (Adj. $R^2 = 0.050$, $F(1, 324) = 18.267$, $p = 0.000$), this study rejects the null hypothesis one (H_01) which states that there will be no significant influence of digital reference service on library patronage among undergraduate students in private universities in Oyo State.

Ho2: There will be no significant influence of library marketing on library patronage among undergraduate students in private universities in Oyo State.

Table 4.7: Table 4.8: Summary of the result of the influence of library marketing on library patronage among undergraduate students in private universities in Oyo State.

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		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
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 4.7a-c presents the results of the regression analysis for the influence of library marketing strategies on library patronage among undergraduate students in private universities in Oyo State. From the results in Table 4.7a, the library marketing strategies has a positive significant relationship with library patronage among undergraduate students in private universities in Oyo State, Nigeria ($R = 0.87$, $p < 0.05$). The coefficient of determination (Adj. R^2) of 0.032 shows that the library marketing strategies for 3.2% of the increase in library patronage among undergraduate students in private universities in Oyo State, Nigeria, while the remaining 96.8% variation in library patronage among undergraduate students in private universities in Oyo State is explained by other variables not investigated in this study

Table 4.7b 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 strategies significantly influenced the library patronage among undergraduate students in private universities in Oyo State.

In addition, the results of regression coefficients in table 4.7c, revealed that, at 95% confidence level, a unit change in library marketing strategies will lead to a 0.205 increase in the level of library patronage among undergraduate students in private universities in Oyo State, given that all other factors are held constant. On the strength of this result (Adj. $R^2 = 0.032$, $F(1, 324) = 11.707$, $p = 0.000$), this study rejects the null hypothesis two (H_02) which states that there will be no significant influence of library marketing strategies on library patronage among undergraduate students in private universities in Oyo State.

H_03 : There will be no joint influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State.

Table 4.8: Summary of the result of the joint influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State

A. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 ^a	.082	.077	11.99026

a. Predictors: (Constant), library marketing strategies, digital reference service

B. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4170.860	2	2085.430	14.506	.000 ^b
	Residual	46436.514	323	143.766		
	Total	50607.374	325			

a. Dependent Variable: library patronage

b. Predictors: (Constant), library marketing strategies, digital reference service

Lead City

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	58.560	3.115		18.798	.000
	digital reference service	.353	.066	.318	5.315	.000
	library marketing strategies	.192	.060	.191	3.197	.002

a. Dependent Variable: Library Patronage

Source: Field Survey, 2024

Table 4.8a-c presents the results of the multiple regression analysis for the combined influence of digital reference service and library marketing strategies on library patronage among undergraduate students in private universities in Oyo State, Nigeria. From the results in Table 4.8a, digital reference service and library marketing strategies have a positive significant relationship with library patronage among undergraduate students in private universities in Oyo State, Nigeria ($R = 0.287$, $p < 0.05$). The coefficient of determination (Adj. R^2) of 0.077 shows that digital reference service delivery and library marketing explain 7.7% of the variation in library patronage among undergraduate students in private universities in Oyo State, Nigeria, while the remaining 92.3% variation in library patronage among undergraduate students in private universities in Oyo State, Nigeria is explained by other variables not investigated in this study.

Table 4.8b presents the results of ANOVA of the regression test which revealed that digital reference service and library marketing has a significant influence on library patronage among undergraduate students in private universities in Oyo State, Nigeria. This can be explained by the F-value (14.506) and low p-value (0.000) which is statistically significant at a 95% confidence interval. Hence, the result posited that digital reference service and library marketing significantly influenced library patronage among undergraduate students in private universities in Oyo State, Nigeria.

In addition, the results of regression coefficients in table 4.8c revealed digital reference service and library marketing strategies had a significant relative effect on library patronage among undergraduate students in private universities in Oyo State, Nigeria. Specifically, the analysis showed that at a 95% confidence level, a unit change in digital reference service for undergraduate students will lead to a 0.353 increase in the level of library patronage among undergraduate students in private universities in Oyo State, Nigeria.

