

**Marketing Strategies, Digital Information Services and Library Patronage by
Library Personnel in University Libraries, Osun State, Nigeria**

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Faculty of Communication & Information Sciences,
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Certification

This is to certify that **Ibukunoluwa Moses IDOGBE** with Matriculation Number **LCU/PG/005029**, carried out this research title: Marketing Strategies and Library Patronage by Library Personnel in University Libraries, Osun State, Nigeria, in the Department of Information Management, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria and that the work has not been previously submitted.

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Dedication

This thesis is dedicated to Almighty God.

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Abstract

University libraries are expected to grow in terms of services and patronage. Hence, this study examines the influence of library marketing strategies on library patronage of digital information services in university libraries, Osun State. The study adopted a descriptive survey research design. The study population consists of 314 library personnel in university libraries in Osun State. The research instrument was a validated structured questionnaire with a Cronbach alpha score of 0.80. The data collected in this study was analysed using descriptive statistics such as simple percentages, mean, and standard deviations to analyse the research questions and demographic data. In addition, the study hypotheses will be tested at a 0.05 level of significance using inferential statistics. The data analysis result revealed a high level of marketing strategies in university libraries in Osun state (Mean = 3.46). It was also found that the digital information services in university libraries is high (Mean =3.29), and the data suggests that library personnel have a high level of library patronage in university libraries in Osun state driven by the high level of marketing strategies and availability of high digital information services. The hypothesis test also revealed that marketing strategies (Adj R2 =0.32) and digital information services (Adj R2 =0.10) significantly influence the library patronage of users in university libraries in Osun state. In addition, both marketing strategies and digital information services have a significant combined influence on library patronage. The study concludes that despite existing measures promoting library patronage, there is considerable room for improvement. Therefore, it was recommended that community engagement, like virtual book clubs, online events, and social media edutainment activities, be added to entice university communities towards library services patronage in Osun State.

Keywords: Marketing Strategies, Digital Information Services, Library Patronage, University Libraries

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List of Acronyms

Abbreviation	Meaning
JABU	Joseph Ayo Babalola University
RUN	Redeemer's University
UTAUT	Unified Theory of Acceptance of Use of Technology
SPSS	Statistical Package for Social Science
SDI	Selective Dissemination of Information
CAS	Current Awareness Services
IFLA	International Federation of Library Association and Institutions

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Chapter One

Introduction

1.1 Background to the Study

Library is a domain occupied by information professionals rendering selfless information services. The library is a professional agency shouldered with the selfless responsibility of problem-solving and discovering new knowledge in various careers/professions by providing information that is carefully selected, acquired, processed, preserved, and disseminated in diverse formats to respective users¹. The library provides quality services and resources that enhance education, research, and learning activities and also encourage wholesome recreation and constructive use of leisure time². The library's core mission is to facilitate access to information for all-around personal development, cultural enrichment, and education, among others. The library is a powerhouse where information is stored, generated, and transferred to fulfil users' needs. Libraries are of various types. These are National Libraries, Public Libraries, Special Libraries, Private Libraries, Virtual Libraries and Academic Libraries. Academic libraries are established in higher institutions to meet the institution's teaching, learning and research needs. An example of an academic library is a university library.

University libraries, as one of the types of libraries, support the universities' academic programs by providing relevant information to respond to the ever-increasing information demands of users, including the students and the academic staff of the universities³. The university library is the university unit responsible for acquiring, processing, preserving, and making available for use by members of the university community the items of information and knowledge that support their teaching, learning, research, and community service. University libraries provide information resources and services that

can meet the information needs of undergraduate students, postgraduate students, academic staff and non-academic staff of the university⁴. The university library is seen as the heart of the university, and it is expected to be patronized by the university community.

Library patronage is simply an act whereby targeted users/patrons or clientele visit, access, and use provided library resources, services, or facilities constantly to meet information needs. Library patronage is the consultation or use of library information resources by library users physically or via remote access. The more users patronize library products or services, the more the products and services are utilized⁵. The rate of library patronage varies from library to library. Nevertheless, the concept remains the same and can be accessed.

The term 'library information for use' means using library resources and services to meet information needs. The University library provides books and nonbook resources, including services available to students, staff, and other university members to read or consult⁶. Library information resources (print and electronic resources) can be used by library personnel to render services to users to retrieve needed information⁷. Library information for use likewise includes remote use of library resources, charging and discharging books, reading personal books, visiting the library, using the institutional repository, library website, or just meeting with colleagues. The library enables individuals to use educational, recreational, spiritual, cultural, and inspirational materials for reading and consultation⁸. Library information for use can also be periodicals, microfilms, videos, tapes, sound records, pictorial records, digital content, and much more⁹. University libraries give students, academic and non-academic staff, access to information that has been acquired and organized. These are books, journals, databases, and online resources to meet personal information needs¹⁰. Libraries are repositories where information acquired, processed, and stored is kept for use and reuse. When

information is used, it translates the user to become knowledgeable of its context. In this information age, library information has become paramount to helping find answers to questions raised in academia or individual lives. Libraries are at the centre of providing services to meet users' needs. In universities, libraries are established to serve the users and allow them to use the acquired information needed, which in turn paves the way for success. Students' success in most universities entirely depends on the quality of information they use from the library¹¹. In addition, one-on-one information from library staff to students is for use. This simply means that information such as directions to where resources can be found in the library, referral services, and answering specific queries are parts of library information use. Every library information must have its user for library patronage to be possible.

The term 'every library information its user' as a measure of library patronage in this study simply means that for every information resource and service made available in university libraries, there is/are specific individuals that need such to meet information needs. The library is open to heterogeneous users with unique personalities and statuses. Therefore, the library provides a variety of information formats to serve different categories of users. The library acquires resources based on the characteristics of its targeted users, so there will be no information without its relevance to individual users. When a user identifies that his information need is made available in the library, such a user will constantly patronize the library. Every library material, including virtual resources, attracts a specific library user.

The library, as a growing organism, is essential to library patronage. This is because one of the areas to prove that a library is growing is through its level of patronage by users. According to Ranganathan's 5th law of librarianship, the library is a growing organism. Therefore, any university library's relevance and growth can be assessed by the rate at

which its users patronize available services, resources, and facilities. This is because libraries are established for increasing patronage by targeted users. One evidence that a library is growing is the increase in library patronage from time to time¹². No doubt patronage is essential for library management because it critically reflects the efficiency and effectiveness of service delivery. Furthermore, the total number of users visiting, accessing, and using the library can be influenced by the type and quality of resources, facilities, and services available to meet information needs. Also, if the rate at which users access and use available library products or services, either virtually or on-site, is low, then such library is not growing. In that case, there is the possibility that the available services are not meeting users' need-expectancy or there is a tendency of poor awareness, which is evidence that such libraries are not growing in the type of services being rendered. At the same time, the reverse is the case if the rate of patronage is high. It is supported that library resources and services determine not just the relevance of a library but also the rate of patronage of library resources and services¹².

Today's university library faces several challenges, such as acute underfunding, stiff competition from allied information industries, and information resources explosion, among many others. However, the greatest of these challenges is a growing concern among libraries over low patronage of library services. Several reasons could be advanced for this rather disturbing development. Still, none of them can be divorced from the fact that libraries appear not to be blowing their trumpets well in patrons' ears through aggressive library marketing strategies¹³.

Marketing strategies can be consciously planned activities or modalities to convince people to obtain a particular product, brand, or service. Marketing strategies are designed templates by library personnel to convince library users of the relevance of a product or service if obtained. Library marketing encompasses a range of activities and approaches

aimed at connecting libraries with their target audiences, raising awareness about available resources and services, and fostering a positive perception of the library's role within the community ¹⁴ . In a university library, marketing strategies are channelled toward the minds of targeted users such as students, staff, and other institution members. These strategies can be abstract in nature and may be openly stated ¹⁵ . That is, giving attention to meeting users' needs, providing guiding to ease information resources and so on (abstract strategy) while open strategies are awareness creation, orientation, signage and so on. Any tactic/approach a university library sets to persuade people within her community to patronize available resources or services is a marketing strategy ¹⁶ . Strategies include creating awareness, ensuring comprehension and conviction through document campaigns, library week, library exhibitions, library advocacy, library signage, library orientation/education, website design, social media campaigns, print media campaigns, word of mouth, etc. A good marketing strategy should migrate society from non-awareness to awareness and ensure positive comprehension and conviction, resulting in patronage¹⁴.

An awareness strategy will help targeted library users to get informed about available digital information services. There cannot be patronage of a thing if its awareness is unknown. Also, to ensure a service is obtained, there should be persuasion by providing further information to make society aware of existing products or services ¹⁷ . People do not patronize what is unknown to them. Therefore, before library patronage can be promoted, library personnel will consciously exhibit awareness creation of library products and services available to meet information needs. Before a user can adopt and patronize a new service like digital information services, there is a need for marketing to showcase the areas in which the service aligns with the information needs, interests, and

preferences of the target users. After an awareness strategy has been put in place, there is need for library personnel to ensure a comprehension strategy for her targeted users.

Comprehension strategy is a strategy that ensures the university community knows and understands the advantages or benefits of library products and information services if patronized. Irrespective of the amount of awareness created, people might still not patronize the university library if they cannot comprehend its relevance and features to their personal development and information needs. This is the degree to which an innovation is perceived as being better than the idea it supersedes¹⁸. When the society surrounding the university library comprehends that a service has a higher advantage, they are likely to adopt or patronize such service. This strategy will help users decide how to use the service. After ensuring that a comprehension strategy is achieved, there is need for a conviction strategy.

Conviction Strategy is a strategy that ensures the university community or targeted library users believe in library resources and services to meet their information needs. Without targeted users being convinced about library services, patronage might remain poor. Conviction is what ties awareness and comprehension together and leads to library patronage. Without users being convinced, awareness and understanding of library information services will be ineffective since they do not automatically result in stable library patronage. This makes the conviction strategy necessary for library personnel to pay good attention to. Marketing strategies generally focus on promoting library patronage, and as such, library personnel are highly responsible for promoting digital information services for patronage.

‘Digital Information Services’ is often interchangeable with digital library, electronic, and virtual services. Digital information services are types of services rendered in the library with the aid of information technology. It encompasses diverse offerings that utilize

digital technology to enhance access to information and resources. In a university library, digital information services are one of the major categories of services rendered and expected to be patronized by users. The services of university libraries have gone beyond only traditional services or methods¹⁹. The services have moved along with the digital world, where information can be inquired, accessed, processed, organized, and disseminated without face-to-face contact¹⁹. Digital information services also provide information through technological gadgets and software/applications²⁰. For library users to be carried along in a technological age, there is a need to provide efficient digital information services relevant to their needs. Library users can communicate and share information from remote locations due to the digital information services that the library provides.

Digital information services of university libraries are online and offline services to support faculty members and students within and outside campus. The services include digitizing non-digital documents, making scholarly journals accessible to users, managing digital resources, providing free internet access, and giving access to library materials and programs²¹. University libraries render major digital information services: data curation services, mobile environment, and scholarly communication. Data curators are digital library services whereby digital research communities design and implement a plan for data description, efficient storage, management, and reuse. In contrast, mobile environment service allows for access and contact with users via the mobile environment. Scholarly communication service, on the other hand, is aimed at enhancing scholarly communication and publishing models for scholarly monographs, textbooks, and digital materials as stakeholders try to establish sustainable models²¹.

Digital information services include answering users' queries through mobile phone calls, messaging, mailing, and developing library applications²². It is a wide array of services

that assist library members with organizing collections or making them more widely available²³. As a result of digital information services, library staff can render current awareness services, select dissemination of information, provide referral services, and so on²⁴. Libraries are seizing the opportunity of technology to render digital information services through library web pages, institutional repositories, library apps, and social media, and provide multimedia collection for accessing information contents and the like. Without librarians being innovative, rendering digital information services could be limited.

Digital information services in university libraries are meant for patronage, and as a result, the services are expected to meet users' needs. Without digital information services in a university library, such a library can be called an analogue library. Users patronize digital information services based on certain measures identified by the Unified Theory of Acceptance. Some of these are performance expectancy, effort expectancy and facilitating conditions.

Performance expectancy is people's expectations towards the functionality of a system, device, element, service, or product. People usually patronize what they expect to be functional, reliable, adequate, accurate, etc. This is because there is an expectation that if a service or product is used, there should be a positive influence on the outcome. It is also the degree to which a digital information service is expected to be consistent and compatible with existing users' behaviours, values, experiences, and infrastructure²⁵. The performance expectancy of digital information service can also be the extent to which a person believes that using the service will contribute to meeting his/her information needs or solving a problem²⁶. Users may have an expectation ahead of using a service (digital information services) or product, which might result in a positive or negative experience.

Effort expectancy is defined as ‘the degree to which a person believes that using a particular system will be free of effort.’ Effort expectancy is people’s expectation that a digital information service might be stressless or stressful. Therefore, the effort expectation of a digital information service user contributes to determining patronage. That is, when a user expects that a service will be easy to use, such a user tend to approach the library to use such service in meeting information needs. That a service performs well does not necessarily mean it is effortless. Library users should be able to access the collections and services available from any location²⁷. The effort expectancy of digital information service does not require extra sweat or struggle to apply or consume. It is said that potential users can believe that a system is useful but simultaneously be convinced that it is hard to use ²⁸. It was added that Any service that seems too complicated to target users might have no patronage. In contrast, some users may patronize a digital information service under a facilitating condition.

Facilitating conditions are the tools and support networks that help people successfully carry out a particular action or behaviour. Facilitating Conditions compels users to patronize digital information services provided in university libraries. Institutional requirements for staff promotion, student assignments, and other conditions facilitate the patronage of digital information services in university libraries. Nevertheless, the type of digital information services rendered is significant to patronage, especially in this digital era. Today, a library user can take advantage of digital information services to order a library book, which will be delivered to his hostel or office.

Irrespective of the numerous or quality of digital information services made available in university libraries, when users are not strategically informed, the tendency of increased patronage of digital information services will be low. This, therefore, means that

academic libraries ought to embark on marketing strategies to increase library patronage of digital information services.

1.2 Statement of the Problem

The use of the university library resources contributes positively to meeting the information needs of students and staff of the institution. The services provided by university libraries are aimed at facilitating quick and easy access to information that is needed by the users/patrons²⁹. Literature opined that the essence of evaluating the patronage of a library is to gather helpful information on whether the library is fulfilling its mandate and to help reform services provision, planning, and the effective management of the library³⁰. Literature and personal observation have revealed that library users now tend to patronize other sources of information providing companies or organizations, for example, cybercafes, the Internet, artificial intelligence, blogs, and other social media platforms to satisfy their information needs, making the library seem to lose its relevance and pride in the academic environment³¹. Therefore, the aforementioned is perceived to be responsible for low library patronage.

Literature also establishes that several digital information services exist in university libraries. Yet, most users do not patronize the library to enjoy the benefits³². However, where marketing strategies and digital information services are weak, there is a tendency for library patronage in university libraries to be poor. For university libraries and digital information services to be patronized, marketing strategies must be adopted to help meet the library's mission, goals, and objectives³¹. Hence, there is a need to examine research on marketing strategies, digital information services, and library patronage in university libraries.

1.3 Aim and Objectives of the Study

This study aims to determine the influence of library marketing strategies on library patronage of digital information services in university libraries. Specifically, the study sought to:

- i. identify the level of library patronage in university libraries, Osun State, Nigeria.
- ii. assess the prevalent marketing strategies by library personnel in university libraries, Osun State, Nigeria.
- iii. identify the level of digital information services provided by library personnel in university libraries, Osun State, Nigeria.
- iv. determine the influence of marketing strategies on library patronage in university libraries, Osun State, Nigeria.
- v. determine the influence of digital information services on library patronage in university libraries, Osun State, Nigeria.
- vi. establish the joint influence of marketing strategies and digital information services on library patronage in university libraries, Osun State, Nigeria.

1.4 Research Questions

1. What is the level of library patronage in university libraries in Osun State, Nigeria?
2. What are the prevalent marketing strategies by library personnel in university libraries, Osun State, Nigeria?
3. What is the level of digital information services provided by library personnel in university libraries, Osun State, Nigeria?

1.5 Hypotheses

The following null hypotheses were tested at 0.05 level of significance.

- H₀₁: There will be no significant influence of marketing strategies by library personnel on library patronage in university libraries, Osun State, Nigeria.

H₀2: There will be no significant influence of digital information services by library personnel on library patronage in university libraries, Osun State, Nigeria.

H₀3: There will be no significant joint influence of marketing strategies and digital information services by library personnel on library patronage in university libraries, Osun State, Nigeria.

1.6 Significance of the Study

The study will benefit librarians, library users, library management, university management, researchers, policymakers, and the body of knowledge.

Librarians will benefit from the study as they will ensure that the library provides digital information services, like institutional repositories, electronic resources, databases, etc., that can meet the expectations of information users. It will also guide them in adapting to changes in technology and users' needs. Librarians will also be motivated to encourage other library personnel to exhibit positive marketing strategies that can result in increasing library patronage. The study will also benefit library users such as students, lecturers, and staff of the institution as they become aware of digital information services, comprehend the services, and attain conviction for patronizing the library to meet their information needs and enhance their workplace tasks. It will also assist individuals in utilizing digital information services that are available and relevant to their user group. Also, users will be acquainted with various platforms university libraries use to market their services regularly and obtain quality information rather than mere say.

Library management will benefit from the study as they can examine their knowledge of the present reality of library patronage, especially relating to digital information services provided. Also, it will help to know if the services offered meet targeted users' needs. It

will help library management adjust marketing strategies or types of digital information services provided to maintain relevance in the academic environment. The study will benefit the institution because when the university library offers services that develop the people (students and lecturers) automatically, it promotes the output of the university. Also, the institution can win accreditation due to quality digital library services and high patronage in the digital age.

The study will be relevant to researchers understudying marketing strategies, digital information services or library patronage. Thus, it contributes to existing knowledge. Similarly, this study will assist policymakers with informed decision-making. As a result of the study's empirical data, policymakers can understand current strategies' effectiveness and identify areas for improvement. The study findings can inform policies that support innovative library practices and strategic planning. It will also inform policies on budgeting as to where to allocate funding, ensuring that resources are directed towards the most effective marketing strategies and services that enhance library patronage.

Lastly, the study findings will be relevant to the body of knowledge-librarianship. It will contribute to existing theoretical library usage and marketing models, filling gaps and enhancing understanding of user behaviour in digital environments.

1.7 Scope of the Study

The focus of the study is to investigate marketing strategies and digital information services as determinants for promoting library patronage of university libraries in Osun State, Nigeria. There are two independent variables, marketing strategies and digital information services, and one dependent variable, library patronage. The measures for marketing strategies will be awareness, comprehension, and conviction. In contrast, the

measures for digital information services will be performance expectancy, effort expectancy, and facilitating condition. Library information for use, every library information its user and library is a growing organism will be used to measure the dependent variable 'library patronage.' The targeted population of the study will be university libraries in Osun State. The study respondents are library personnel.