Given that all other factors are held constant. Also, at a 95% confidence level, a unit change in library marketing strategies will lead to a 0.192 increase in the level of library patronage among undergraduate students in private universities in Oyo State, Nigeria given that all other factors are held constant. In addition, of the independent variables examined, digital reference service has the higher relative effect on library patronage (Beta= 0.318, $t=5.315$, $p<0.05$), followed by library marketing strategies (Beta= 0.191,

$t=3.197, p<0.05$). This means that, there is a significant joint influence of digital reference service and library marketing strategies on library patronage among undergraduate students in private universities in Oyo State. It is on the strength of this result this study rejects the null hypothesis three (H03) which states that there will be no joint influence of digital reference service and library marketing on library patronage among undergraduate students in private universities in Oyo State.

4.5 Discussion of Findings

The aim of this study was to investigate digital reference service delivery, library marketing strategies and library patronage of undergraduate students in private universities, Oyo State, Nigeria. Three research questions and three hypotheses were addressed and the findings are further discussed here-in-after.

Findings from the research question one revealed that the level of library patronage among undergraduate students in private universities in Oyo State is high. This contradicts the previous study that examined the non-patronage of library resources and services by students at Federal University Lafia, which revealed low patronage of library resources and services by respondents of the study¹. The results on expectations from the undergraduate students on library patronage showed that majority of the respondents anticipated that the library would have adequate study spaces, offer convenient operating hours, expected the library's online resources to be easily accessible, anticipated that the library staff would be knowledgeable and helpful, and also expected the library to

organise useful events and workshops respectively. This implies that the undergraduate students in private universities in Oyo State, as users of the library expected that the library should always be readily available for use to meet their various needs. These expectations align with a recent study that submitted that users of university library in the contemporary era are expected to access up-to-date information resources and services in a fast and convenient way for their academic and research purposes. Therefore, university libraries have to rethink their policies and adopt innovative strategies to enhance their services and attract more users².

The library building of the university is visited by users every day for various educational purposes (such as academic research, reading, group study, assignment, examination preparation and the likes); and mainly to access the library services and services to support their needs³.

The perceived service performance on library patronage showed that majority of the respondents agreed the library has adequate study spaces available, agreed the library staff are knowledgeable and helpful, agreed the library provides a wide variety of resources that meet their needs, and the library's operating hours are convenient for them. It could also be inferred that the undergraduate students perceived the service performance of the library to be very high to meet their information needs. The satisfaction on library patronage showed that majority of the respondents agreed that they are satisfied with the library's operating hours, the availability of study spaces in the library, variety of resources provided by the library, accessibility of the library's online resources, and the

assistance provided by the library staff. It could be deduced that the undergraduate students have high level of satisfaction with the operations of the library. This attests to the fact that the frequency of users' patronage, the types of materials consulted by the users during visits, and their purpose of patronage are all indicators of library utilization and the library effectiveness¹.

Findings from the present study revealed that on the synchronous mode of digital reference service delivery, majority of the respondents indicated that social media service and AI – Chat bots/ChatGPT were the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State and was also readily available for delivery. It could therefore be inferred that the private universities in Oyo State provide digital reference services to undergraduate students for academic purpose. On the asynchronous mode of digital reference service delivery, majority of the respondents indicated that email, Frequently Asked Questions and discussion forum were the most prevalent digital reference services delivered to undergraduate students in private university libraries in Oyo State and was also readily available for delivery and was readily available for delivery. It therefore implies that the private universities in Oyo State provide digital reference services to undergraduate students. This coincides with the study of awareness and use of digital reference services in academic libraries in Ghana, where users preferred email over other digital platforms, and that mobile phones were the most common digital tool for accessing digital reference services⁴. An analysis of online chat at an academic library in the United States found that online chat was used for a

variety of information needs, ranging from simple directional questions to complex research queries. This online chat is used for activities like requests, responses, confirmations, clarifications, referrals, instructions, feedbacks, closings, etc⁵.