The study covered ten university libraries in Osun State. These are Tekena Tamuno Library (RUN) Ede, Ezekiah Olusanmi Library (OAU) Ile-Ife, Adeleke University Library Ede, Osun State University Library Osogbo, Westland University Library Iwo, Bowen University Library Iwo, Joseph Ayo Babalola University Library Ikeji Arakeji, Oduduwa University Library Ipetumodu, Kings University Library Ode-omu, and Fountain University Library Osogbo.

1.8 Limitation of the Study

The limitation encountered during the course of this research was the busyness of some library personnel in attending to the questionnaire. Nevertheless, a higher percentage were able to attend to the questionnaire.

1.9 Operational Definition of Terms

Library Patronage: This is the act of accessing, retrieving, and using library digital information services either physically or virtually. It is the positive outcome of marketing services towards targeted users.

Library Information for Use: This can be defined as the belief that the university library's information resources and services are to be patronized by people in the university.

Every Library Information its User: This is a belief that every information resource and service available in the university library has its relevance to a person.

Library is a Growing Organism: This can be defined as librarians' belief that the university library is expected to increase in patronage and services continuously.

Marketing Strategies: Marketing strategies can be defined as the components used by libraries to inform and motivate the library user community to patronize library services.

Awareness: This is the act of informing or enlightening the user community on library digital information services through the use of various media.

Comprehension: This can be defined as the user community's level of understanding of digital information services available in the university libraries after creating awareness.

Conviction: This can be defined as the user community's level of belief and opinion created from their understanding of digital information services made available for patronage in the university libraries in Osun State. This conviction may be positive, and it may be positive.

Digital Information Services: are services related to or accompanied by digital, electronic, or virtual components for delivery, retrieval, and patronage in the university libraries in Osun State.

Performance Expectancy: This is defined as the assumption of targeted library users on the functionality of digital information services to meet their needs.

Effort Expectancy: This is defined as the belief of targeted users that digital information services may or may not be complex or difficult to use if patronized. It is the positive or negative view of targeted people on the ease of use of digital information services.

Facilitating Conditions: This is defined as the factors that might compel targeted users to patronize the university library's digital information services. It sometimes may go beyond the choices of the users.

Endnotes

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Chapter Two

Literature Review

This chapter reviewed relevant literature related to the research topic. Theories were used to support marketing strategies and digital information services and library patronage.

2.1 Conceptual Review

2.1.1 Library Patronage

2.1.2 Marketing Strategies

2.1.3 Digital Information Services

2.2 Theoretical Framework

2.2.1 Ranganathan's Five Laws of Library

2.2.2 Russell Colley DAGMAR Hierarchy of Effects Theory

2.2.3 Unified Theory of Acceptance of Use of Technology (UTAUT)

2.3 Review of Empirical Studies

2.3.1 Marketing Strategies and Library Patronage

2.3.2 Digital Information Services and Library Patronage

2.4 Conceptual Model

2.5 Summary of Literature Reviewed

Endnotes

2.1 Conceptual Review

2.1.1 Library Patronage

Libraries differ from one to another. Today's libraries differ from the past in terms of kinds, contents, services, and layout. It is therefore expected that future libraries will continue to vary as they constantly strive to find ways to expand and perfect their services in light of the dynamism of technology to meet the needs of their clientele and organizations¹. For a library to play its full role in an institution, its collection must include books and other materials, such as general and specialized reference collections of journals, newspapers, manuscripts, historical maps, government publications, clippings, letters, thesis, and audio-visual materials. The library's primary purpose is to support the institution's objectives, promoting teaching, learning, and research.

The significance of university libraries lies in the fact that they are repositories of knowledge for users of almost all fields of expertise. People patronizing a university library can be divided administratively into external and internal users. The internal users consist of undergraduates, post-graduates, lecturers, research fellows, and other members of the institutions, while the external users are those who are not members of the institution but are also served by the libraries under certain specific official arrangements. The relationship will continue as many users feel they are receiving better than what is obtainable from rival suppliers². The whole essence of setting up a library is to create user

satisfaction³. User satisfaction results in more patronage, which happens when the user is satisfied with the library service. A library's effort to satisfy its users helps build good library patronage of its product or service⁴.

University libraries provide both resources and services for their clientele. The services university libraries provide include reference, lending, referral, selective dissemination of information services (SDI), photocopy, and library instruction services. Library information resources are the materials that assist the university libraries to perform their functions efficiently. These include print (books, periodicals, government publications, graphics, maps, and atlas) and electronic resources⁵. The library accommodates relevant collections and services that meet people's information needs. Providing resources and services in the library without people patronizing them for problem-solving becomes irrelevant. The broad objective is to provide collections and services in support of the main activities of the parent institutions, which have been widely identified as teaching, learning, and research⁶. University libraries build collections to enhance teaching, learning, and research activities in tertiary institutions with the expectation that students and staff will visit the library and effectively use the information resources to satisfy their information needs⁴. The main motivation that drives university libraries to a great length in providing all manner of relevant information resources is to ensure that the information needs of all categories of users are met and to stimulate the use of the library⁶.

Library patronage is, therefore, the essence of library existence in any society. It is generally expected that university libraries should be fully patronized to enhance teaching and learning. When students regularly patronize a library, they can update their knowledge in their fields of specialization and become more effective in discharging their duties as students. Above all, the quality of graduates produced by the institution will be higher than their counterparts elsewhere. Also, the inadequate patronage of library

services will not justify the large sum of money spent on acquiring materials, facilities, and services; it will likely affect the institution's quality of teaching and learning. It may likely result in the production of half-baked graduates. The rate at which libraries are patronized indicates their relevance to the patrons⁷.

A proficient and resourceful university library could meaningfully contribute to academic development from a broader perspective. Location of use or point of access to information in university libraries is not only by physical access. Users can patronize the library services remotely and may not necessarily need to visit the university library physically⁸. Most university libraries in Nigeria now have hybrid resources- print and electronic resources. In the digital age, university libraries should not only be preoccupied with their traditional roles of making books and other print resources available but also provide access to electronic resources remotely. No matter how adequately stocked a university library is and how it provides access to print and e-resources, its patronage will justify the importance of its establishment⁹.

In practice, library patronage is a commitment to consistently ordering a preferred resource or service and recommending it to colleagues². Library patronage is the consultation or use of library information resources by library users physically or via remote access¹⁰. In essence, it is simply the regular utilization of library services by the intended users. Library patronage is the process of checking the library materials, requesting help from library personnel, and locating needed information (print and electronic resources)¹¹.

Library patronage likewise includes remote pursuit of library resources and services, charging and discharging of books, reading personal books, visiting the library, or just a meeting place with colleagues. This can be a combination of more than one of the activities mentioned above or all the activities. The 21st-century university libraries must

make information available and provide effective access to information sources. This makes them different from traditional libraries, which derive satisfaction from just being custodians of library materials. The significance of the university library to users in the pursuit of academic excellence is determined by the level of adequate and proficient patronage of the library's information resources and services. Users not patronizing their university libraries to enhance their academic achievements undermines the purpose of establishing university libraries.

High patronage of students was observed during the examination, which means that the students patronize the library as a seasonal place for reading, which may lead to the illusion that the library is being used¹². Libraries are re-inventing themselves to conform to international best practices in librarianship, which will help them attract more patrons¹³. Due to the decline in university library patronage by undergraduates, many university libraries within and outside Nigeria provide print information resources and electronic sources and Information and Communication Technology (ICT) used in different areas of services¹³.

Studies further examined factors that influence the level of library patronage. These factors include economic situation, competitors, social and psychological factors, product or service attributes, and marketing mix programs^{14,3}. Therefore, library patronage is essential for a user to maintain continuity and stability. The essence of evaluating the patronage of a library is to gather helpful information on whether the library is fulfilling its mandate and to help reform services provision, planning, and the effective management of the library¹⁵. If library services and resources such as digital information services are not patronized by their intended users, then there is little or no justification for the investment made to the library¹⁰. The library's patronage level is a good measure of how well libraries can facilitate teaching, learning and research activities¹⁶. Library

patronage encompasses service points used, frequency of usage, time spent, browsing, reading, and studying, among others¹⁷. Similarly, the patronage of a library is a compass for library services provision, and this is in line with the assertion that if library services and resources such as reference services and resources are not patronized by their intended users, then it means that there is little or no justification for the investment made to the library^{10,16}. From the assertions made by the scholars, it may be inferred that patronage is an indicator that may be used to evaluate digital information services provided in university libraries.

A person who patronizes something somewhere or someplace to achieve his or her purposes is a user. In the same context, one can state that those who patronize university libraries for their benefit are library users. Library users are those who enter the library, find resources, and obtain services. Hence, people who go to university libraries for genuine reasons, requiring the attention of the library staff, are known as library users. Therefore, patronizing a university library means using library facilities, resources, services, and personnel to derive information satisfaction.

A library located far away from a user's residence may result in low patronage¹⁸. On the other hand, the library's proximity to the user's residence is likely to maximize library patronage. Also, the age of the collection affects its use. In most libraries, current information sources are more likely to be used than retrospective ones.' As information sources become older with time, the frequency of their use declines. This is particularly important in a technological-oriented library where currency of information is frequently needed by users who have to keep abreast of current developments in their fields. Another factor that influences the patronage of the university library is user education. The major reason university libraries spend time educating their users is to improve their library patronage skills. User education certainly has some effect on library use. It, therefore,

follows that failure on the part of users to locate needed sources of information is partly due to a lack of user education ¹.

A study surveyed library patronage in a medical college in North India. The finding showed that most respondents reported consulting textbooks when patronizing the library. Other purposes for patronizing the library were conferences, manuscripts, theses and projects, and inadequate individual books. Most of the faculty members patronized the library to prepare for lectures or seminars preparation. In contrast, some patronized the library because they did not have books, with few visiting the library to prepare manuscripts/thesis/ project reports. Less than one-fourth of the respondents visited the library daily, fairly average visited once a week. From their findings, the authors concluded that the major reason for patronizing the library was for borrowing and reading books ¹⁹. An investigation on the patronage of resources, services, and facilities of the Central Library of the University, Peshawar, Pakistan, by undergraduates. The results showed that the preponderance of the undergraduates patronized the library for reading course materials, using reference sources, and retrieving unpublished documents for information requirements. Most users affirmed that the library is efficient with service delivery, and they experienced satisfaction with the illumination, aeration, reading tables, and cordial relationship between staff and patrons. The main problems that hindered library patronage effectively were inadequate electronic resources, insufficient collection, and insufficient physical facilities ²⁰.

Library patronage by graduate students of the Foundation University College of Liberal Arts and Sciences, Rawalpindi, Pakistan. The results indicated that some graduate students affirmed that their library has enough space for their patrons. In contrast to the affirmation, more than average of the graduate students specified that their library does not have enough space for their patrons. Most respondents affirmed that the librarians

offer help when searching for needed information and are also friendly. The lack of computers with internet connectivity was also indicated by the findings. Most of the graduate students stated dissatisfaction with the condition. The researchers recommended that the library personnel assist the students in consulting their relevant materials, and the library should provide a good study environment to aid proper learning of how to patronize the library effectively²¹.

In a study on library patronage at the Islamic University of Bahawalpur, Pakistan, the respondents indicated a frequency of library patronage by the users once a week. Undergraduates patronized the library mainly for reading books, homework, and test and examination preparations. At the same time, the majority of them affirmed that they hardly consult card catalogues, online public access catalogues, or help desks to retrieve information. Furthermore, most students expressed satisfaction with the patronage of reader services, reference sources, and physical amenities in the library. The researchers affirmed that the major difficulties experienced by the undergraduates when patronizing the library are electricity instability, shortage of computers, and dawdling internet connectivity²².

Library patronage amongst users of higher institutions in the Sunyani Municipality of Ghana revealed that most users mainly patronize the library for reading for exams and completing their homework. The use of recommended textbooks, reference sources, and past examination questions were materials predominantly patronized among the users, while few of them patronized fiction and journals. Although many undergraduates found the libraries' stock fairly old, this did not discourage them from patronizing the libraries. It was concluded that it is not beneficial for libraries to keep old books in stock

continually; it could cause low patronage due to the advent of technology, such as the Internet, that can make enormous amounts of information available ²³.

The frequent patronage of a university library will be influenced by the availability of library information services to the user. When books and other information sources are available in the university library for patronage, the library user is satisfied as his information needs are likely to be met. The user develops a positive attitude towards the library; conversely, the unavailability of information sources leads to user frustration. The location of a library can influence its patronage. The extent of library patronage partly depends on the distance between the library and users' homes or offices. A study was conducted to determine the level of patronage of an academic library at Nigeria's Federal University of Agriculture. The researchers asserted that most users patronized the library for numerous reasons, including reading personal materials, using reference materials, borrowing books, and consulting library materials to complete course assignments. Most users patronize the library every week, and books are mainly used, and the respondents affirmed that the library information resources are adequate. During the examination period, the university library witnessed an influx of students coming to use the library, as indicated by the findings, which are referred to as the peak period. The researchers note from the findings of their study that this is not a good phenomenon because the importance of university education is to imbue students with knowledge, which could be accomplished through frequent patronage of different information materials and services in the university library ²⁴. The frequency of library patronage, the types of materials consulted by the users during the visit, and their purpose of patronage are indicators of how well the library can facilitate teaching, learning, and research activities ¹⁶. If library users patronize the library frequently, there would be a high tendency to utilize information resources and services ²⁵.

The results of a study indicated that CAS and library settings have substantial constructive impacts on students' patronage of the university library. This reflected that efficient use of CAS and a conducive library setting increase library patronage by the students. The researcher observed that librarians did not give satisfactory consideration to the use of CAS as an effective approach for improving library use ²⁶. Another study examined the effect of demographic factors on online library resource patronage by undergraduates in two Nigerian private universities. The result affirmed a high connection and substantial association between the year of study of the undergraduates in both universities and the patronage of online library resources ²⁷. A study reveals that the majority of the users visit the library regularly, while very few of them patronise the library regularly. It furthered that some users visited the library to borrow and return books, while some consulted the library catalogues to locate the documents. Most of the students affirmed that they were content with the reading tables and chairs and computer facilities; however, more than the average of them affirmed that they encountered difficulties using computer facilities ²⁸.

In the Engineering institution in Odisha, India, there is a declining inclination of students to patronize the library, which may be because the students are satisfied with the notes given to them by their lectures and inadequate textbooks or some free web resources. It was said that a preponderance of the users patronize photocopying services from the library, and some of the students patronize the library to read newspapers and borrow books. However, some others patronize other main information sources and services of the library, which are Internet service, use of periodicals, research materials, use of reference sources, and reading course materials ²⁹. The extent of patronage of the faculty of law library at the Nnamdi Azikiwe University, Awka, Nigeria in a study revealed comprehensive knowledge of the patronage of the law library collections. Most of the

users patronize the library three times a week, while a few of them patronize the library occasionally. The users' main purposes of library patronage are for examination preparations, reporting cases, forming supplementary lecture notes, completing homework, and photocopying materials ³⁰.

The patronage of university library resources by the learners of Paul University, Awka, Anambra, Nigeria, is reported that the learners' daily usage of the library is considerably low. At the same time, the highest number of users indicated that they visit the library three times in one week, while some visit the library once a week. In contrast, some students barely patronize the library. However, a few of the students affirmed that they did not visit the library since they had books and PCs that provided them with the information needed for their academic work ³¹. Obtainability and easy access to library information materials make it relevant to the host community. Accessibility of library resources with ease will be a source of attraction to library users, increasing the library's patronage ³². Library acquisition of information materials ought to satisfy the information requirements of library users. These resources are the basic materials that make important services for teaching, research, and the learning process available. Making library materials and services available enables users to patronise the library.

2.1.2 Marketing Strategies

The arrival of the information age, where information provision is an increasingly important commercial activity, coupled with new technological developments bringing together hitherto disparate activities in information supply, has led to a change in the role of libraries and librarians. More so, the pressure on libraries from parent bodies to mobilize resources and be self-reliant has increased. Due to rising expectations and diverse needs and wants from library users, libraries are finding new ways of serving

users effectively ³³. Hence, it results in marketing strategies. Literature has suggested that adopting modern marketing concepts is the best strategy to improve library patronage ^{34, 35}.

Marketing is the process of planning and executing intent, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives ³⁶; translated to the library point of view, marketing is simply the link between the user's needs, and the library's resources and services ³⁷. The American Marketing Association (AMA) defines marketing as an organizational function and a set of procedures for managing customer relationships in a way that is advantageous to the business and its stakeholders and generating, communicating, and providing value to customers ³⁸. This broad definition encompasses the multifaceted nature of marketing, which encompasses various elements such as market research, product development, pricing, promotion, and distribution ¹⁴. Marketing is considered a major competency for library and information science (LIS) professionals ³⁹. Marketing is the means of identifying the variety of library patrons' needs and expectations and leveraging them to serve the increasing potential users. Thus, marketing is a managerial tool to help libraries address current and future difficulties ⁴⁰.

Marketing is extremely important in raising awareness about library and information products and services. The quality of university libraries' services and resources impacts their ability to achieve their objectives. Marketing from the library's context entails all deliberate actions taken to positively increase the visibility and perception of the library and its services among its actual and potential users ⁴¹. It encompasses the dissemination of information about the benefits of libraries to persuade its audience to use the resources and services in the most productive way possible. Marketing is crucial for libraries to remain relevant in the current and emerging information age; librarians must embrace and utilize marketing strategies ⁴². Library marketing aims to make the users interested in the

library's resources, services, goods, and programs using advocacy, public relations, and promotion. Marketing is about building relationships and responding to the needs of others. For libraries, this means identifying patrons' needs, interacting on how they can help meet patrons' needs, and delivering services accordingly to meet such needs. Therefore, librarians must be involved in marketing and use marketing principles and strategies to influence and attract users to collections and services the library offers⁴³.

Marketing is a process whereby two or more individuals (or groups) exchange goods or services for items of value; in the library context, the goods are information and information services exchanged for a perception of value for the services rendered which users of the library services pay, not to libraries and librarians, but to administrators of the library. This posited that the perception of the worth of information services and products would reduce as financial and administrative support given to libraries declines⁴⁴.

Marketing is the management process concerned with the identification, anticipation, and satisfaction of the needs of target consumers in a manner that brings profits to the organization⁴⁵. This definition is more relevant to the modern university library, which is facing stiff competition from other sources of information. Marketing is, therefore, all about identifying users' needs and developing strategies and services to reach them. It is a long-term innovative process that is entrepreneurially driven. Marketing is a process that involves systematic evaluation of users' needs and designing information products and services to satisfy these needs. This calls for careful planning, analysis, and identification of clients and their needs and the choices available for meeting these needs. This is done to gain superiority over competing alternatives.

Strategy is a broad statement of ideals to be achieved by an organization, which could be a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. In librarianship, a marketing strategy can

be described as a plan of action designed to achieve the stated goals of promoting a library service to its users. Libraries are gateways to knowledge and should create strategies to gain a competitive advantage and attract and retain patrons in the face of potential competitors such as Internet service providers, search engines, online book dealers, mushrooming cyber cafes, and many others ⁴³.