This result suggests that university libraries in Nigeria are gradually leveraging on digital technologies to promote effective service delivery to the user community. This is corroborated by a survey of 150 academic library websites conducting digital reference services and the characteristics of those services. It was shown that approximately 45 percent of the surveyed libraries offered digital reference services, with higher proportions among larger and more comprehensive institutions. They also examined direct links from library homepages, ways in which users submit questions, and FAQ documents⁶.

The result is at variance with a descriptive survey on the readiness for digital reference services in libraries in Ibadan metropolis, Nigeria which reported that most libraries in Ibadan have not adopted digital reference services due to various factors such as inadequate facilities, lack of skilled personnel, low awareness and patronage, and poor internet connectivity. It was thus recommended that libraries in Ibadan should embrace digital reference services as a means of meeting the information needs of their users, while strategies for improving the readiness for digital reference services in the libraries should be put in place such as provision of adequate facilities, training personnel, creating awareness and increasing patronage, and enhancing internet connectivity⁷.

Findings of research question three revealed that the level of library marketing 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 students⁸. 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 libraries⁹.

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 strategy 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 resources¹⁰.

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 community¹¹. To make these marketing strategies more effective, it becomes highly imperative for libraries to ensure their marketing strategies are well tailored to the needs and preferences of their users¹². 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 culture¹³. 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 strategies, such as promotion, service quality, and customer satisfaction¹⁴.

The result of this study further revealed that there was a significant influence of digital reference service delivery on library patronage among undergraduate students in private universities in Oyo State. It implies that the quality of digital reference service delivery enhances the undergraduate students' library patronage and use of digital reference service. This partly aligns with a previous study on the use of mobile reference services and the influences on the delivery of digital library services was conducted among 253 library staff members in federal universities in south-south, Nigeria, which indicated a significant relationship between mobile reference services and digital library service delivery. The study suggested the use of digital platforms like emails, SMS and phone calls, as well as improving the ICT infrastructure to facilitate the access to digital library services¹⁵.

Results of the second hypothesis showed that there was 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' satisfaction¹⁶.

Findings of the third hypothesis revealed that there is a significant combined effect of the independent variables (digital reference service and library marketing) on library patronage among undergraduate students in private universities in Oyo State. It implies that good library marketing strategies will enhance effective library services and will also enhance the use of the library by the undergraduate students. In line with this submission, a survey of the impact of digital reference services on academic libraries in Covenant University Library demonstrated that digital reference services have improved the quality of library services, increased user satisfaction, enhanced access to information resources, and reduced the cost and time of information delivery¹⁷.

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Chapter Five

Conclusion

This chapter presents the summary deduced from the findings of the study as reported in the preceding chapter, conclusion of the study and make practical recommendations for improvement. It also offers some contributions to knowledge and suggestions for further study.

5.1 Summary of Findings

The main objective of this present study is to investigate the influence of digital reference service and library marketing strategies on library patronage among undergraduate students in private universities in Oyo State. Major findings of the study are summarised as follows:

1. There was high level of library patronage among undergraduate students in private universities in Oyo State. The students exhibited high expectations, perceived the library performance to be high, with high level of satisfaction with the library operations.
2. The study found that both social media service and AI – Chat bots/ChatGPT were the most prevalent synchronous mode of digital reference services delivered to undergraduate students in private university libraries, while the most prevalent asynchronous digital reference services were most email, Frequently Asked Questions and discussion forum.

3. The study established that the private libraries often adopt different techniques for marketing their services to the user community to promote patronage. There was high level of adoption of these strategies.
4. There was a significant influence of digital reference service delivery on library patronage among undergraduate students in private universities in Oyo State.
5. There was a significant influence of library marketing on library patronage among undergraduate students in private universities in Oyo State.
6. There was a significant combined effect of digital reference services and library marketing on library patronage among undergraduate students in private universities in Oyo State.