Marketing strategy in university libraries is a method of persuading the targeted user community to become enlightened on the benefits of patronizing library services. The focus of marketing strategies in this study is according to Russell Colley's DAGMAR hierarchy of effects. The theory propelled four constructs of marketing strategies. These are awareness, comprehension, conviction, and action. i. the library patrons must first be aware of the existence of a brand (Information science) or organization (Library) ii. The library patron must comprehend the various information services the library renders and the benefits he/she can gain if he/she patronizes the library iii. The library patron must have a mental suspicion or conviction to patronize the information service iv. Finally, he/she must be stirred to action. That is students' patronage of information services ⁴⁶.

A successful marketing strategy identifies and gives the services required by the clients. Marketing is a process that you do repeatedly, a tried-and-true systematic approach for matching services and products to a consumer's wants, needs, and desires ⁴⁷. Our patrons, clients, and users are the customers in the library and information environment. In other words, services and information products should be provided based on users' needs and demands. In this vein, Marketing library services is the effective execution of all the activities involved in increasing the satisfaction of users by providing maximum value to them ⁴⁸. There are four views to the concept of marketing library services: a. Marketing is a set of practical techniques and proven processes that can be applied to all aspects of service planning, delivery, and evaluation. b. Marketing as a philosophy: This is premised

on the user being the beginning and end of every marketing activity. The user's satisfaction is the primary concern of marketing, and everyone in the library has a role in rendering maximum satisfaction to the customer. c. Marketing as an approach: marketing in libraries is everyone's concern. It is a total organizational effort and not a separate creation or the appointment of a marketing officer. d. Customer-driven marketing: it is user satisfaction driven. It requires an in-depth understanding, greater intimacy, and mutual trust among libraries and their users ⁴⁸.

Marketing strategy is essentially about lofty visions translated into less lofty and practical goals. This is, in essence, to attain competitive advantage ⁴⁹. Competitive advantage is the leverage or attribute a business has over its competitors, allowing it to generate greater sales or retain more customers than its competitors ⁵⁰. Consequently, librarians have conducted studies on the role of marketing in library services. In the library world, a marketing strategy is a plan of action designed to achieve the stated goals of promoting a library product or service to its users ⁴³. Marketing library and information service is an established sub-set of management practices that identifies the customer wants and needs and meets those needs within the organisation's resources ⁴⁸. The bottom line of de-marketing definitions is that marketing in the context of libraries involves providing library resources and services, using different tools and technologies to create awareness and attracting and improving library patrons' use of the library resources and services ⁴³. They added that LIS professionals must, therefore, adopt marketing principles and strategies and apply them to exist and remain relevant in the current and emerging new information age. This is because marketing is crucial in determining and satisfying the targeted clients' needs, wants, and demands.

Most library services and resources were not initiated and implemented from a marketing perspective. This continued until the first paper, "Marketing of Library and Information

Services: How It All Began,” was presented at the 63rd IFLA conference by a Swedish author,⁴⁸. There has been a steady growth in the literature on marketing libraries and information services, highlighting marketing practices and efforts in libraries around the globe³³. Libraries in the developed world are increasingly aware of the need to market their products and services. Library and information products and services are now being presented as commodities that can be accessed, exchanged, and sold. Libraries are now seen as veritable information providers, rendering strategic services. The need for marketing, therefore, cannot be over-emphasized. Additionally, the marketing of library and information products and services has been greatly boosted in ICT, especially with the advent of social networking media and sites. Therefore, it is no surprise that more and more university libraries in developed countries are embracing social networking sites as a tool to promote and market library resources and services⁵¹.

Marketing strategies have a significant influence on university library usage. Effective marketing strategies can lead to an increase in the awareness of library information services⁵². Awareness is the state of being informed of an entity; in the context of librarianship, awareness is the knowledge of the existence of the resources in the library. Library users can use the specific library and its resources if they are aware of its resources. Thus, awareness serves as the first step toward clients using library resources. It entails being aware of the quality of the materials offered in the specific library. To sum it up, awareness refers to distinguishing between relevant and irrelevant resources and knowing what kinds of resources are there⁵³. As a result, the library must undertake projects that will increase its visibility, accessibility, and usability.

Historically, various media, including flyers, library publications, posters, and email alerts, are used to promote the resources and services offered by the university library. However, in recent times, social media, with its unique qualities, has expanded rapidly to provide

libraries with a useful way to offer services and information sources outside the library walls, becoming a vital part of the information age ⁵⁴. Consequently, social media is an essential catalyst to promote knowledge, access to, and use of library resources and services ⁵⁵. Libraries can leverage social media platforms to create awareness; ICT has played a major role in marketing library and information services, particularly with the emergence of social media. Thus, it should come as no surprise that an increasing number of university libraries in developed countries are using social networking sites as a marketing and promotional tool to create awareness for their collection of materials and services ³³.

Marketing aims to ensure awareness about resources and services relevant to the interests of every library user. To succeed in marketing the university library, users must be convinced that the tools or databases are relevant, know and understand the services, and be enthused about their potential benefits ⁴⁰. Although libraries do not have competitors, they need to avoid complacency by creating awareness of the resources in their holdings and promptly providing users with the needed service in a cost-effective manner ⁵⁶. Awareness of library products and services is an organizational effort, not creating a separate office to market the library ³³. This implies that marketing the library is everyone's concern in order to maintain its relevance. The library is not the only choice for information; marketing is essential for libraries to maintain relevance in this era of information explosion due to heightened technological advancements. A library's ability to thrive depends, amongst other things, on how its patrons and parent institutions perceive it ⁴⁰. Marketing is an essential aspect of library management as it involves promoting and communicating the value and benefits of library services to the target audience. Without effective marketing, libraries may struggle to attract users, increase

awareness of their resources and services, and demonstrate their relevance in the digital age.

Comprehension is the capacity to understand a concept after it has been recognized. Comprehension is the ability to see things from multiple perspectives⁵⁷. Comprehension is crucial in shaping consumer attitudes and intentions toward products, and influencing marketing strategy by emphasizing the importance of effective communication, branding, and information dissemination⁵⁸. Comprehension in marketing strategy involves forming personal interpretations of a service or product. Users' understanding of the effectiveness and efficiency of the library is not based on the size of the library or the number of its staff and information resources available but on the quality of services provided. Comprehension plays a crucial role in determining marketing strategy by influencing how product or service users perceive information and make decisions.

There are several library and information resources and services in universities in developing countries. Still, users are not adequately informed of the existence and benefits of these resources and services, leading to low library patronage⁵⁹. Libraries, as gateways to information, should use the power of competitive advantage to attract and retain patrons in the face of potential competitors such as Internet service providers, online book dealers, mushrooming cyber cafes, and many others. LIS professionals in academic environments must strategically reorient themselves and their libraries as information superhighways that user communities cannot do without. To attain this feat, library professionals must embrace leverages that skillfully allow them to compete favourably with competitors to generate more profits while retaining more customers. One such means involves using a unique competitive advantage approach that library competitors cannot easily copy or imitate⁴³.

Traditionally, libraries have been marketing library and information resources and services by displaying new books, exhibitions, bulletins, user orientation programs, production and issuance of library guides, library week outreaches, and other publicity programs. These activities are part of the promotional components of marketing. However, the demands of modern information handling, coupled with the advent of ICT, which brings various competitors in information service delivery, demand an innovative approach to reaching out to users, for which the above traditional strategies are no longer adequate. Therefore, it is unsurprising that more and more university libraries are embracing social media to promote and market library services³³.

Marketable information-based products and services in the library include reference, referral, circulation, interlibrary loan, Selective Dissemination of Information (SDI), bibliographic information, abstract and indexing, customized research and development, current awareness, readers' advisory, and information literacy services. For the library, competitive advantage may include a high level of access to resources and services in the preferred format, highly skilled library personnel, ease of location, a high level of access to ICT applications, resources and services, and fascinating library equipment and facilities. Others may include a neat and noiseless library environment, clean toilet facilities, adequate and ergonomic chairs and tables, good ventilation and illumination, training programs, highly innovative library technology, applications and services, and innovative marketing strategies. Better still are incentives like advertising information products or services and providing services at lower prices or higher quality to attract clients' interest. A study was carried out in twenty 20 university libraries in Nigeria to identify the different strategies used in marketing library resources and services to staff and students. Respondents were asked to indicate the marketing strategies used in their libraries. They indicated using library publications, campus radio programs, university

intranets, and e-mail alerts. They also indicated using other marketing strategies such as orientation talks, seminars/workshops, library instruction in general studies, university bulletins, library week, newsletters, staff meetings, and library committees. Some others indicated using social networking sites such as Facebook, Twitter, and MySpace to market the library resources and services to users ⁶⁰.

Similarly, to popularise and market library services in South Africa, libraries have a dedicated division for library marketing and work closely with the relevant university structures to ensure the marketing of services to regular and potential clients by using signposts and exhibitions, brochures, plasma screens, the library and university websites. It was stated that a library uses services such as Ask-a-Librarian, regularly visits academic departments, and markets their services during training interventions when conducting client surveys and programs scheduled during library week celebrations ⁶¹. Communication methods and feedback mechanisms are needed to improve library services ⁶². Effective marketing cannot be achieved if libraries do not have a marketing plan ⁶³. The author identified two forms of a marketing plan. The first is the creation of user awareness of the resources and services, and the second is understanding the needs and expectations of users ⁶³.

Before the intended users patronize a service, the users must be aware of the services available for their patronage. Hence, the level of awareness may enhance the patronage of digital information services in university libraries. Awareness is the knowledge that something exists or understanding a situation or subject based on information and experience ⁶⁴. Therefore, the awareness of digital information services of university libraries in the context of this study will imply the understanding and knowledge of the existence of digital information services (such as e-document delivery, OPAC, Institutional repository service, current awareness services, Selective dissemination of

information) that users have gained through information. Even when users are aware of the reference services provided in the library, the patronage of the reference services may be hampered by some challenges. Challenges identified by some researchers include inadequate information resources, poor communication skills, poor service quality, and lack of library orientation, among others ^{65,66,67}.

Public presentation, direct marketing, advocacy, bulletins, newsletters, readers' awareness training, display strategy, library web page, lectures, library tours, and Web 2.0 tools as strategies for promoting library information products and services ⁶⁸. The use of Web 2.0 applications has made possible online information that is accessible anytime, anyhow, anywhere, thereby allowing libraries to bring library services and resources to the doorstep and convenience of library patrons ⁴⁴. Libraries are encouraged to use social media tools for community-based input, interaction, content sharing, discussion, and collaboration ⁵⁰.

It is reported that quality library services and adequate information resources are not enough to attract patrons in the digital environment. The study showed that most Makerere University, Uganda students rarely use the academic library due to a lack of awareness of available collections and services ⁶⁹. This is echoed by an agreement that marketing strategies are among the most effective means of boosting library patronage in Nigeria ⁷⁰. However, being aware of the importance of marketing is not enough for library marketing. It is emphasized that market orientation is an important attribute of modern libraries ⁷¹. He further distinguished between market orientation and marketing orientation. According to the author, "market orientation" in libraries refers to organization-wide activities aimed at satisfying the users' information needs. In contrast, "marketing orientation" focuses on the approaches adopted by the library's marketing unit to promote available information, products, and services ⁷¹. To the library, the library's

users and other competing information service providers are the market. Therefore, the primary objective should be to analyze the target audience and ascertain their needs rather than engage in promotional or sales activities. A library demonstrates market orientation when its collection and services are strategically engineered to satisfy targeted users⁷².

One of the manifestations of market orientation in libraries is the ability to adapt to a changing environment ⁷³. Libraries in the modern age are expected to be innovative regarding collection and services. It is submitted that market orientation is an organization-wide approach to meet user expectations and achieve the objectives of academic libraries, and this can be accomplished by developing a conceptual model that shows the relationship between leadership style, organizational climate, library processes, resources, and capabilities ⁵⁰. A market strategy or orientation would also enable university libraries to plan and execute effective marketing campaigns to drive patronage. Some libraries have made attempts to market library services. Still, due to a lack of proper planning and market orientation, such campaigns are often abandoned halfway or operated in a way designed to fall short of set goals ⁷⁴. Available literature has shown that the effectiveness of the marketing strategy adopted by libraries depends mainly on factors within the control of the libraries ^{43, 75, 76}.

The basic marketing strategy in libraries includes library orientation, user awareness, in-house displays, and exhibitions ⁴³. However, the tools necessary to achieve the objectives include using engagement techniques such as face-to-face events, training sessions, workshops, brochures, catalogues, websites, phones, leaflets, advertisements, emails, classroom instructions, social media, posters, and library tours ⁷⁵. All of these have been found effective in promoting and using library services and resources among the library user community ⁷⁶. However, the advent of technology has also led librarians to adopt digital tools such as social media in library marketing.

The use of social media as a marketing tool is not new to librarians, as indicated in a study that investigated the influence of social media marketing on actual library patronage among academic library users in Malaysia. The study found that well-run, regularly updated social media pages are more likely to attract users and encourage library usage. The study also revealed that two dimensions of online engagement (affective and behavioural) have a positive and statistically significant effect on actual library use, while cognitive engagement was not significant. This study touched on the relevance of adopting technology to solve problems created by technology ⁷⁷. The levels of impact of some newly adoptable and available library marketing strategies that could facilitate students' patronage of academic libraries in Nigeria in this technology age have been studied. The study found that 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 can resolve the low patronage experienced by academic libraries in the information age ⁷⁸. Despite recognising marketing as a relevant strategy to boost library patronage, available literature shows that some librarians still display negative attitudes toward marketing ^{79, 80}. Some librarians still believe that the library's quality will 'speak for itself.' Librarians may recognize the importance of marketing activities to business but often see no need for it in the library ⁴⁰. The implication for this is that when library managers design marketing plans, they must also ensure that they have the personnel with the right attitude to implement the plans. Marketing skills are closely related to the issue of attitude.

Library marketing strategies in the modern era require certain skills such as effective communication skills, information technology skills, the ability to answer users' queries, marketing skills, and interpersonal skills, among others ⁷⁹. Librarians who engage in the

library without the necessary skills may not achieve the desired outcome. Instead, they may inadvertently help reinforce the library's perception as an institution out of tune with current trends. Similarly, it was submitted that relevant facilities for marketing, access to information technology, training in marketing, and the establishment and maintenance of effective communication channels between librarians and users are vital to effective library marketing ⁴⁰.

Several factors militating against the effective marketing of library and information resources and services are poor marketing strategy, absence of marketing policies, lack of skilled manpower, and infrastructural constraints ⁵⁸. Other militating factors include a lack of funds to engage in marketing activities and a lack of exposure to adequate marketing training in library schools ⁶⁰. There is no gainsaying that librarians should be exposed to adequate marketing training to drive the marketing process in university libraries. University libraries need to identify target users, what services these users require, and in what format, as well as identify competitors in the information service business. User studies help university librarians understand users' needs so that they can design appropriate services for them.

On the benefits of marketing library services, using marketing principles and techniques, librarians are discovering that they can better understand their users' needs, justify funding, communicate more effectively with a variety of external audiences, and achieve greater efficiency and optimal results in delivering products and services that meet the identified needs of their clients ⁸¹. Benefits of marketing information by university libraries include the promotion of the use of information resources, Creating a perception of need and thereby create demand, Ensure the optimum use of information, Improve the image and status of the libraries and library profession, Tackle the problems of rising costs of reading materials, journals, and databases, Cope with the information explosion,

Introduce cutting-edge information technology systems in library services, Balance shrinking funds, Save libraries from devaluation, Save libraries from declining reader support, and Uphold the dictum that information is power ⁸².

2.1.3 Digital Information Services

The world today is considered to be a global village due to the nature of the internet, which is connected to many government, university, and private computers together, making infrastructure available for the use of e-mails, bulletin boards, file archives, hypertext documents, database, and other computational resources. Digital information services are the fastest and most effective way of communication compared to traditional communication; internet-based communication may provide information in synchronous or asynchronous ways ⁸³.

In the context of this study, digital information services will be interchangeably used with digital library services. One of the components of a library that may enhance library patronage is the services provided to the patrons ⁷. Growth in computer applications in the past few years has introduced radical changes in how information is gathered, stored, organized, accessed, retrieved, and consumed. Many products and services have been introduced as a result of computer applications. The internet and the web always influence the development of new modes of scholarly communication; their potential delivery goods are quite vast as they overcome the geographical limitations associated with the print media. Further, the distribution time between product publication and delivery has been drastically reduced ⁸⁴.

Technology-based services such as digital information services have profoundly transformed how people manage their lives privately and practically. Useful technologies for digital information services for teaching and learning include word processors, spell-

checking programs, and proofreading tools ⁸⁵. People adopt and use new technologies to achieve goals at home and work ⁸⁶. Library digital services in universities should reflect students' lives outside the classroom and enhance their digital skills, ensuring reliability throughout their adult lives. Digitizing university libraries prepares students and lecturers for improved educational standards ⁸⁴.

Digital library services have revolutionized how we access and utilize information in the digital age. These encompass a wide range of services offered to cater to the diverse needs of users, providing convenient and comprehensive access to digital resources, ranging from e-books and online journals to multimedia content and archival materials; digital library services offer a vast array of materials that can be accessed anytime, anywhere. Additionally, these services go beyond simple access by providing advanced features such as personalized recommendations, collaborative platforms, and interactive learning tools. With their user-centric approach and innovative technologies, digital library services in academic libraries have become indispensable tools in empowering individual student and staff of the serving institution, enhancing their research capabilities, and fostering lifelong learning in an increasingly digital and interconnected world ⁸⁷.

Digital Library Services rendered in academic settings encompass diverse services involving digital technologies to enhance access to information and resources. These services include online catalogues for easy search and retrieval of books and other materials, electronic versions of books and journals (e-books and e-journals), extensive databases covering various subjects, multimedia collections, digital archives, and institutional repositories⁸⁸. Additionally, digital libraries in academic institutions offer interlibrary loan services, reference assistance, digitization projects, mobile apps, and responsive websites to cater to modern users' needs. By democratizing access to knowledge, preserving cultural heritage, and supporting research and learning, digital

library services rendered in academic institutions play a vital role in the modern information landscape through the provision of Online Public Access Catalogues (OPAC), e-books and E-Journals, Databases and search engines, multimedia Collections, digital archives, institutional repository, online reference services.

The Online Public Access Catalogue (OPAC) is a digital library service that serves as an electronic version of the traditional library catalogue. OPAC has become an indispensable tool in modern digital libraries, empowering users with a seamless and enriching library experience⁸⁸. It is a user-friendly online database that allows library patrons to search, locate, and access the library's collection of materials, such as books, journals, multimedia items, and other resources. OPACs provide a powerful search interface, enabling users to look up items based on various criteria, such as author, title, subject, keywords, and publication date.

E-Books and E-Journals have become indispensable digital library services, offering convenient access to various literary and scholarly works. E-books provide users with the flexibility to read books on various digital devices, with features like adjustable font sizes, search functions, and bookmarking. In contrast, e-journals provide immediate access to a wide range of peer-reviewed articles on academic research and scholarly communication⁸⁹. With advanced search capabilities and interactive features, e-journals enhance the reading experience and foster deeper engagement with research material. These digital library services expand the resources available to users and allow libraries to offer comprehensive and up-to-date collections. E-Books and E-Journals have transformed how we access and interact with information in the digital age.

Databases and search engines are pivotal as digital library services, revolutionizing how information is organized and accessed. These digital library services streamline research, support academic pursuits, and empower users to explore and learn from a wealth of

information at their fingertips⁹⁰. Search engines are powerful tools that enable users to query databases and digital library collections efficiently. In contrast, databases are curated collections of various resources, such as articles, reports, images, and multimedia, often categorized by subject or type.

Multimedia Collections are dynamic and engaging digital library services that combine audio, video, and visual resources. In this digital age, multimedia collections serve as a valuable resource for libraries, broadening the scope of information available and enhancing the accessibility and usability of diverse materials by incorporating diverse multimedia formats, such as lectures, documentaries, historical recordings, images, and interactive presentations, these collections offer a rich and immersive learning experience⁹¹.

Digital archives are also a digital library service aimed at preserving and providing access to historical documents, manuscripts, photographs, maps, and other valuable cultural artefacts. The archiving service assists in safeguarding and digitizing fragile or rare materials that may be susceptible to deterioration over time. By digitizing and organizing these resources, digital archives ensure long-term preservation and make them accessible to a broader audience⁹². Users can explore and study these materials remotely, accessing primary sources that provide valuable insights into the past. Digital archives often incorporate advanced search functionalities, descriptive metadata, and contextual information, enabling users to navigate and interpret the archival materials effectively. These collections contribute to historical research, promote cultural heritage preservation, and encourage public engagement with the past. Digital archives serve as invaluable resources for researchers, scholars, students, and anyone interested in exploring the rich tapestry of human history⁹².

An institutional Repository is a valuable digital academic library service that provides a centralized platform for preserving and showcasing a specific institution's scholarly and creative output, such as a university, research organization, or cultural heritage centre ⁹³. IRs serve as open-access repositories, making research papers, theses, dissertations, reports, conference proceedings, and other intellectual works freely accessible to the global community. Institutional repositories contribute to the dissemination of knowledge and ensure the long-term preservation and visibility of the institution's scholarly contributions by providing a comprehensive and organized collection of academic materials ⁹³. IRs enhance the institution's reputation, promote research collaboration, and facilitate interdisciplinary studies. Furthermore, IRs often comply with open standards and licensing models, encouraging copyright retention by authors and enabling content to be discovered through search engines and academic databases.

Interlibrary Loan (ILL) Services are a vital component of digital library services where borrowing and sharing of materials among different academic libraries is facilitated. When a library does not have a particular book, article, or other resource requested by a patron, they can request it from another library that does hold the item. Interlibrary Loan Services enable libraries to expand their collections beyond their physical holdings, giving users access to a broader range of resources from various institutions. Through interlibrary loans, patrons can obtain materials not readily available at their local library, whether a rare book, a specific journal article, or any other information source. ILL services streamline the borrowing process, allowing libraries to share resources and collaborate, ultimately enriching the user experience and supporting research and academic pursuits. By fostering cooperation and resource-sharing, interlibrary loan services are crucial in promoting access to knowledge and fostering collaboration among libraries in the digital age⁹⁴.

Online Reference Service is a crucial digital library offering of academic libraries that provides users with virtual assistance and expert guidance from librarians and information professionals. These services enable users to seek answers to their queries, receive research assistance, and obtain help with various information needs through web-based communication channels⁹⁵. Online reference services often include live chat, email, or web form submissions, allowing users to connect with librarians in real time or receive responses within a reasonable timeframe. The service is pivotal in making library expertise accessible and enhancing the user experience in the digital realm⁹⁵.

Mobile apps and responsive websites are two essential digital library services that cater to the modern user's need for accessibility and convenience. Mobile apps are designed specifically for smartphones and tablets, offering a dedicated and user-friendly interface to access library resources and services. These apps often provide features such as search and discovery tools, account management, book reservations, and e-book borrowing, allowing users to access the library's offerings at their fingertips. On the other hand, responsive websites adapt and optimize their layout and content based on the user's device, whether it's a computer, tablet, or smartphone⁹¹. Responsive websites provide a seamless browsing experience, enabling users to access library resources and services from any device with an internet connection. Both mobile apps and responsive websites empower users with easy access to digital library collections, databases, e-books, and other services, enhancing the overall user experience and supporting lifelong learning and research on the user's terms. These digital library services are essential to modern libraries, catering to the ever-increasing demand for mobile and on-the-go access to information⁹¹.

The advantages of digital information services over traditional services are as follows:

No physical boundary: The user of a digital service need not go to the library physically;

people from all over the world can gain access to the same information as long as an Internet connection is available; Round the clock availability: A major advantage of digital libraries is that people can gain access 24/7 to the information; Multiple access: The same resources can be used simultaneously by several institutions and patrons. This may not be the case for copyrighted material: a library may have a license for "lending out" only one copy at a time; this is achieved with a system of digital rights management where a resource can become inaccessible after expiration of the lending period or after the lender chooses to make it inaccessible (equivalent to returning the resource); Information retrieval: The user can use any search term (word, phrase, title, name, subject) to search the entire collection. Digital libraries can provide very user-friendly interfaces, giving clickable access to their resources. Preservation and conservation: Digitization is not a long-term preservation solution for physical collections, but it does succeed in providing access copies for materials that would otherwise fall to degradation from repeated use. Digitized collections and born-digital objects pose many preservation and conservation concerns that analogue materials do not. Space: Whereas traditional libraries are limited by storage space, digital libraries have the potential to store much more information simply because digital information requires very little physical space to contain it, and media storage technologies are more affordable than ever before. Added value: Certain characteristics of objects, primarily the quality of images, may be improved. Digitization can enhance legibility and remove visible flaws such as stains and discolouration; it can, therefore, be said that the Digitization of information resources for making digital library services is the process of converting information into a digital (i.e., computer-readable) format. The result is the representation of an object, image, sound, document, or signal (usually an analogue signal) obtained by generating a series of numbers that describe a discrete set of points or samples. The result is called digital

representation or, more specifically, a digital image of the object and digital form for the signal ⁹⁶. In addition, Digitization refers to all the steps involved in making a collection of materials that are in analogue format to be in digital format and accessible online. It converts analogue (paper) materials into computer-compatible formats. It can also be defined as a process in which materials are converted from hard copies to electronic or soft copies⁸⁶. A collection of library or archival materials converted to machine-readable format to provide electronic access or for preservation purposes is known as digitalized material. Typically, digital collections are library-created digital copies of original materials presented online and organized to be easily searched. They may offer features such as full-text search, browsing, zooming and panning, side-by-side comparison of objects, and export for presentation and reuse⁹⁷.

The internet is also seen as a group of computer networks that form and act as a single large network for the transportation of data and messages across distances, anywhere from the same office to anywhere in the world⁹⁸. The use of digital services had a tremendous positive impact on students' academic performance ⁹⁸. The internet is one of the most important means of providing learning resources for students to share and obtain information ⁹⁹. Students of the present generation can be considered 'digital natives,' which implies users who have grown up using technologies such as computers, cell phones, and the internet. These are the backbone of e-resources that could be utilized ⁹⁹.

Existing studies suggest that performance and effort expectations are significant determinants of intention in technology adoption. Effort expectancy is the ability to perform a given task within a system without much effort; it is the perceived ease of use at a degree to which a person believes that using a particular system is characterized by effortlessness ^{100, 101}. Technology preparedness does not statistically influence students' behavioural intention toward patronising digital information services, but performance

expectancy and effort do ¹⁰². A significant difference existed between male and female pre-service teachers' behavioural intention toward e-resources use for teaching ¹⁰². It has also been reported that users are more interested in information disseminated through social networking sites than any other medium, which may include the information physically available in the library ¹⁰³. It can, therefore, be inferred that if consciously engaged, social media has the potential to take users away from or minimize physical visits to the library. This perceived preference for online interactive platforms over the traditional library is a call for libraries to proactively leverage cutting-edge web technology to dynamically meet the ever-changing information needs of users or face social rejection¹⁰⁴.

Social media has its pros and challenges (e.g., the credibility of data, users' privacy, fake identities, and lack of usage control mechanism) that can undermine the usefulness perception of the technology. Additionally, personal beliefs resulting from one's socio-cultural background could affect the usefulness perception of social media. Furthermore, psychological investigations have shown that behaviours that contradict societal values can easily be learned through social media ¹⁰⁵. From the university library context, where library budgets are constantly downward, reaching users through digital information services platforms may require additional skilled manpower and finance for efficient customer service delivery, which the library may not bear. This also could affect individuals'/institutions' perceived usefulness of digital information services. This concept is defined as the extent to which digital information service users believe using a particular service helps them accomplish their goals ¹⁰⁵. As of 2018, there were 165 National Universities Commission (NUC) approved Universities in Nigeria (i.e., 43 federal, 47 states, and 75 private), with Southwest alone accounting for 51 (i.e., 7 federal, 11 states, and 33 private) out of the 6 geopolitical zones in Nigeria ¹⁰⁶. These statistics

underpin why the region is adjudged “the hub of education in Nigeria.” It has been argued that private universities' participation in higher education in Nigeria, preponderance to federal and state universities, is less competitive due to inefficient management style, poor funding, and low technology integration ^{107 & 108}. It has also been affirmed that most of the ICT acquired in private university libraries is not judiciously deployed by library educators for teaching and efficient service delivery. Still, they are merely procured to impress accrediting bodies for program approval ¹⁰⁹.

Performance expectancy is one of the key theoretical factors in the Unified Theory of Acceptance of Use of Technology (UTAUT) that significantly influences technology adoption. Performance expectancy emphasizes task accomplishment and describes the user's motivation to engage with technology due to the external rewards earned¹¹⁰. It assesses not only the extrinsic characteristics of a system but also how it can help users achieve task-related goals, such as enhancing effectiveness and efficiency. Performance expectancy refers to how much a person believes using a particular tool would enhance their job productivity and performance ¹¹¹. It is further defined as an individual's expectation that technology will improve performance. Performance is the subjective probability that using computer technology would increase job performance within the school context ¹¹². Factors such as access to computers and resources (applications) significantly affect performance expectancy, including using computer applications like drills, tutorials, and simulations ¹¹³. It was emphasized that technology as a tool involves people using basic software applications such as word processing, presentations, databases, spreadsheets, Web 2.0 tools, and concept mapping to solve problems, create products, or communicate and share perspectives ¹¹³.

Performance expectancy is the degree to which users believe technology can enhance their work performance ¹¹⁴. It is users' perception of system effectiveness, indicating how

much the utilization of an information system improves performance, which in turn influences their intention to adopt the system¹¹⁵. It is noted that individuals are more likely to continue using a system when they expect it to be useful ¹¹⁶. In the context of digital information services, patrons are defined as the perception of the degree of improvement in learning effectiveness resulting from the acceptance of a system⁸⁸. In an organizational context, performance expectancy is pivotal as it signifies the user's belief in the positive relationship between system utility and performance¹¹⁷. Research on information system adoption underscores the importance of systems aiding users in their work tasks; poorly received systems often fail to enhance productivity¹¹⁸. For digital library users, the primary driver is the perception of utility for their information needs or search tasks ¹¹⁰. Performance expectancy, an individual's belief in a system's capacity to enhance job performance, strongly influences users' intention to adopt information technology. A study has demonstrated the significant impact of performance expectancy on user intention to utilize information systems, particularly in digital libraries ¹¹⁹. This cognitive belief influences the use of digital information services and is directly or indirectly related to the user's perceived usefulness of the system ⁸⁶.

Effort expectancy is "the degree to which a person believes that using a particular system would be free of effort" ¹²⁰. This cognitive belief influences the use of digital information services and is directly or indirectly related to the user's behavioural intentions, attitude, and perceived usefulness of the system ¹²⁰. Effort expectancy is an important predictor of technology adoption, as it enhances an end user's belief in their ability to perform the recommended act, thereby impacting adoption ¹²¹. However, inconsistent effects of Effort expectancy on information system adoption have been documented in UTAUT research, with some studies showing a positive impact and others failing to find a significant relationship ¹²¹. To overcome this hurdle, information system managers may give users

positive feedback or self-affirmation tasks to help them break psychological barriers ¹²¹. Regulatory focus is an important moderator of UTAUT relationships, and a parsimonious model with regulatory focus as the moderator has been proposed to integrate prior ¹²². Regulatory focus, as the fundamental driver that guides self-regulatory strategies, may be determined by one's life experiences, such as upbringing, cultural background, social class, and personal characteristics, including gender and age ¹²⁰.

People are more likely to react positively toward using computers if they perceive them as enhancing productivity and requiring minimal effort. Effort expectancy is the degree of ease that is linked with the use of an information system ¹²³. For technology adoption to occur, users must believe it requires little effort¹²⁴. Ease of use is the minimal effort needed to use a system and access digital information services. Similarly, effort expectancy is the degree to which users expect computer technology to be free of effort ¹²⁵. It is the level of user trust in using digital services, which requires minimal effort to operate ¹¹⁰. furthermore, it is the degree to which a person believes that using a given tool will be free of effort ¹¹¹. It is added that effort expectancy encompasses how easily a tool integrates into daily workflow and the ease of doing business with the company providing it ¹²⁶. Effort expectancy is identified as a significant factor influencing new technology adoption ¹²⁷.

Undergraduates of Redeemer's University patronize electronic services such as the Internet to access digital information services regularly ⁹⁸. EIRs by Federal University of Petroleum Resources undergraduates, Effurun, Nigeria, mainly patronize the Internet regularly. Most undergraduates seem to consider the Internet as the most used EIR that is indispensable. However, it is as if the other types of EIRs are not regularly patronized by some undergraduates ¹²⁸. This could be a function of the effort expectancy perceived by the undergraduates regarding the use of digital information services ⁹⁸. Effort expectancy

is one of the determinants of behavioural intention toward the patronage of technology in the Unified Theory of Acceptance and Use of Technology (UTAUT). Effort expectancy is similar to other constructs like perceived ease of use (technology acceptance model) and complexity (PC utilization model and innovation diffusion theory) ¹²⁹. It can be indicated that effort expectancy can be compared to ease of use in Innovation Diffusion Theory ¹²³.

Effort expectancy is averred to be one of the key factors that could determine whether a digital information service will be used or not ¹³⁰. This was revealed in the study that reported that a notable number of the undergraduates affirmed that lack of required searching skills was a challenge that hindered their use of digital information services ¹²⁸. Thus, even if these undergraduates realize that using digital information services is beneficial to their academic activities, their inability to search for these resources via the Internet could be perceived as stressful and, as such, might prevent them from even trying to access these resources ¹²⁸. This indicates that effort expectancy is an important construct that could determine the use of digital information resources.

A study on the use of EIRs by Mbarara University Library, Uganda, affirms that apart from internet search engines, other EIRs like scholarly databases, electronic journals, and e-books were not patronized often. The authors concluded that this could result from the students' lack of computer and information literacy skills, which might make using the other EIRs quite difficult for them¹³¹. Thus, it can be deduced that the students might view using these EIRs as one requiring much effort. Similarly, another study centred on the performance expectancy and effort expectancy of digital information services by library users in universities in Oyo State, Nigeria. The findings revealed that the majority of the respondents did not have a favourable perception of the effort expectancy associated with digital information services. This conclusion was reached because most of the users affirmed that they found it difficult to access digital information services as a

result of a lack of clarity and understanding. However, very few others noted that their interaction with digital information services was clear and understandable¹³².

The patronage of Web OPAC by students and research scholars at Mysore University Library in India does not require any guidance before they can use the Web OPAC ¹³³. Therefore, it can be deduced that as far as this set of students is concerned, they expected that their patronage of this electronic resource that provides access to information resources should be effort-free. Another study focused on the effort expectancy associated with the patronage of e-textbooks by undergraduates in a university in Canada. It was revealed that most library users experienced no difficulty at all when it came to the ability to install, access, navigate, and read online. On the other hand, a few users reported that they experienced some difficulties when it came to reading the text online ¹³⁴. Another survey on the effort expectancy of electronic information services among postgraduate students of library and information science in Southern Nigerian universities revealed that most users expected the EIRs to be effortless to use. They expected the use of e-journals, the World Wide Web, and e-mails to be easy to use. This implies that most of the respondents believed that accessing the EIRs would not require as much effort, which could discourage them from using them. The studies reviewed have shown that students have different expectancies regarding the efforts required to use different electronic information services. This could be a function of the category of students and the prevailing circumstances in their various universities ¹³⁵.

It is as if much focus has not been given to the nexus between effort expectancy and the patronage of electronic information resources in university libraries. However, the findings of a few of the studies cited earlier could present information on the correlation between effort expectancy and the patronage of electronic information services in university libraries. It has been noted that there is a nexus between effort expectancy and

behavioural intention. Thus, complexity or any form of difficulty in digital information services could influence undergraduates to develop negative behaviour toward the patronage of EIRs ¹³⁶. In another study, users had it that whenever they had reasons to use EIRs, it took long to view and download web pages. This difficulty constituted a challenge to the respondents and could also discourage them from patronizing the EIRs ¹³⁵. Similarly, undergraduates of the Federal University of Agriculture, Abeokuta, Ogun State, Nigeria, identified difficulty in finding relevant information as a challenge that affected their use of digital services. This shows that the students did not see the needed information easily, as extra efforts were required. A situation where this difficulty persists could hinder the use of digital information services ¹³⁷. In addition, another also reported from two universities in southwest Nigeria that a significant number of their respondents noted that they had technological constraints in their use of digital information services. This shows that it would have been difficult for the users to access digital information services due to technological issues. The fact that the users identified this as a constraint indicates that if the use of digital information services is not perceived as easy to use, it could serve as a clog in the wheel for the actual use of the services by the users ²⁷. Thus, revealing the significance of effort expectancy.

Effort expectancy is seen as the level of effortlessness in using future technology ¹²⁷. Therefore, the effort, being a finite resource, is allocated by individuals to various activities. Generally, a system expected to be easier to use is more likely to be accepted by users. It is emphasised that effort expectancy relates to the degree of effortlessness associated with using a specific system, particularly digital information services ¹³⁰. When digital information services are effort-free, they are more likely to gain user acceptance/patronage. In digital information services, effort expectancy refers to library users' perceptions of how easy it is to patronize such services ¹³⁸. It encompasses views on

the ease of use of an information system, which is perceived as easy and requires minimal effort to operate ^{139; 140}. This ease of use enhances performance and reinforces the notion that the information system is useful ¹⁴¹.

It is asserted that the effort expectancy of a digital library significantly influences students' attitudes toward adopting e-library services ¹¹⁹. Regarding e-library service adoption, the indication has it that effort expectancy significantly affects students' adoption of e-library services. However, it is argued that effort expectancy is more influential than performance expectancy in determining students' acceptance or rejection of a digital library ¹⁴². Previous research has established that effort expectancy significantly impacts users' intentions to patronize an information service ¹⁴³, indicating that users are more inclined to utilize a digital library if it is both easy and useful. It has also been highlighted that a digital library is a multifaceted information system, and users are unlikely to utilize its resources if it is not assumed to be useful or effortless to use ¹⁴⁴. Therefore, mitigating poor to high patronage of digital library services should be effortless.