5.2 Conclusion

The patronage of library by undergraduate students in Nigerian private universities has been well established in this study. The level of students' patronage was attributed to their expectations of the library services to meet their changing needs, the perceived performance of the library services in relation to their immediate needs, and the satisfaction experienced from using the library. The provision of digital reference services such as social media service, AI – Chat bots and email services contributed immensely to patronage of the library by undergraduate students in private universities in Oyo State. These services can enable undergraduate students and other users access the services of the library remotely irrespective of their location within or outside the university. The study established the importance of marketing in library patronage among undergraduate

students. This was evident in the findings which revealed the use of various marketing strategies by the libraries to create awareness of users to the services offered in order to promote patronage and encourage user engagement. Therefore, it is pertinent to note that the type of services offered and the creation of awareness through marketing strategies can significantly contribute to the level of patronage of the library by all categories of users in the university community.

5.3 Recommendations

The following recommendations are provided based on the findings of the study.

1. Concerning library patronage, private university libraries in Nigeria and other libraries by extension must strive to meet the expectation of the Generation Z (tech savvy) users in this digital age by providing remote access to their services, ensuring they remain relevant to their user community.
2. The libraries should ensure that effective digital reference services specifically tailored to the growing needs and expectations of undergraduate students are readily available, coupled with other resources and services to satisfy the needs of the users at all time, and consequently, increasing the level of patronage.
3. There is need for a full adoption and integration of digital technologies in private university libraries in Oyo State. The technological adoption should encompass the operations and services of the library to facilitate the provision of innovative digital reference services that can attract the users to the library physically or

- remotely. This can help private universities remain highly competitive among tertiary institutions in this information age.
4. Library management should endeavour to introduce more innovative and functional digital reference services such as the AI-chatbots, FAQs, online forum and web-based chats that can aid self-services among undergraduate students and other users of the library without necessarily visiting the library in person. These services can bring the users closer and more connected to the library, and invariably contributing to increasing library patronage.
 5. There is need to keep the users well informed of the available resources and services offered by the library to meet their changing needs. Therefore, library management need 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.

5.4 Contributions to Knowledge

This study significantly contributes to the existing body of knowledge in library patronage, provision of digital reference services and adoption of marketing strategies in library services with reference to undergraduate students in private university libraries in Oyo State in particular and Nigeria in general. This study has also contributed significantly to knowledge-base conceptually, empirically and theoretically.

With specific reference to library patronage, the study was able to identify different factors that could contribute to the patronage of library services in this technology-driven economy including user expectations, perceived service performance and user satisfaction. Understanding these factors provides useful knowledge for library professionals to facilitate higher library patronage through user-centred service delivery.

Empirically, this study has contributed significantly to empirical literature. The study has generated and reported empirical data that can be referred to by researchers in the field of library and information research.

Theoretically, the study has contributed majorly to knowledge by adapting different theories to underpin the variables of this study. Most importantly, the use of expectancy disconfirmation theory (EDT) was borrowed from the field of marketing and consumer behaviour to explain and situate the concept of library patronage is a significant contribution to field of library and information science. Also, the use of Marketing mix for library marketing strategies and diffusion of innovation theory for digital reference services were major theoretical contributions to the body of knowledge.

In practice, this study has contributed immensely to the practice of librarianship in university libraries. It offers new insights into the use of innovative library services such as Frequently Asked Questions (FAQs), Social media handles, instant messaging, emails, chatbots and robotics; as well as marketing strategies to promote the available resources

and services to meet the expectations of library users especially in this digital information era.

5.5 Suggestions for Further Studies

The present study focused on the influence of digital reference service and library marketing strategies on library patronage among undergraduate students in private universities in Oyo State. The study is limited in scope and coverage and may not be sufficient for generalisation. Therefore, similar study can also be carried out on other categories of users such as postgraduate students and faculty members. Likewise, a related study can be conducted in public universities both federal and state universities in Nigeria.