Facilitating condition is a construct that measures user perceptions of their technology environment. However, the consistent underlying focus is investigating how an operationalized set of environmental factors facilitates or impedes some technology, such as e-resources. A relationship has been found between facilitating conditions and the intention to participate in virtual communities ¹⁴⁵. Facilitating condition is defined as the amount of support available for the use of computers ¹⁴⁶. Facilitating conditions literally means the existence of conditions that enable or encourage the achievement of an objective. As a construct of the Unified Theory of Acceptance and Use of Technology (UTAUT), it is used to describe "the extent to which a person feels that the organizational and technological infrastructure exists to enable usage of a particular technology “,

especially one that they are not used to previously ¹⁴⁷. It is a matter of perception on the part of the technology user in which they subjectively determine whether they can access the necessary infrastructure, technical support and training to effectively use the new technology they are just being introduced to ¹⁴⁸.

People are instances of enabling conditions, such as the availability of sufficient resources and help to enable people to use technology. Various things, such as insufficient resources, knowledge, insufficient support, and a lack of prompt assistance can cause a person to resist embracing new technology ¹⁴⁹. This implies that library staff users may be reluctant to use technology if they feel unsupported in their attempts. However, individuals are more inclined to use the technology when help is available. This is true regardless of how complicated the technology is.

Research on the adoption of technology has demonstrated that the choice to embrace a specific technology is not made at random by any user worldwide. When deciding whether to accept a technology that they haven't used before, technology consumers typically give it careful thought. According to the UTAUT, the acceptance and application of technology by different user categories depends on the presence of enabling environments or facilitating conditions. For this reason, research has been done to determine the true effect of allowing circumstances on using different kinds of technology by diverse user categories, including global librarians. Numerous investigations have been conducted to comprehend the connection and interdependencies between favourable conditions and the use of technology. According to a survey, facilitating conditions do not significantly impact respondents' use of technology. This indicates that using relevant technologies is directly tied to the behavioural desire to utilize technology, which is influenced by the conducive conditions ¹⁵⁰.

This discovery was also confirmed by studies conducted in other places. The results of another study show that favourable circumstances greatly impact students' intentions to keep using educational management platform ¹⁵¹. An additional study in Indonesia explores user behaviour and the enabling factors that support the development of Indonesia's online learning platforms (OLPs). The results showed a statistically significant relationship between the intention to act in a particular way and the facilitating conditions. This outcome can be mainly attributed to the resources needed to implement OLP technology. The accessibility of these publications is facilitated by infrastructures including widely adopted Internet usage, mobile device accessibility, and suitable file sizes that affect download times¹⁵².

Many factors influence digital library services in university institutions. A study titled “Factors influencing digital library services with a specific focus on user satisfaction” revealed that lack of adequate infrastructure, such as electricity, internet connectivity, and computers, is a factor that hinders the effectiveness of digital library services in academic institutions ¹⁴⁷. Proper funding for the acquisition of digital services requirements and the quality of contents of digital libraries are two major factors that can facilitate the patronage of digital library services in institutions ¹⁴⁸. User education and awareness can also facilitate using effective digital library services ¹⁴⁹.

2.2 Theoretical Framework

2.2.1 Ranganathan Five Laws Theory (1931)

Dr. Shiyali Ramamrita Ranganathan, considered the father of library science in India, covers certain facets of library and information science. The Five Laws of Library Science, authored by the eminent librarian and mathematician S. R. Ranganathan in 1931, stand as enduring principles guiding the philosophy and practice of librarianship

worldwide. Rooted in the essential purpose of libraries to facilitate access to information and knowledge, these laws encapsulate the fundamental principles that govern the organization, management, and service provision within library settings. From the imperative to prioritize the utilization of library resources to the recognition of the individual needs of each patron, these laws serve as a blueprint for librarians to effectively fulfil their mission of serving communities, fostering literacy, and promoting intellectual inquiry. Each law reflects a commitment to efficiency, inclusivity, and adaptability, ensuring libraries remain vibrant and indispensable institutions in the ever-evolving landscape of information dissemination and education¹⁵³.

These laws are as follows: Books are for use, every reader his book, every book its reader, save the time of the reader and the library is a growing organism¹⁵³. The Five Laws of Library Science are some of the most influential concepts in librarianship. Ranganathan recognized the need for a systematic framework to guide the development and operation of libraries, significantly when libraries were expanding their collections, services, and outreach efforts. During this period, libraries were transitioning from traditional repositories of books to dynamic hubs of information and knowledge. The proliferation of new media, such as newspapers, magazines, and audiovisual materials, posed challenges in cataloguing, classification, and retrieval. Additionally, there was a growing emphasis on making libraries more accessible and responsive to the needs of diverse user groups, including students, scholars, professionals, and the general public.

Against this backdrop, Ranganathan's Five Laws of Library Science emerged as a groundbreaking contribution to the field, providing librarians with principles to guide their practices and decision-making. These laws helped librarians navigate the complexities of managing collections, organizing information, and providing services in ways that were efficient, equitable, and user-centred. Ranganathan's work profoundly

impacted India and internationally, influencing the development of library science and librarianship worldwide. His laws continue to be taught in library science programs and serve as a foundation for modern library practices, demonstrating their enduring relevance in an era of digital information and evolving user needs¹⁵³. In this study, applying the Ranganathan theory will focus on only three aspects of the theory. These are: books are for use; every book its reader; and the library is a growing organism.

The first law - **books are for use: focus on library information resources patronage.**

The term 'book' should be interpreted broadly to stand for documents or information of all kinds. Recognition of this law helps remove restrictions on the patronage of books, i.e., making library service accessible universally. The library aims to ensure maximum patronage of reading materials and information services.

A book such as a digital information service is a guide, a friend, and a philosopher. A writer writes a book to communicate his thoughts. Therefore, the primary purpose of writing is that the thought it contains should be expressed. To do so, it is necessary to put the digital information for use/patronage. The first law, therefore, truly demands that all efforts be made to ensure that all the people in the custody of the university library are patronized because it is created for use. The first law, "Books are for use," emphasizes the use of information rather than hoarding. Books were once kept in closed access to prevent theft, but this discouraged free use and prevented loaning. The first law of library science, "books are for use," means that books in libraries are not meant to be shut away from their users.

It constitutes the basis for library services. Dr Ranganathan observed that books were often chained to prevent their removal and that the emphasis was on storage and preservation rather than use. He accepted the notion that conservation and storage were important, but he asserted that the purpose of such activities was to promote

patronage/use. Without user access to information, these items have little value. By emphasizing patronage, Dr. Ranganathan refocused the field's attention on access-related issues, such as the library's location, loan policies, hours and days of operation, and the quality of staffing and mundane matters like library furniture, temperature control, and lighting. The implications are:

Open Access - Open access to information enhances their patronage. In this system, every reader can go to the shelves or virtual domain and choose the book of interest. If he does not find the book that interests him, he can choose another one.

Location - A library should be situated near the central place. An institutional library, then it should be located near the centre of the institutional complex. Today, library resources and services can be accessed in one's comfort zone through a physical visit to the library building.

Library Hours - The first law demands that a library be kept open for long hours and during the hours that suit its patrons most.

Library Building and Furniture - A functional library building should have pleasant, natural, and electrical light, a soothing interior, good-looking furniture, comfortable chairs, etc.

Book Selection Policy - Books that are relevant to the needs of the readers should be purchased. Books should be attractive, as they fill the reader with pleasure.

Library Techniques - Proper cataloguing and classification of books are essential for promoting the use of books.

Publicity - The First Law demands wide publicity of every book in the library. For example, the librarian can bring out the list of new additions and latest arrivals

through the Current Awareness Service (CAS) or Selective Dissemination of Information Services (SDI).

Library Staff - A library cannot meet the expectations of the first law unless its staff is attentive and cheerful and cares for the books and readers. Readers should be looked upon as customers. Some readers are shy and are not informed about the complex library techniques. The library staff should help such users to find their desired book. It will not only satisfy readers but also enhance the library's use.

Reference Service - Reference service aims to establish the right contact between the right reader and the right book at the right time. A collection of library resources would not be used fully unless the reference librarian makes an effort to help the users exploit the resources of the library. This personal service will lead to the greater use of books¹⁵³.

The second law – Every reader his book: This law implies that the "books are for the use of all" or "books for all." The Second Law stressed the democratization of the library, where every reader has the equal right to get information that is of interest to him. The law fixed some responsibilities or obligations of the state, the library authority, the library staff, and the readers. A library should serve all patrons, no matter their age, race, or economic status.

This law suggests that every member of the community, such as the university community, should be able to obtain the information needed. Dr Ranganathan felt that all individuals from all social environments were entitled to library service and that the basis of library use was education, to which all were entitled. These entitlements were not without some important obligations for both libraries/librarians and library patrons. Librarians should have excellent first-hand knowledge of the people to be

served. Collections should meet the special interests of the community, and libraries should promote and advertise their services extensively to attract a wide range of readers. It also means that librarians serve a wide collection of patrons, acquire literature to fit a vast collection of needs, and do not judge what specific patrons choose to read. Everyone has different tastes and differences, and we should respect that. The possible absence of a physical knowledge storage object doesn't dilute the power of Ranganathan's second principle; it is certainly relevant to media in all forms, including the Internet. Implications/Obligations are:

Obligations of the State - "Every Reader His" or "Books for All," the state or government automatically comes into the picture. The state has a certain obligation to its citizens, and one of these is to provide equal opportunities for citizens to read. Ranganathan has discussed the obligations of the state under three heads. (i) Finance- providing finance by giving grants and levying libraries; (ii) Legislation- enacting library legislation; and (iii) Coordination of activities to ensure "Books for All."

Obligations of the Library Authority - The second law has something to say to library authorities concerning the selection of books and staff. A library has limited finances. It is, therefore, desirable to know the requirements of the readers before selecting the books. Similarly, library authorities should select staff with professional competence and missionary zeal for their library.

Obligations of Library Staff - Library staff should be cooperative and service-minded. Library staff should form a bridge between readers and books; only then will every reader have his book. When a reader enters a library, the library staff should approach him with a helping hand. Second Law strongly advocates user education programs in libraries.

Obligations of the Reader - The Second Law expects the readers also to discharge some responsibilities. Readers should be disciplined and follow the rules and regulations. Readers should refrain from cutting pages from books, keeping books beyond the due date, etc. All such acts amount to keeping other readers away from their books.

The Fifth Law - The library is a growing organism:

The fifth law of Ranganathan in this study is the third law of focus.

A library is a social institution, and it will keep growing like an organism. A library will grow in terms of documents, readers, and staff. The nature of organic growth can be either growth as the body of a child or growth as the body of an adult. The growth of a new library will correspond to that of a child growing in all aspects. In the case of a service library, once its growth has reached the adult stage, the growth would be in terms of replacing old books with new books, and new users will continuously replace old users.

This law focused more on the need for internal change than on changes in the environment itself. Dr. Ranganathan argued that library organizations must accommodate growth in staff, physical collection, and patron use. This involved allowing for growth in the physical building, reading areas, shelving, and space for the catalogue. "The library is a growing organism" means that a library should be a continually changing institution, never static in its outlook. Books, methods, and the physical library should be updated over time. The Implications are:

Balanced Growth - The collection should grow in all the areas of subjects while keeping in view the needs and requirements of all the readers as much as possible.

Casting Off the Old (Obsolete) and Preserving Valuable Books - Weed out old, obsolete, and unused books to provide space for new additions. However, librarians should take the necessary steps to preserve valuable materials.

Choice of a Classification Scheme - We should use a classification scheme that can meet the onslaught of knowledge reasonably well.

Choice of a Catalogue Code - We should use a catalog code that can provide treatment to all kinds of library materials yet acquired, as well as new materials likely to be acquired in the future.

Modernization - Libraries may have to think of computerization for various housekeeping jobs like acquisition, circulation, cataloging, etc.

Staff - When a library grows, the sanctioned staff becomes inadequate at some stage. So, at that time, an increase in staff should be considered. Any standard for staffing should be accepted by the libraries; then, the library would be able to get the requisite staff.

Library Building -- Provision for Future - While planning and designing a library building, there should be a provision for the expansion of the building, both horizontally and vertically. The library should provide adequate space for the present as well as the future.

Safeguards - As the number of readers increases, the problem of books being stolen from the library becomes acute, especially in the open access system. So, it necessitates some safeguards, such as entrance and exit should be from one gate, windows should be grilled, and all readers should be checked before leaving¹⁵³.

The relevance of Ranganathan's Laws of Library Science, as discussed above, addresses the dependent variable in this study. The three laws examined specify the

need to make the provision of information available and accessible for patrons to patronize, meeting their individual information needs. The law is concerned with ensuring that all necessary personnel play their role to ensure that quality information, including digital information, is available for users to patronize.

In addition, the theory also identified that the library ought to grow. This is relevant to this study's dependent variable because the patronage of information services by users is meant to increase and not remain static or low. The number of library users patronizing digital information services is expected to grow. Any contrary indicates abnormality.

2.2.2 Russell Colley DAGMAR Hierarchy of Effects Theory (1961)

The DAGMAR model was developed by Colley (1961) that 'All communications that aim at the ultimate objective of a sale must carry a prospect through four levels of understanding': 1. from unawareness to awareness. 'The prospect must first be aware of the existence of a brand or company. 2. Comprehension, 'He must have a comprehension of what the product is and what it will do for him.' 3. Conviction, 'He must arrive at a mental disposition or conviction to buy the products. 4. Action. 'Finally, he must stir himself to action.

Colley described this DAGMAR model as "applied common sense," which suggests that it was not put forward based on empirical evidence. The concept of the marketing communications spectrum is applied in common sense¹⁵⁴. There was also the concept that Colley viewed the advertising process as a series of 'Logical and comprehensible steps' along the path trodden by the consumer who has been exposed to some advertising stimulus¹⁵⁵. The objective of advertising is seen as being to present persuasive arguments on the various brands of products in the marketplace. DAGMAR emphasizes the

communication task of advertising in contrast to the marketing objectives of the firm ¹⁵⁶. In specific terms, advertising goals must be definite, written, measurable tasks that involve a starting point, a defined audience, and a fixed period. There must be a specific general of well-conceived benchmarks before advertising goals are determined. A further argument was that DAGMAR changed the way that advertising objectives were created and the way advertising results were measured. It introduced the concept of communication objectives like awareness, comprehension, image, and attitude. DAGMAR has provided the central instruments of determination and measurement of how advertising works, though by concept a commonsense, but has been used to support research studies that had been empirically tested.

Regarding librarianship, and this study specifically, Russell Colley's DAGMAR Hierarchy of Effects Theory focused on the first independent variable of the study – Marketing strategies. This theory depicts a scenario that helps to determine the flow of information from the point of awareness creation on library products and services made available for patronage, comprehension of the quality of information branding, where targeted users of the library services should have an adequate understanding on the benefits and purposes to be derived if patronize such services, advocacy, exhibition of information resources, demand, and utilization, selective dissemination of information resources down to the point of beneficial effects conviction, which in turn results in action that is, increased user patronage of information service. Librarians must ensure that:

- i. The library patrons must first be aware of the existence of a brand (digital Information services) or organization (Library)
- ii. The library patron must have a comprehension of the various digital information services the library renders and the benefits he/she stands to gain if he/she patronizes the library services
- iii. The library patron must arrive at a mental suspicion or conviction to patronize the digital information services
- iv. Finally,

he/she must be stirred to action. That is students' patronage of digital information services. The essence of library marketing is to promote library patronage of services.

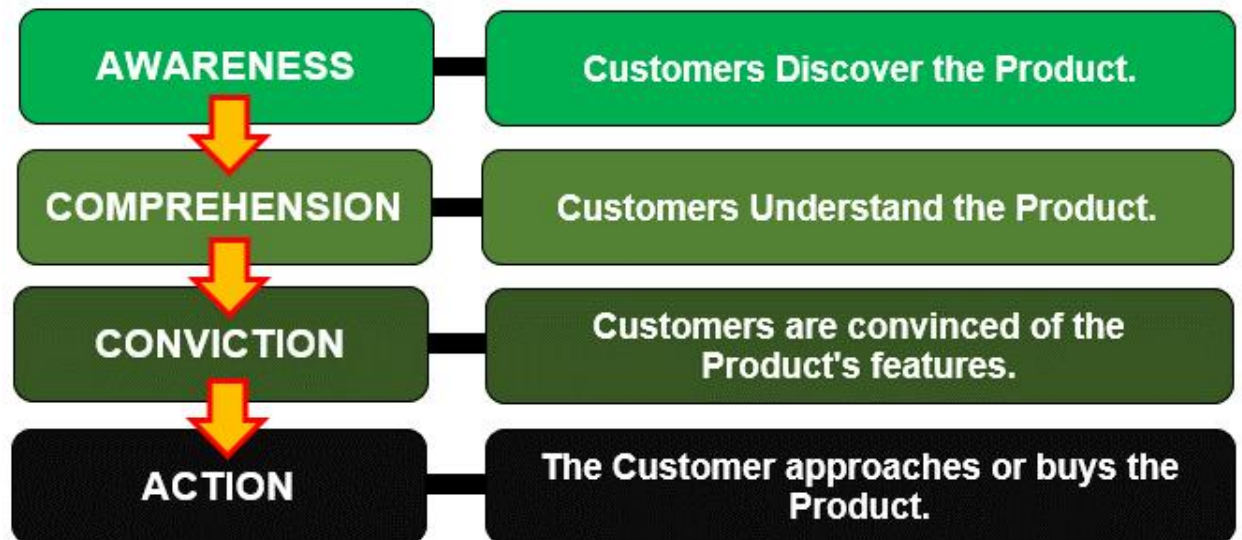


Figure 2.1: Russell Colley DAGMAR hierarchy of effects theory (1961) ¹⁵⁴

2.2.3 Unified Theory of Acceptance of Use of Technology (UTAUT) (2003)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is the theory that guides this study. The theory was developed by Venkatesh, Morris, Davis, and Davis in 2003. It is a unification theory that combines eight unique models that apply to the acceptance and use of technology. These are the theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivation model (MM), Theory of Planned Behaviour (TPB), a combination of TAM and TPB, Innovation Diffusion Theory (IDT), Model of PC Utilisation (MPCU) and Social Cognitive Theory (SCT) ¹²³. The theory identifies the direct determinants of behavioural intention as performance expectancy, effort expectancy, social influence, and facilitating conditions. These are moderated by gender, age, experience, and voluntariness to patronize. Behavioural intention and facilitating conditions have a direct relationship with use behaviour. UTAUT has been used by different researchers to predict factors that influence the use of technology. It is

also noted that this theory has been used in different contexts and has even been expanded by researchers ¹⁵⁷.

This theory is relevant to this study because one of the independent variables (digital information services) is a technology-based variable that is meant to be patronized by university library communities. The need to examine the acceptance or rejection of digital information services by targeted library users is dependent on the adaptation of some measures of UTAUT, which are the performance expectancy of the community for deciding if it is relevant to patronize or not. That is the relevance and benefits of digital information services to them. Effort expectancy as a measure will also help the study examine whether the perception of effort required using digital information services can determine library patronage. Lastly, the theory measure- facilitating condition will also guide the determination of the facilitating conditions attached to library patronage of digital information services.

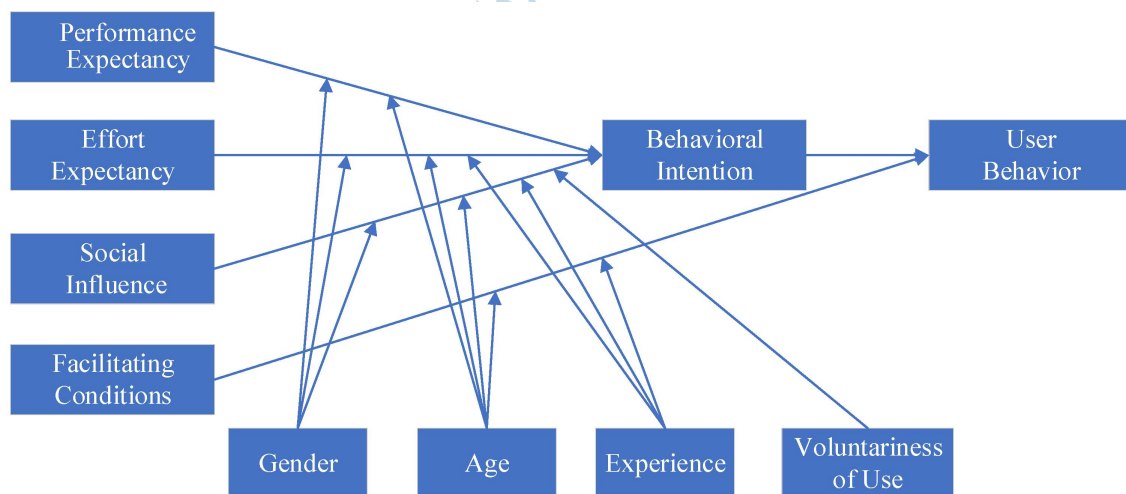


Figure 2.2: The unified theory of acceptance and use of technology (UTAUT) model ¹²³.

2.3 Review of Empirical Studies

2.3.1 Marketing Strategies and Library Patronage

University libraries' introduction of electronic databases has given university lecturers opportunities to obtain accurate, timely, and up-to-date information with little effort. However, research reports have revealed that university lecturers use electronic databases at a low level. Hence, this study investigated the frequency of lecturers' use and awareness of electronic databases in universities in southwest Nigeria. The study's objectives were to: i. examine the extent of awareness of electronic databases for teaching and research by university lecturers in South-west Nigeria; ii. identify the means through which awareness of electronic databases is created; and iii. determine the frequency at which university lecturers in South-west Nigeria use electronic databases. The study adopted the descriptive research design of a correlational type. The population comprised 10,452 lecturers in fifteen public universities in southwest Nigeria, from which a sample size of 836 was drawn using a multi-stage sampling procedure. The questionnaire was used as an instrument for data collection. Data were analyzed using descriptive and inferential statistics at a 0.05 significance level. The findings of the study revealed that university lecturers in South-west Nigeria are aware of the usefulness of most electronic databases for teaching and research; university libraries in South-west Nigeria use different promotional methods to create awareness of the usefulness of databases; and the frequency at which University lecturers in South-west, Nigeria use electronic databases was very low. It can be concluded from the study that the frequency at which university

lecturers in South-west Nigeria use electronic databases is very low. Therefore, university libraries should expand their library orientation programs ¹⁵⁸.

Library patronage is a measure of user satisfaction. The study examined library patronage of undergraduates in private universities in Lagos State, Nigeria. The study employed a survey design, and a questionnaire was used for the data collection. The population of the study comprised 5,616 undergraduates. Three hundred and sixty-five (365) respondents were sampled based on Research Advisor's Table for determining sample size. The collected data was analyzed using descriptive and inferential statistics. The findings revealed that undergraduates in private universities often patronized the university libraries in Lagos State, Nigeria. Subject-specific materials ($\bar{x}= 2.52$) were mostly consulted, followed by project and dissertations ($\bar{x}=2.44$) and reference materials ($\bar{x}=2.18$). The finding also revealed that resource availability had a significant influence on library patronage of undergraduates ($R^2 = 0.073$, $t(300) = 4.873$, $p < 0.05$). The study recommended that library management take proactive measures to improve library resources underutilized by the students under study ⁵².

Faculty Awareness, perception, and use of library resources and services in a private university in Nigeria were surveyed. The research aimed to test faculty awareness, which includes staff and students' perception and use of information resources and services in Afe Babalola University College libraries. The study adopted a survey method. A total of a hundred academic staff that used their college libraries were randomly sampled. Five research questions guided the study, and data were collected using a structured questionnaire. The findings showed that most respondents did not use e-books, e-journals, CD-ROM databases, OPAC, or electronic databases in the library. The findings also showed that the students were fully aware of the availability of the information resources in the library. However, it was discovered that annual reports/brochures, phone calls/SMS,

exhibitions, and displays are not used to create awareness, which has invariably resulted in poor patronage. Most students have a positive perception of information resources and services. The study finally recommends that there should be proper sensitization of faculty members on the availability of electronic information resources, and also, college librarians should ensure the effective provision of library services among faculty members¹⁵⁹.

Product branding is said to be a veritable tool that can be adopted to achieve customer patronage in the highly competitive market. Hence, this study assesses the implication of product branding on customer patronage. The specific objectives of this study were to evaluate the effects of brand perception, service quality and customer relationship management on customer patronage. A survey research design was used for the study, with a structured questionnaire administered to collect data from the firms' customers. The inferential statistical tool of regression analysis was adopted to analyze the formulated hypotheses. Findings revealed that brand perception has a significant effect on customer patronage ($R^2 = 0.308$, $P=0.000$), it also shows a significant effect of service quality ($R^2 = 0.623$, $P=0.000$) on customer patronage, and a significant effect of customer relationship management ($R^2 = 0.585$, $P=0.000$) on customer patronage. The study concluded that product branding if properly managed, can influence customer patronage and also have the ability to increase the customer base and profitability of the firm. It was therefore recommended that firms should give proper consideration to issues of customer relationship management; as well as enhancing the product service experience of customers so as to improve the perception of the brand in the mind of customers to foster brand loyalty².

The demands of modern information handling coupled with the advent of information and communication technology (ICT), which brings various competitors in information

service delivery, demand an innovative approach from university libraries in reaching out to users, of which marketing is beneficial. This paper examines the strategies used by university libraries in Africa to market their resources and services to users and the problems experienced. The survey research design was adopted for this study. A questionnaire was designed and used for data collection. The purposive sampling technique was employed to select twenty (20) African universities for the study. Findings revealed that university libraries in Africa, like their counterparts in other continents, creatively engage in marketing library and information services through various strategies. It was also found that the most frequently used strategies for marketing library and information services in African libraries are library publications (memos, bulletins, and newsletters), orientation exercises, websites and flyers. The study also revealed low use of social media such as Facebook, blogs, Twitter, and e-mail alerts for marketing. The respondents mentioned the absence of a marketing plan, not knowing what to market, lack of facilities and lack of funds as some of the barriers to marketing library and information services. It was therefore recommended, amongst others, that university libraries design a workable marketing plan with total emphasis on the users; this will help determine users' needs for effective and efficient library and information services delivery³³.

Academic libraries are experiencing changes in the new information age due to rapidly changing media technologies, increasing users' preferences and expectations, competition from other information providers such as the Internet and dwindling library budgets. These necessitate library and information science professionals to leverage competitive marketing approaches to strategically reorient themselves and libraries as information superhighways individuals cannot do without. Therefore, this study investigated marketing strategies librarians employed in a state university library in Nigeria. The study

adopted a survey research design of ex-post facto type. A validated questionnaire with a Cronbach alpha reliability coefficient of 0.69 was used to gather information from all the librarians. The results revealed that user survey studies, books, interlibrary loan services and improved borrowing privileges were prevalent marketing strategies used by librarians. Unstable Internet connectivity and inadequate funding were identified as major challenges to effectively marketing library products and services. The study recommended using ICT and social media tools, teaching innovative marketing concepts and principles in Nigerian Library schools, and aggressiveness on the part of librarians ⁴³.

2.3.2 Digital Information Services and Library Patronage

Several pieces of literature examined the relationship between certain aspects of digital information services or sources and library patronage or use. A study investigated the correlation between perceived usefulness and patronage of the Online Public Access Catalogues (OPACs) by undergraduate students in universities in South-west Nigeria. The descriptive research design of the ex post facto was adopted using a sample of 1,527 selected from the total population of 239,048 undergraduate students in the universities. A questionnaire was used to collect the data. The results revealed that most undergraduate students patronized the OPAC two to three times a week. The findings show that the OPAC's perceived usefulness influenced its patronage by undergraduate students in the universities ($r=0.516$, $N=1333$, $P<0.05$). The study concluded that perceived usefulness influenced OPAC patronage by undergraduate students in the universities. The study, therefore, recommends that the importance of the OPAC should be emphasized in the library to enhance its perceived usefulness by the students in the university libraries ¹⁶⁰.

Similarly, a study examined the users' level of satisfaction with digital library services provision at FCE (T) Bichi, Kano. The study was set to identify the type of digital library

services rendered by FCE (T) Bichi Library; find out the extent to which the library users are satisfied with digital library services provided at FCE Bichi Library; examine the factors contributing to users' satisfaction with the digital library services rendered at the library understudy; and find out the challenges facing the digital library service provision at the library understudy. A survey research design was employed for the study. A total of 382 library users participated in the survey. A structured questionnaire was used as an instrument for data collection. The findings of the study revealed that the digital library services provided at FCE (T) Bichi library include access to online subscription databases and OPAC service. The study revealed that users of FCE (T) Bich library were highly satisfied with access to online subscription databases, OPAC, and digital repository services but dissatisfied with online inter-library service, digital archiving, and online selective dissemination of information. The study also revealed that reliable power supply and reliable internet connectivity in the library were the factors influencing the users' satisfaction level with the services rendered by the digital library, and the study further uncovered that epileptic power supply and low bandwidth are the two major challenges militating against smooth digital library services at FCE (T) Bichi. The study recommended that FCE (T) Bichi library management strive to improve their digital library services by introducing more library services such as on-demand service and digital archiving services. Alternative sources of power, such as solar systems and inverters, should be provided by the management of FCE (T) Bichi to improve the users' satisfaction level ¹⁶¹.

Library patronage is a measure of user satisfaction. The study examined library patronage of undergraduates in private universities in Lagos State, Nigeria. The study employed a survey design, and a questionnaire was used to collect the data. The population of the study comprised 5,616 undergraduates. Three hundred and sixty-five (365) respondents

were sampled based on the Research Advisor's Table to determine sample size. The collected data was analyzed using descriptive and inferential statistics. The findings revealed that undergraduates in private universities often patronized the university libraries in Lagos State, Nigeria. Subject-specific materials ($\bar{x} = 2.52$) were mostly consulted, followed by project and dissertations ($\bar{x} = 2.44$) and reference materials ($\bar{x} = 2.18$). The finding also revealed that resource availability had a significant influence on library patronage of undergraduates ($R^2 = 0.073$, $t(300) = 4.873$, $p < 0.05$). The study recommended that library management should take proactive measures to improve library resources underutilized by the students under study ¹⁶².

The role of Electronic Library Services in any academic institution, most especially in human life, cannot be overemphasized in this 21st century as they are technological advancements which have increased the role of information as a result of social progress and vigorous development in science and technology. However, new and emerging technology has changed the traditional process of learning, teaching, research, and the way education is managed. The pace of change brought by these new technologies has had a significant effect on the way people live, work, and play in the world. The study seeks to determine what the use of these electronic library services at Osun State University will mean to the undergraduates in the faculty of Health Sciences about their studies. The population of the study consists of all undergraduates in the faculty of Health Sciences of Osun State University, Osogbo. The faculty has a total number of 1369 undergraduates. A stratified random sampling technique was used to select 200 undergraduates in the aforementioned faculty. 144 total number of respondents was used for the study. Both sexes from the various departments were also included in the study. They were well-analyzed and used to prepare the tables ¹⁶³.

The use of technology has become non-negotiable for academic libraries aiming to provide cutting-edge services to their clientele. However, evidence shows that library personnel's use of technology may depend on various factors. This study, therefore, investigates the influence of facilitating conditions as a predictor for the use of library technology by academic librarians in the Federal Capital Territory, Abuja, Nigeria. The study adopted a descriptive research survey design. The study population consists of all library personnel (Librarians and Library Officers) in universities in the Federal Capital Territory, Abuja. Total enumeration was used due to the size of the population. A structured questionnaire adapted from existing studies was used for data collection. The study found a moderate level of technology usage among academic librarians in the Federal Capital Territory, Nigeria (Mean = 2.96), and perceived facilitating condition (Mean = 3.14). The test of hypothesis revealed that facilitating conditions ($R^2 = 0.265$, $p < 0.05$) significantly influenced the use of technology among the respondents. The study concluded that some underlying factors must be addressed before academic libraries in the FCT can reach the level of technology use that will enable them to provide world-class library services. It was therefore recommended that Universities in the FCT work hand in hand with managing their academic libraries to invest in relevant technologies needed to provide modern information service delivery ¹⁶⁴.

In an era in which universities compete more with each other globally, the availability of academic libraries' resources is no longer considered a good measure of an institution's excellence and quality. Recent studies on academic libraries argue that libraries need to be able to demonstrate that their resources and services are making a significant contribution to their clientele's educational and research activities¹⁶⁵. To meet these challenges, numerous innovations have been proposed, such as the integration of e-resources in the library and information services. The University of Nairobi Library and Information

System has adopted an integrated library information service that provides access to physical and electronic information resources using a networked information consortium. This study aimed to investigate a set of individuals' knowledge and skills on the one hand and organizational characteristics (user support programmes) on the other hand, as well as explore ways of optimizing the utilization of integrated library resources. The objective of the study was to describe the students' information-seeking behaviour and their use of the library to support their process of learning and knowledge-acquisition activities. Employing a purposeful sample and a mixed research method, this study strived to identify factors that may be addressed to facilitate optimizing the utilization of library and information resources provided through the University of Nairobi Mombasa Library. The study identified awareness and familiarity of library and information resources, including their organization and retrieval tools, library skills and information literacy as the main factors that influence utilization of libraries' resources. The findings indicated that lack of library and information skills, which are the basis for empowering students with information literacy competencies of identifying, locating, and using of information resources, is the source of underutilization of integrated information resources accessible through Mombasa Library. The study found that the level of information literacy among students can be raised through an integrated library skills programme designed with the cooperation of all the stakeholders. The study also noted the high correlation between the Mombasa Library and the ICT Lab, where students use the ICT Lab to identify and locate physical materials available in the library and to access the library's e-resources. The study recommends instituting an integrated programme for library skills on the Campus that will consider individual students' characteristics to ensure the development of self-directed, lifelong learners ⁸³.

2.4 Conceptual Model

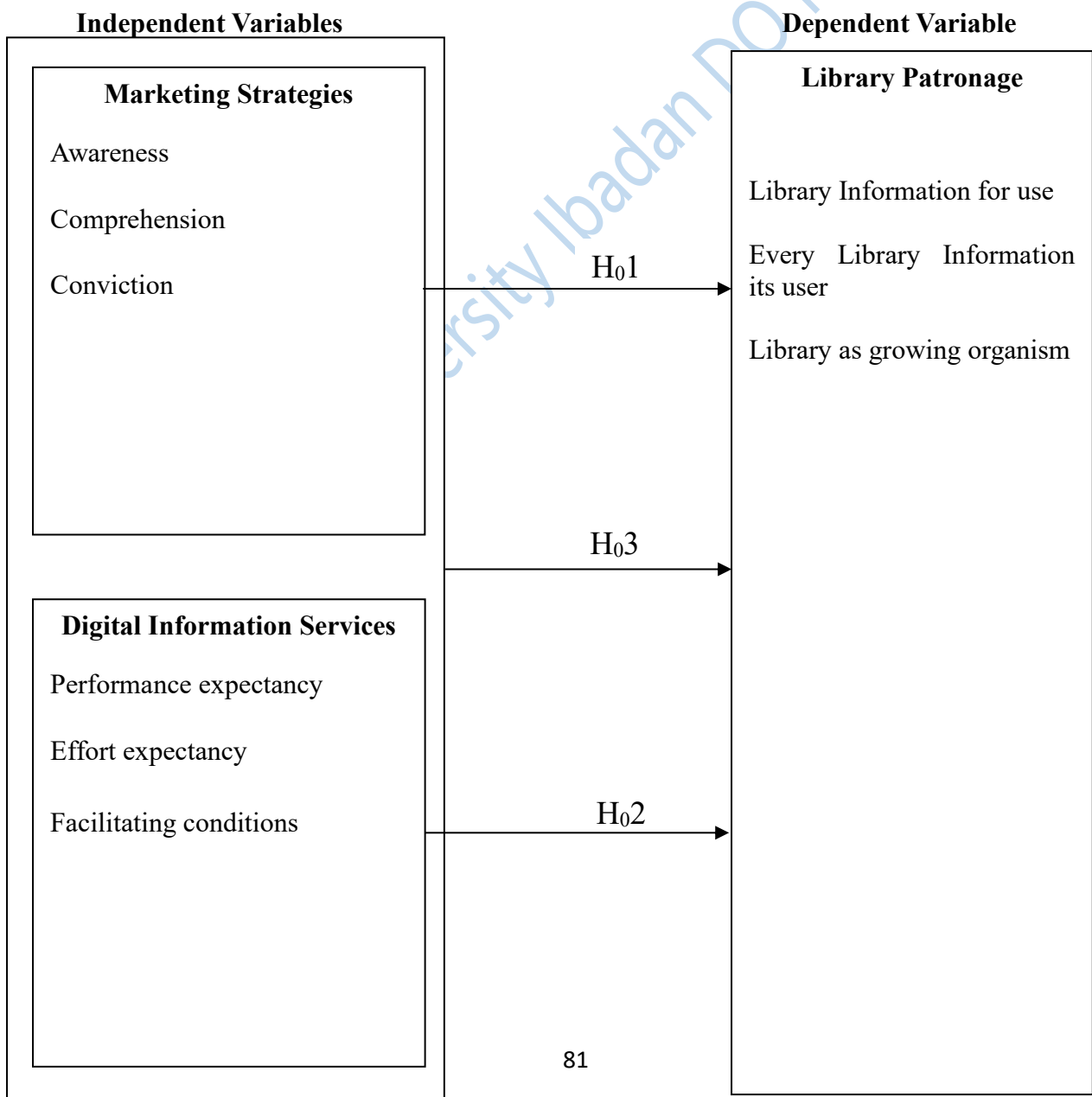


Figure 2.3: Marketing Strategies, Digital Information Services and Library Patronage by Library Personnel of University Libraries in Osun State, Nigeria

Source: The Researcher, 2024

The conceptual model will be self-developed for the study, showing the existing relationship among the three variables: marketing strategies, digital information services, and library patronage. Thus, the study's dependent variable, library patronage, will be measured using the metrics from the 5 laws of Ranganathan theory of librarianship: library information for use, every library information its user, and the library as a growing organism. Marketing strategies, the first independent variable, will be measured with awareness, comprehension, and conviction, adapted from the Russel Colley DAGMAR Hierarchy of Effects Theory. The second independent variable is digital information services, measured with performance expectancy, effort expectancy, and facilitating conditions. All these metrics are adapted from the unified theory of acceptance of use of technology (UTAUT) theory. However, the model outlines two independent variables, marketing strategies and digital information services, including their sub-metrics in relation to how they influence the dependent variable of library patronage. This thus describes the first and second hypotheses. Similarly, library patronage could be influenced by any of the two independent variables, individually or jointly. Hence, this explains the third hypothesis.