A comparative study on library patronage with reference to digital reference services and library marketing can also be carried out between private and public universities on state-wide basis and on regional basis. Furthermore, with the proliferation of digital technologies, the comprehensive study of artificial intelligence and digital reference services in university libraries may be very timely. Likewise, the challenges encountered by libraries in library patronage in this era of remote access can be investigated in both private and public Nigerian universities.

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Appendix I
Questionnaire

**Department of Information Management,
Faculty of Communication and Information Science,
Lead City University, Ibadan, Oyo State, Nigeria**

Dear Respondents,

I am a master student of library and information science in the Lead City University, Ibadan, Oyo State. I am carrying out a research on the Digital reference service delivery, library marketing strategies and library patronage of undergraduate student in private universities in Oyo State. Participation in this survey is voluntary and all information provided will be used strictly for academic purposes and will be treated with utmost confidentiality.

Thank you.

SECTION A: DEMOGRAPHIC INFORMATION

Instruction: Kindly fill or tick (✓) the appropriate answers in the spaces provided.

1. Name of University: _____

2. Gender: Male [] Female []
3. Age (in years): 15 - 20 [] 21-25 [] 26-30 [] 31 yrs and above []
4. Department/School: _____
5. Level of study: 100L [] 200L [] 300L [] 400L [] 500L [] 600L []

SECTION B: Level of library patronage by undergraduate students

6. Kindly indicate the level of using the library. Please use the following rating scale for your response: **SA (Strong Agree) =4; A(Agree)=3; D(Disagree)=2; SD (Strong Disagree) =1;**

S/N	Library Patronage	SA	A	D	SD
	Expectations				
1	I expected the library to provide a wide variety of resources (books, journals, digital media).				
2	I anticipated that the library staff would be knowledgeable and helpful.				
3	believed the library would offer convenient operating hours.				
4	I expected the library's online resources to be easily accessible.				
5	I anticipated that the library would have adequate study spaces.				
6	I expected the library to organise useful events and workshops.				
	Perceived Performance				
7	The library provides a wide variety of resources that meet my needs.				
8	The library staff are knowledgeable and helpful.				

9	The library's operating hours are convenient for me.				
10	The library's online resources are easy to access.				
11	The library has adequate study spaces available.				
12	The library organizes events and workshops that I find useful.				
Satisfaction					
13	I am satisfied with the variety of resources provided by the library.				
14	I am satisfied with the assistance provided by the library staff.				
15	I am satisfied with the library's operating hours.				
16	I am satisfied with the accessibility of the library's online resources.				
17	I am satisfied with the availability of study spaces in the library.				
18	I am satisfied with the events and workshops organized by the library.				

SECTION C: Most prevalent digital reference services

7. Kindly indicate which of the following digital reference services is most prevalent in your library. Kindly use the following rating scale for your response: **Very Readily Available=4, Readily Available=3, Not Readily Available=2, Not Available=1**

S/N	Mode of digital reference service delivery	VRA	RA	NRA	NA
Synchronous					
1.	Phone Call Support (VOIP)				
2.	AI – Chat bots/ChatGPT				

3.	Video Conferences				
4.	Social Media				
Asynchronous					
5.	E-mail				
6.	Online Forms				
7.	Frequently Asked Questions				
8.	Discussion Forum				
9.	Web-based Chat				

10. Kindly indicate the frequency at which the following digital reference services are delivered in your library. Kindly use the following rating scale for your response:

Daily=5, Weekly=4, Monthly=3, Rarely=2, Never=1

S/N	Frequency of digital reference service delivery	Daily	Weekly	Monthly	Rarely	Never
Synchronous						
1.	Phone Call Support (VOIP)					
2.	AI – Chat bots/ChatGPT					
3.	Video Conferences					
4.	Social Media					
Asynchronous						

5.	E-mail					
6.	Online Forms					
7.	Frequently Asked Questions					
8.	Discussion Forum					
9.	Web-based Chat					

Section D - Library marketing strategy

11. Kindly indicate the types of marketing strategies adopted by the library to promote the library resources and services by using the following rating scale for your response: **SA (Strong Agree)=4; A(Agree)=3; D(Disagree)=2; SD (Strong Disagree) =1;**

S/N	Marketing strategies	SA	A	D	SD
	Product				
1	The variety of resources (books, journals, digital media) offered by the library meets my needs.				
2	The quality of the library's resources is satisfactory.				
3	The library regularly updates its collection with new and relevant materials.				
4	The library's resources are organized in a user-friendly manner.				