2.5 Summary of Gap in Literature Reviewed

This chapter will review literature related to and relevant to this study. This will include reviewed literature on the patronage of libraries, marketing strategies, and digital information services in university libraries. This research will examine the

interrelationships between marketing strategies, digital information services, and library patronage in university libraries. It aims to understand how the variables influence one another and contribute to promoting patronage of university libraries.

The chapter starts with a description of the variables in the study. Library patronage encompasses various activities, such as physically visiting the library, accessing various types of library materials and services either traditionally or virtually (e.g., using library OPAC, accessing free or subscription-based database, electronic document delivery, Institution repository, selective dissemination of information, using library facilities and space and so on). Thus, university library users patronize the various types of information services based on purposes such as finding information materials for term papers/projects/assignments and examination preparation, keeping abreast with progress in their academic field, free internet facilities, etc. The frequency of library patronage varies from user to user. Some visits are always, for some, when the need arises, while others can rarely be. Marketing strategies can influence the extent of library patronage in place.

Marketing strategies refer to awareness, comprehension, conviction, and action associated with marketing activities. As explained in the literature, awareness creation is one of the constructs of marketing strategies and is the migration of targeted users' knowledge from unknown to known. That is, it makes the targeted users aware of information services like digital information services available in university libraries. Literature has it that the targeted users need to know library services before they can be patronized. What is unknown cannot be patronized. This further shows that there is a need for users to have adequate comprehension. Without understanding the functionality and benefits to derive from library information services, especially digital ones, there may not be patronage, which may result in low patronage. The strategy extended to ensure targeted university

users are convinced to patronize the services. The last stage of marketing strategy is action. This reviews that marketing of library digital information services must result in action.

The literature reviewed reveals that digital information service is an aspect of library information services but related to digital, electronic, or virtual. Students do not literarily patronize digital information services if they do not perceive it to be beneficial to them. The performance of the digital information service must be appealing to the users. Also, literature included that digital services have effort performance and the level of effort required must be perceived by targeted users. If the perception of targeted users on effort is positive, then the tendency to patronize digital services is positive and vice versa. Facilitating conditions also determine the patronage of digital information services. These are good public relations with library users, academic or work requirements, etc.

The chapter explores the relationship between marketing strategies, digital information services, and library patronage. Good marketing strategies may promote library patronage and increase patronage of digital information services in university libraries. Conversely, targeted users' expectancy of digital information services can reinforce library patronage. Studies show that the need to have a comparative study of marketing strategies in university libraries cannot be over-emphasized. This ensures that the library remains relevant in meeting community information needs.

Finally, a conceptual model was adapted for this study, which models the three variables contained in the study. Marketing Strategies is the first independent variable, consisting of measures such as awareness, comprehension, conviction, and action. The second independent variable, Digital Information Services, includes measures such as performance expectancy, effort expectancy, and facilitating conditions. The dependent variable, Library Patronage, is measured with library information for use; every library

information its user, and the library is a growing organism. However, the metrics are adapted from theories.

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Chapter Three

Methodology

This chapter presents the methodology used in this study. It includes the research design, the population of the study, computation of sampling size and sampling technique, sources of research data, research instrument, validity and reliability of the instrument, data collection, and method of data analysis.

3.1. Research Design

This study adopted the descriptive survey research design. The design describes a condition or phenomenon that exists naturally without manipulations. It was used to justify current practices, make judgments, and develop theories. For this study, descriptive research enabled the researcher to examine the relationship between measures of different variables obtained simultaneously. This method was appropriate because it was useful in collecting data on phenomena that cannot be directly observed. The method enabled the researcher to collect data from a sample population that is representative of the total population. The data were collected and analyzed to give a better understanding of marketing strategies and digital information services as determinants for promoting library patronage of university libraries in Osun State.

3.2. Population of Study

The population for this study consists of all library personnel from all ten university libraries in Osun State, Nigeria. The population of the study comprised three hundred and fourteen (314) library personnel in 10 university libraries in Osun State. According to the data obtained from the NUC website, there are 10 accredited university libraries in Osun State. This is presented in Table 3.1.

Table 3.1: Population of Personnel in University Libraries in Osun State

S/N: Name of University Libraries	Library Personnel
1. Tekena Tamuno Library (RUN) Ede	32
2. Ezekiah Olusanmi Library (OAU) Ile-Ife	130
3. Adeleke University Library, Ede	20
4. Osun State University Library, Oshogbo	47
5. Westland University Library, Iwo	7
6. Bowen University Library, Iwo	29
7. Joseph Ayo Babalola University Library (JABU), Ikeji Arakeji	28
8. Oduduwa University Library, Ipetumodu	11
9. Kings University Library, Ode-Omu	2

10.	Fountain University Library, Oshogbo							8		
	Total							314		
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	346	
25	24	130	97	320	175	950	274	4000	351	
30	28	140	103	340	181	1000	278	4500	354	

Source: 1,2,3,4,5,6,7,8,9,10

3.3. Sample and Sampling Techniques

The sample size for this study was 175 library personnel. Sampling is a scientific method used in systematic studies to select units from a target population to represent the entire study population¹¹. A researcher must select a sample that should be reliable and appropriate for his research study¹². Hence, the Krejcie and Morgan Sample Size Determination Table was used to determine the sample size for this study, as shown in Table 3.2

Table 3.2 Table for Determining the Sample Size of a Known Population

35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	302
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is population size. S is sample size

Source: ¹³

Table 3.3 Stratified Sampling Calculation for the Sample

S/N no	Name of Institution	% of		Total calculated	
		Population	sample	for	each
1.	Tekena Tamuno Library (RUN) 18	$\frac{32 \times 100}{314} = 10\%$		$10 \times 175 =$	$\frac{1750}{100}$
2.	Ezekiah Olusanmi Library (OAU) 72	$130 \times 100 = 41\%$		$41 \times 175 =$	$\frac{7175}{100}$

		<u>314</u>	<u>100</u>
3.	Adeleke University Library, Ede 11	$\frac{20 \times 100}{314} = 6\%$	$\frac{6 \times 175}{100} =$
4.	Osun State University Library, Oshogbo 26	$\frac{47 \times 100}{314} = 15\%$	$\frac{15 \times 175}{100} =$
5.	Westland University Library, Iwo	$\frac{7 \times 100}{314} = 2\%$	$\frac{2 \times 175}{100} = 2$
6.	Bowen University Library, Iwo 16	$\frac{29 \times 100}{314} = 9\%$	$\frac{9 \times 175}{100} =$
7.	Joseph Ayo Babalola University Library 16 (JABU), Ikeji Arakeji	$\frac{28 \times 100}{314} = 9\%$	$\frac{9 \times 175}{100} =$
8.	Oduduwa University, Ipetumodu	$\frac{11 \times 100}{314} = 4\%$	$\frac{4 \times 175}{100} = 7$
9.	Kings University Library, Ode-Omu	$\frac{2 \times 100}{314} = 1\%$	$\frac{1 \times 175}{100} = 1$
10.	Fountain University Library, Oshogbo	$\frac{8 \times 100}{314} = 3\%$	$\frac{3 \times 175}{100} = 4$
Total			175

Source: ¹¹

3.4 Instrument for Data Collection

The instrument used for the study was a questionnaire titled: Marketing Strategies, Digital Information Services and Library Patronage (MSDISLP) of university libraries in Osun

State, Nigeria. The instrument was adapted from previous validated and tested studies.

The sections divided as follows:

Section A: This section was designed to collect demographic data of respondents. This included their Gender, Education Qualification, Year of Experience, and Rank.

Section B: This section collected data on library patronage in university libraries. It was measured using library information for use, every library information its user, and library as growing organism with 15 items. All were adapted from literature^{14,15}. The response options available to respondents on the type and purpose of library patronage was a four-point Likert-type scale: Strongly Agree, Agree, Disagree, and Strongly Disagree, while the frequency of library patronage was based on a five-point Likert-type scale: Very High (VH), High (H), Low (L), and Very Low (VL). Examples: library OPAC is made available for use, some users patronized to use free internet, library users are increasing etc.

Section C: This section was designed to collect data on marketing strategies in university libraries. The marketing strategy scale covered measures such as awareness, comprehension, and conviction with 15 items. All were adapted from literature¹⁶. The response options available to respondents following the Likert-type scale includes Very High (VH), High (H), Low (L), and Very Low (VL). Examples: users are aware of electronic documents available in the library, they understand the benefits of institutional repository, and users are very sure the library can meet most of their digital needs.

Section D: This section was designed to collect data on digital information services. The digital information services scale contained three constructs. These were performance expectancy, effort expectancy, and facilitating conditions, with 15 items, adopted by scholars in different contexts^{17,18}. The response options available to respondents was a

four-point Likert-type scale: Very High (VH), High (H), Low (L), and Very Low (VL). Examples: users expect to receive the information they need from digital services quickly, they expect the services not to require complex skills during patronage, and no or little cost for services entices users to patronize digital information services.

3.5 Validity of the Research Instrument

To ensure instrument adequacy, the instrument for the study were given to the supervisor and two other lecturers in the Department of Information Management, Lead City University, Ibadan, for face and content validity. Hence, corrections and suggestions made were effected.

3.6 Reliability of the Research Instrument

The researcher subjected the instrument to a reliability test to check the internal consistency of all items measuring each variable in the study. The reliability of the instrument was done through a pilot study using twenty (20) copies of the questionnaire that were administered to the library personnel in Lead City University, Ibadan, Oyo State, who were not part of the respondents but have similar characteristics to the targeted population. The Cronbach alpha for library patronage is 0.77, for marketing strategies was 0.86, while that of digital information services was 0.92.

3.7 Method of Data Collection

A letter of introduction was collected from the Head of the Department of Information Management, Lead City University, Ibadan, which was used to gain permission to survey the library personnel of the study sample. The instrument was administered physically in person and collected after completion. The whole data collection exercise from all the university libraries under study covered a period of four weeks combined.

3.8 Method of Data Analysis

The data collected from the survey was coded and analyzed using the IBM SPSS statistics software version 21. The demographic data was analyzed using statistics such as simple frequency tables and percentages. The research questions one, two and three were analyzed using descriptive statistics while, Hypotheses 1 and 2 were analyzed using simple linear regression and hypothesis 3 was analyzed using multiple linear regression with all hypotheses tested at 0.05 level of significance.

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Endnotes

1. Administrative Office, *Number of Library Personnel*. Tekena Tamuno Library (RUN), Ede, Osun State, 2024.

2. Administrative Office, *Number of Library Personnel*. Ezekiah Olusanmi Library (OAU), Ile Ife, Osun State, 2024.
3. Administrative Office, *Number of Library Personnel*. Adeleke University Library, Ede, Osun State, 2024.
4. Administrative Office, *Number of Library Personnel*. Osun State University Library, Osogbo, Osun State, 2024.
5. Administrative Office, *Number of Library Personnel*. Westland University Library, Iwo, Osun State, 2024.
6. Administrative Office, *Number of Library Personnel*. Bowen University Library, Iwo, Osun State, 2024.
7. Administrative Office, *Number of Library Personnel*. Joseph Ayo Babalola University (JABU) Library, Ikeji Arakeji, Osun State, 2024.
8. Administrative Office, *Number of Library Personnel*. Oduduwa University Library, Ipetumodu, Osun State, 2024.
9. Administrative Office, *Number of Library Personnel*. Kings University Library, Ode-Omu, Osun State, 2024.
10. Administrative Office, *Number of Library Personnel*. Fountain University Library, Osogbo, Osun State, 2024.
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Chapter Four

Results and Discussion of Findings

This chapter presents the result of empirical data collected during this study. To meet the research objectives, one hundred and seventy-five (175) copies of the questionnaire were

administered to library personnel in university libraries, Osun State. The instrument was administered physically in person. However, one hundred and forty-nine (149) were returned and found helpful for analysis. This constitutes an 83% return rate, considered adequate for generalisation. The data obtained was subjected to descriptive and inferential statistics. The respondents' demographic data were subjected to descriptive statistics involving percentages, and the data were presented in a table. Descriptive statistics tool of mean and standard deviation was used to analyze the three research questions. Inferential linear regression statistics were used to test the hypothesis at a significance level of 0.05. Statistical Package for Social Sciences (SPSS) version 21 was used for the analysis.

Table 4.1 Questionnaire Return Rate

University Libraries	Frequency	Percent
Tekena Tamuno Library (RUN)	18	12
Ezekiah Olusanmi Library (OAU)	58	39
Adeleke University Library, Ede	11	7
Osun State University Library, Oshogbo	21	14
Westland University Library, Iwo	3	2
Bowen University Library, Iwo	10	7
Joseph Ayo Babalola University Library, Ikeji Arakeji	16	11
Oduduwa University, Ipetumodu	7	5
Kings University Library, Ode-Omu	1	0
Fountain University Library, Oshogbo	4	3
Total	149	100

Source: Field work 2024

4.1 Demographic Data Analysis

Table 4.2: Descriptive Statistics of the Demographic Information

Socio-Demographic Variables	Options	Frequency (N)	Percentage (%)
Gender	Male	92	61.7
	Female	57	38.3
	Total	149	100

Educational Qualification	SSCE	9	6.0
	ND/HND	42	28.2
	B.Lis	35	23.5
	M.Sc	46	30.9
	Ph.D	17	11.4
	Total	149	100
Years of Experience	1-5	39	26.2
	6-10	31	20.8
	11-15	45	30.2
	16 years above	34	22.8
	Total	149	100
Rank	Library Assistant	48	32.2
	Library Officer	52	34.9
	Librarian	49	32.9
	Total	149	100

Source: Researcher's Fieldwork, 2024.

Table 4.2 shows the frequency and percentage distribution of socio-demographic information of the library personnel of university libraries in Osun State, Nigeria. It shows that the male personnel (61.7%) are higher than the Female personnel (38.3%), the academic qualification of the respondents reveals that Library personnel with Master's degree (30.9%) constitutes the highest of the population while SSCE (6.0%) constitutes the least and the table also shows the Years of Experience of the Library personnel which reveals that people with 11-15 years of experience (30.2%) constitutes the highest while people with 6-10 years (20.8%) constitutes the lowest of the population Lastly, the table shows the Rank of the Library personnel in which respondents that are Librarian Officer (34.9%) constitute the highest population while Library Assistant (32.2%) has the lowest population.

4.2. Analysis of Research Questions

Research Question One: What is the level of library patronage in university libraries, Osun State, Nigeria?

Table 4.3: Library patronage in university libraries

S/N	Items	Frequency (%)				\bar{X}	SD
		VH	H	L	VL		
	Library information for use	4	3	2	1		
1	Library OPAC is made available for use	91(61.1)	40(26.8)	15(10.1)	3(2.0)	3.47	0.76
2	Institutional repository is available for use	62(41.6)	69(46.3)	14(9.4)	4(2.7)	3.27	0.74
3	Library Website is made available for use	82(55.0)	55(36.9)	12(8.1)	0(0)	3.47	0.64
4	Database is made available for use	87(58.4)	54(36.2)	8(5.4)	0(0)	3.53	0.60
5	Electronic documents are available for use	88(59.1)	50(33.6)	10(6.7)	1(0.7)	3.51	0.65
	Every library information its user						
6	Some users patronize the library to find information materials for term papers/projects, assignments and examination preparation	115(78.2)	29(19.7)	3(2.0)	0(0)	3.76	0.47
7	Some patronize information to keep abreast with progress in their academic field	77(52.4)	62(42.2)	8(5.4)	0(0)	3.47	0.60
8	Some patronize to look up a quick fact	82(55.0)	53(36.1)	12(8.2)	0(0)	3.48	0.65
9	Some users patronized to use free internet	75(51.0)	58(39.5)	9(6.1)	5(3.4)	3.38	0.75
10	Some access institutional repositories	72(49.0)	57(38.8)	14(9.5)	4(2.7)	3.34	0.76
	Library as growing organism						
11	Library updates its resources	100(67.1)	42(28.2)	7(4.7)	0(0)	3.62	0.58
12	Library increase its facilities and space to accommodate more users	77(51.7)	56(37.6)	14(9.4)	2(1.3)	3.40	0.71

13	Library users are increasing	91(61.1)	45(30.2)	12(8.1)	1(0.7)	3.52	0.67
14	Library renders remote information services	67(45.0)	57(38.3)	22(14.8)	3(2.0)	3.26	0.78
15	Library internet facilities are effective	82(55.0)	60(40.3)	7(4.7)	0(0)	3.50	0.59
Overall Mean						3.46	

Decision rule: 1.00-1.44= very low, 1.45-2.44= low, 2.45-3.44= high and 3.45-4.00= very high

Source: Researcher's Fieldwork, 2024.

Table 4.3 shows the level of library patronage in university libraries. The result shows that scale 3.45-4.00 is "Very High", 2.45-3.44 is "High", 1.45-2.44 is "Low" and scale 1.00-1.44 is "Very Low". The overall mean response for the level of library patronage of in university libraries ($\bar{X}=3.46$) falls within the scale 3.45-4.00 "Very High", which is an indication that the users have a very high level of library patronage. The item with the highest mean response for the indicator *Library Information Use* is "Database is made available for use" ($\bar{X}=3.53$ SD=0.60), for the indicator *Every Library Information, Its user* is "Some users patronize the library to find information materials for term papers/projects, assignment and examination preparation" ($\bar{X}=3.76$ SD=0.47), and for the indicator *Library as growing organism* is "Library updates its resources" ($\bar{X}=3.62$ SD=0.58). These are the items that contribute mainly to the high level of library patronage in university libraries.

Research Question Two: What are the prevalent marketing strategies by library personnel in university libraries, Osun State, Nigeria?