5	The library provides access to specialized resources that I cannot find elsewhere.				
6	I am satisfied with the availability of digital resources offered by the library				
Price					
7	The membership fees (if any) charged by the library are reasonable.				
8	The costs associated with borrowing materials (fines, fees) are fair.				
9	The library offers good value for the services provided.				
10	I am aware of any charges associated with special services or resources.				
11	The library provides sufficient free resources and services.				
12	The cost of accessing digital resources is acceptable.				
Place					
13	The library is conveniently located for me.				
14	The library's physical environment is conducive to study and research.				
15	The library's operating hours suit my schedule.				
16	The online library portal is easy to access and navigate.				
17	I am satisfied with the availability of study spaces within the library.				

18	The library provides adequate facilities (computers, printers, Wi-Fi) for my needs.				
Promotion					
19	The library effectively communicates its services and resources to users.				
20	I am aware of the events and programs organised by the library.				
21	The library's promotional materials (newsletters, flyers, emails) are informative.				
22	The library uses social media effectively to engage with users.				
23	I often receive updates about new resources and services from the library.				
24	The library's promotional efforts make me more likely to use its services.				

Thank you for your cooperation.

Appendix II

Table of Sample Size Determination

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	26	140	103	340	181	1000	276	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is Population Size
"S" is Sample Size.

Bio Data

Personal Data

Full Name: Folashade Morufah Odusanya
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Date of Birth: 10-10-1970
Place of Birth: Lagos State
Nationality: Nigerian
Language: Yoruba
Marital Statues: Married
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Educational Qualifications

- PGD in Education (Language), Lagos State University Ojo - 2013
- B.A in Yoruba and communication Arts, Lagos State Nigeria - 2007
- Diploma in Library and Information Science - 2009
- WASCE - Sweet Valley College, Surulare, Lagos. - 2002

Professional Certificate / Awards

Digital Bridge Institute

Certificate of Attendees - 2018 1st Communication and information Science, Lead City University Ibadan-2024

Desktop publishing. Certificate -2018

Tommy Bashy Library Consult injunction with Lagos State University Library - 2022

National Youth Service Corps – 2005

Other Work Experience

Mushin Local Government , Mushin Lagos Nigeria

Duties and Responsibilities

- Registration of Revenue Account Involved in personnel activities
- Data analysis environmental
- Reporting finding on Revenue
- Digitalization
- Entrepreneurship.

Publications:

I These / Dissertation

- The causes and effect of marital conflicts in the First- Five Years of marital Relationship. (Case Study of four (4) Local Government Area in Lagos State. PGDE 2012
- Reference Source and Services and It's impact on the performance of Undergraduates Students. A case study of Lagos State University Undergraduate. OND-2019

II Published Article

- Shopia Adeyeye (PhD), **Folashade .M. Odusanya** (2023). Digital literacy skills and job performance of Librarians in State owned University: A study of selected Universities in Lagos Nigeria
- Tolulope Adenekan (PhD), Abiodun Soliu Adekanbi and Folashade Morufah Odusanya Use of online resources and academic performance of higher Institution students in Lagos State University.

Conference and Attended With Date:

- 1st international Conference of the Faculty of communication and information Science, Lead city University-2004

University Compliance Certification

This is to certify that this thesis by Folashade Morufah ODUSANYA with matriculation number LCU/PG/003195 in the Department of Information Management, Lead City University, Ibadan, is in FULL compliance with the approved university format and style.

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