Table 4.4: Marketing strategies available in university libraries, Osun State, Nigeria

S/N	Items	Frequency (%)	\bar{X}	SD
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		VH	H	L	VL		
Awareness		4	3	2	1		
1	users are aware of library OPAC	80(53.7)	45(30.2)	21(14.1)	3(2.0)	3.36	0.80
2	They are aware of the Institutional Repository	66(44.3)	48(32.2)	33(22.1)	2(1.3)	3.19	0.83
3	They are aware of the Library's Website	71(47.7)	59(39.6)	18(12.1)	1(0.7)	3.34	0.71
4	They are aware of Digital Contents	80(53.7)	58(38.9)	10(6.7)	1(0.7)	3.46	0.65
5	Users are aware of electronic documents available in the library	82(55.0)	52(34.9)	12(8.1)	3(2.0)	3.43	0.73
Comprehension							
6	They understand the use of OPAC	73(49.0)	57(38.3)	16(10.7)	3(2.0)	3.34	0.75
7	They understand the benefits of institutional repository	46(30.9)	80(53.7)	22(14.8)	1(0.7)	3.15	0.68
8	They understand the functionality of the library website	71(48.0)	60(40.5)	17(11.5)	0(0)	3.36	0.68
9	They understand the advantages of database	70(47.3)	61(41.2)	17(11.5)	0(0)	3.36	0.68
10	Users understand the use of electronic documents	72(48.3)	60(40.5)	16(10.8)	0(0)	3.38	0.67
Conviction							
11	users are very sure the library can meet most of their digital needs	77(52.0)	60(40.5)	10(6.8)	1(0.7)	3.44	0.65
12	users ascertained that library information are effective	79(53.4)	58(39.2)	11(7.4)	0(0)	3.46	0.63
13	They affirmed that the library has rich research databases	76(51.4)	63(42.3)	9(6.1)	0(0)	3.45	0.61
14	They complain of poor internet services	50(33.8)	45(30.4)	42(28.4)	11(7.4)	2.91	0.96

15	They complain of slow computer systems	44(29.7)	43(29.1)	34(23.0)	27(18.2)	2.10	1.09
Overall Mean						3.29	

Decision rule: 1.00-1.44= very low, 1.45-2.44= low, 2.45-3.44= high and 3.45-4.00= very high

Source: Researcher’s Fieldwork, 2024.

Table 4.4 shows the level of marketing strategies by library personnel available in university libraries, Osun State, Nigeria. The result shows that scale 3.45-4.00 is “Very High”, 2.45-3.44 is “High”, 1.45-2.44 is “Low” and scale 1.00-1.44 is “Very Low”. The overall mean response for the level of marketing strategies by library personnel available in university libraries, Osun State, Nigeria, ($\bar{X}=3.29$) falls within the scale 2.45-3.44 “High”, which is an indication that the library personnel have a very high level of Marketing strategies available in university libraries, Osun State, Nigeria. The item with the highest mean response for the indicator *Awareness* is “They are aware of Digital Contents” ($\bar{X}=3.46$ SD=0.65), for the indicator *Comprehension* is “Users understand the use of electronic documents” ($\bar{X}=3.38$ SD=0.67), and for the indicator *Conviction* is “users ascertained that library information are effective” ($\bar{X}=3.46$ SD=0.63). These are the items that contribute mostly to level of marketing strategies available in university libraries, Osun state, Nigeria.

Research Question Three: What is the level of digital information services provided by

library personnel in university libraries, Osun State, Nigeria?

Table 4.5: Digital information services and library patronage of university libraries in Osun State, Nigeria

S/N	Items	Frequency (%)				\bar{X}	SD
		VH	H	L	VL		
	Performance expectancy	4	3	2	1		
1	Users expect to receive the information they need from digital services quickly	72(49.7)	68(46.9)	3(2.1)	2(1.4)	3.45	0.61
2	They see digital information services as reliable and consistent in meeting their needs	66(45.5)	72(49.7)	6(4.1)	1(0.7)	3.40	0.61
3	They expect to collate materials through download	68(46.9)	68(46.9)	9(6.2)	0(0)	3.41	0.61
4	They expect filtered digital resources	59(40.7)	75(51.7)	10(6.9)	1(0.7)	3.32	0.63
5	They expect multiple relevant resources to meet their need	72(49.7)	66(45.5)	6(4.1)	1(0.7)	3.44	0.61
	Effort expectancy						
6	Users expect to access information services from their various locations without entering the library building	68(46.9)	55(37.9)	21(14.5)	1(0.7)	3.31	0.74
7	They expect digital tools and platforms to allow them to access and process information efficiently and effectively	57(39.3)	80(55.2)	7(4.8)	1(0.7)	3.33	0.60
8	They do not expect delays, glitches, and mental stress when trying to access information	63(43.4)	71(49.0)	11(7.6)	0(0)	3.36	0.62
9	They do not want to spend too much time before accessing their information need	72(49.7)	66(45.5)	6(4.1)	1(0.7)	3.44	0.61

10	They expect the services not to require complex skills during patronage	76(52.4)	57(39.3)	12(8.3)	0(0)	3.44	0.64
Facilitating conditions							
11	Research projects compel users to patronize digital information services	85(58.6)	52(34.9)	8(5.5)	0(0)	3.53	0.60
12	Academic or work conditions force staff to patronize digital information services	60(41.4)	77(53.1)	8(5.5)	0(0)	3.36	0.59
13	No or little cost for services entices users to patronize digital information services	66(45.5)	69(47.6)	10(6.9)	0(0)	3.39	0.61
14	Good public relations motivate users to patronize digital information services	75(51.7)	67(46.2)	3(2.1)	0(0)	3.50	0.54
15	Constant power supply and internet facilities in the library motivate users towards digital information services	81(55.9)	56(38.6)	8(5.5)	0(0)	3.50	0.60
Overall Mean						3.41	

Decision rule: 1.00-1.44= very low, 1.45-2.44= low, 2.45-3.44= high and 3.45-4.00= very high

Source: Researcher's Fieldwork, 2024.

Table 4.5 shows the level of digital information services provided by library personnel in university libraries, Osun State, Nigeria. The result shows that scale 3.45-4.00 is "Very High", 2.45-3.44 is "High", 1.45-2.44 is "Low" and scale 1.00-1.44 is "Very Low". The overall mean response for the Level of Digital information services provided and library patronage in university libraries, Osun State, Nigeria, ($\bar{X}=3.41$) falls within the scale 2.45-3.44 "High", which is an indication that the library personnel have a high level of digital information services provided. The item with the highest mean response for the indicator *Performance expectancy* is "Users expect to receive the information they need from

digital services quickly” (\bar{X} =3.45 SD=0.61), for the indicator *Effort Expectancy* is “They expect the services not to require complex skills during patronage” (\bar{X} =3.44 SD=0.64), and for the indicator *Facilitating conditions* is “Research projects compel users to patronize digital information services” (\bar{X} =3.53 SD=0.60). These are the items that contribute mostly to the high level of digital information services provided in university libraries, Osun state, Nigeria.

4.3 Presentation of Hypotheses

H₀1: There will be no significant influence of marketing strategies by library personnel on library patronage in university libraries, Osun State, Nigeria.

Tables 4.6(a-c): Influence of marketing strategies by library personnel on library patronage in university libraries, Osun State, Nigeria

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.57	0.32	0.32	0.35448

b. ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8.74	1	8.74	69.54	0.00
Residual	18.47	147	0.13		
Total	27.21	148			

c. coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1.72	0.21			8.12	0.00
Marketing strategies	0.53	0.06	0.57		8.34	0.00

a. Predictors:(Constant, marketing strategies)

b. Dependent variable: library patronage in university libraries in Osun State, Nigeria.

Source: Researcher’s SPSS Analysis Output, 2024

The regression analysis presented in Tables 4.6 (a-c) shows the influence of marketing strategies by library personnel on the library patronage in university libraries, Osun State,

Nigeria. The model summary explain 32% variance in library patronage in university libraries, Osun State, Nigeria ($R^2= 0.32$), and the remaining 68% variation are explained by other factors not represented in this study. Marketing strategies also show a positive significant relationship ($R=0.57$) with the library patronage in university libraries, Osun State, Nigeria.

Table 4.6b presents the analysis of variance in the influence of marketing strategies by library personnel on library patronage in university libraries, Osun State, Nigeria. From the values presented in the table, it shows that marketing strategies has a significant influence on the library patronage in university libraries, Osun State, Nigeria ($F (1,148) = 69.54$, $p\text{-value} = 0.00 \leq 0.05$).

Table 4.6c also shows that if other factors remain constant, a change in marketing strategies will lead to 0.53 change in the library patronage in university libraries, Osun State, Nigeria at 95% level of confidence ($\beta = 0.53$, $p \leq 0.05$). Therefore, based on the result shown by the regression analysis, null hypothesis was rejected and we conclude that marketing strategies by library personnel has a significant influence on the library patronage in university libraries, Osun State, Nigeria.

H₀2: There will be no significant influence of digital information services provided by library personnel on library patronage in university libraries, Osun State, Nigeria

Tables 4. 7(a-c): Influence of digital information services provided by library personnel on library patronage in university libraries, Osun State, Nigeria

a. Model Summary

Mode				
1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.32	0.10	0.09	0.40809

b. ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2.73	1	2.73	16.38	0.00
Residual	24.48	147	0.17		
Total	27.21	148			

c. coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.30	0.29		7.94	0.00
Digital Information Services	0.34	0.08	0.32	4.05	0.00

d. Predictors:(Constant, digital information services)

e. Dependent variable: library patronage in university libraries in Osun State, Nigeria

Sources: Researcher's SPSS Analysis Output, 2024

The regression analysis presented in Tables 4.7 (a-c) shows the influence of digital information services provided by library personnel on the library patronage in university libraries, Osun State, Nigeria. The model summary explain 10% variance in library patronage in university libraries in Osun State, Nigeria ($R^2= 0.10$), and the remaining 90% variation are explained by other factors not represented in this study. Digital information services also show a positive significant relationship ($R=0.32$) with the library patronage in university libraries, Osun State, Nigeria.

Table 4.7b presents the analysis of variance in the influence of digital information services provided by library personnel on library patronage in university libraries, Osun State, Nigeria. From the values presented in the table, it shows that digital information services provided by library personnel has a significant influence on the library patronage in university libraries, Osun State, Nigeria ($F(1,148) = 16.38$, $p\text{-value} = 0.00 \leq 0.05$).

Table 4.7c also shows that if other factors remain constant, a change in digital information services provided by library personnel will lead to just 0.34 change in the library patronage in university libraries, Osun State, Nigeria at 95% level of confidence ($\beta = 0.34$, $p \leq 0.05$). Therefore, based on the result shown by the regression analysis, the null hypothesis was rejected, and this affirms that digital information services provided by library personnel have a significant influence on library patronage in university libraries in Osun State, Nigeria.

H₀₃: There will be no significant joint influence of marketing strategies and digital information services by library personnel on library patronage in university libraries, Osun State, Nigeria

Tables 4.8(a-c): Joint influence of marketing strategies and digital information services by library personnel on library patronage in university libraries, Osun State, Nigeria

a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.57	0.33	0.32	0.35429

b. ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8.88	2	4.44	35.38	0.00
Residual	18.33	146	0.13		
Total	27.21	148			

c. coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1.53	0.27			5.57	0.00
Market Strategies	0.50	0.07	0.53		7.00	0.00
Digital Information Services	0.09	0.08	0.08		1.07	0.29

f. Predictors:(Constant, marketing strategies and digital information services)

g. Dependent variable: library patronage in university libraries in Osun State, Nigeria

Source: Researcher's SPSS Analysis Output, 2024

The regression analysis presented in Tables 4.8 (a-c) shows the joint influence of marketing strategies and digital information services by library personnel on the library patronage in university libraries, Osun State, Nigeria. The model summary explain 33% variance in library patronage in university libraries, Osun State, Nigeria ($R^2= 0.33$), and the remaining 67% variation are explained by other factors not represented in this study. Marketing strategies and digital information services by library personnel also show a combined positive significant relationship ($R=0.57$) with the library patronage in university libraries, Osun State, Nigeria.

Table 4.8b presents the analysis of variance in the joint influence of marketing strategies and digital information services by library personnel on library patronage in university libraries, Osun State, Nigeria. From the values presented in the table, it shows that marketing strategies and digital information services jointly have a significant influence on the library patronage in university libraries in Osun State, Nigeria ($F_{(1,148)} = 35.38$, $p\text{-value} = 0.00 \leq 0.05$).

Table 4.8c also shows that if other factors remain constant, a change in marketing strategies will lead to 0.50 change in library patronage in university libraries in Osun State, Nigeria, at 95% level of confidence ($\beta = 0.50$, $p \leq 0.05$). A change in digital information services will lead to just 0.09 change in library patronage in university libraries in Osun State, Nigeria at 95% level of confidence ($\beta = 0.09$, $p \leq 0.05$). Therefore, based on the result shown by the regression analysis, null hypothesis was rejected. This affirms that marketing strategies and digital information services by library personnel jointly have a significant influence on library patronage in university libraries in Osun State, Nigeria.

4.4 Discussion of Findings

The study examined the influence of library marketing strategies on library patronage of digital information services in university libraries. Research questions and hypotheses were developed to achieve this aim. This section discusses the findings resulting from the data analysis;

The first research question examined the level of patronage in university libraries in Osun state, Nigeria. An overall mean response of 3.46 shows that there is a very high level of library patronage in university libraries in Osun State, Nigeria. The study further revealed that library users patronize the library mainly because of the availability of a database to find information materials for projects, assignments and examination preparation. Similarly, the literature agrees that university libraries provide electronic resources, among others, to satisfy their patrons, while high patronage of students was observed during the examination, which means that the students patronize the library as a seasonal place for reading, which may lead to the illusion that the library is being used ^{1,2}. Also, it was shown that because the library updates its resources, some users patronize the university libraries in Osun state. This agrees with the literature that a library's effort to update its resources to satisfy its users helps build good library patronage of its product or service ³. However, factors like low interest in using the library and an unwelcome environment are why some users might have a low level of library patronage. The second research question examined the level of marketing strategies in university libraries in Osun state.

The result established that marketing strategies are relevant in the study as the overall mean response of 3.29 indicates a high level of marketing strategies by library personnel in university libraries in Osun State, Nigeria. The study found that marketing strategies

like ensuring the availability of digital content, training users to understand the use of electronic documents, and the library users ascertaining that library information is effective have helped promote the patronage of university libraries in Osun state. The third research question examined the level of digital information services by library personnel in university libraries in Osun State.

The result established that digital information services are relevant in the study, as the overall mean response of 3.41 indicates a high level of digital information services by library personnel in university libraries in Osun State, Nigeria. The study found that digital information services provided by library personnel meet users' expectations to receive the information they need from digital services quickly; the services do not require complex skills during patronage. This disagrees with another researcher that potential users can believe a system is useful but simultaneously be convinced that it is hard to use ⁴.

The study also shows that one of the major facilitation conditions that compel users towards digital information services is research projects. The study also reveals that other facilitating conditions like academic or work conditions, no or little cost of services, good public relations, good ventilation systems, and regular supply of electrical power at the library are necessary to further improve the level of library patronage generally at the university libraries in Osun state, Nigeria. Similarly, this agrees with the literature that library personnel assist students in consulting their relevant materials, and the library should provide a good study environment to aid proper learning of how to patronize the library effectively ⁵. Another has it that the major difficulties experienced by undergraduates when patronizing the library are electricity instability, shortage of computers, and dawdling internet connectivity ⁶.

The inferential statistics show the test of significance between marketing strategies of library personnel and library patronage, which the result shows that marketing strategies had a significant positive influence on library patronage. The relationship is an indication that as the marketing strategies improve, the level of library patronage by users will also improve. This agrees with the literature that using marketing strategies resolves the low patronage in libraries⁷.

The significance test between digital information services and library patronage shows that digital information services significantly influenced library patronage. This implies that the more the digital information service improves and gets better, the more the library patronage will improve. This agrees with the literature that Redeemer's University Library users patronize digital services regularly due to quality services⁸.

The joint significance test of marketing strategies and digital information services on library patronage reveals that they jointly significantly influence library patronage. This indicates that both marketing strategies and digital information services, when they work together, play more significant roles in improving the level of library patronage.

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Chapter Five

Conclusion

5.1 Summary of Findings

The findings of this study, which examined the influence of library marketing strategies and digital information services on library patronage in university libraries, are as follows;

The level of library patronage in university libraries was high regarding the availability of library information for use, every library information its user, and the library as a growing organism. Also, there is a high level of marketing strategies in university libraries in Osun State. These are awareness of digital contents, training users to understand the use of electronic documents and the library users affirming that library information is effective in university libraries in Osun state. The level of digital information services library personnel provide in university libraries in Osun State is high.

Marketing strategies by library personnel have a significant positive influence on library patronage in university libraries in Osun state. Furthermore, digital information services by library personnel have a significant positive influence on library patronage in university libraries in Osun state. Marketing strategies and digital information services by library personnel have combined significantly positive influences on library patronage in university libraries in Osun state.

5.2 Conclusion

Library patronage is essential for measuring the growth of university libraries and, as such, requires all attention that can aid its promotion. Libraries with either low or high level of patronage still require promoting library patronage, and despite existing measures that encourage patronage, there will always be considerable room for improvement.

In the present information age, the rate people patronize libraries indicates their relevance to society. Therefore, marketing strategies and digital information services are essential to maintain university libraries' relevance.

5.3 Recommendations

This study examined the significance of marketing strategies and digital information services by library personnel on library patronage in university libraries in Osun state. As a high level of library patronage is revealed, a further need to address the gap in marketing strategies and digital information services is essential. Based on the findings, the following recommendations were made:

1. University libraries should adopt the use of social media and newsletters to promote library patronage. This will help in creating broader awareness to the user community.
2. Libraries should collaborate with university management in organizing workshops occasionally on how to use digital resources effectively. This will help the students and staff solve barriers to using digital services in the library.
3. Libraries should take digital information services like OPAC and e-resources and e-reference services closer to departments, faculties and strategic places within the campus to attract more users and answer queries.
4. Community engagement, like virtual book clubs, online events, and social media edutainment activities, should be used in attracting university communities towards library services.

By implementing these recommendations, the university libraries in Osun state can further improve library patronage.

5.4 Contribution to Knowledge

The contribution of the current study to knowledge can be explored in the context of conceptual, theoretical and empirical contributions to knowledge. These contributions have expanded the frontier of knowledge and can be built on by future researchers. Regarding conceptual contributions, the study has operationalised concepts such as library patronage, marketing strategies, and digital information services and related them to the library and information science. Future researchers can adopt the definitions of these terms in the context of librarianship.

Theoretically, the study has validated three theories: the Ranganathan Five Laws Theory, Russell Colley DAGMAN Hierarchy of Effects Theory and the Unified Theory of Acceptance of Use of Technology (UTAUT). These theories have been adapted to create a conceptual model upon which this study is based. The model developed is unique to this study and can be adopted by future researchers. Similarly, the study made empirical contributions by collecting primary data from university libraries in Osun State, Nigeria. The data has been analyzed and presented logically, which offers insightful information for the current study and can be combined with other data in a future study.

5.5 Suggestions for Further Studies

To build on the findings of this study, future research could explore the following areas:

1. Marketing strategies, digital information services and library use in university libraries, South West Nigeria

2. Awareness, information services and library patronage in polytechnic libraries, Osun State, Nigeria
3. Library marketing, library resources and library use in academic libraries, Ogun State, Nigeria

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Appendix

Questionnaire

**Department of Information Management
Faculty of Communication and Information Science
Lead City University**

Dear Respondent,

I am a postgraduate student in the above-named institution. I am researching the title "Marketing Strategies, Digital Information Services and Library Patronage by Library Personnel of University Libraries in Osun State, Nigeria." Kindly contribute by filling out this questionnaire with your knowledge and experiences.

Please be assured that the information you provide will be treated with the utmost confidentiality and will be strictly used for research.

Thanks.

Researcher

SECTION A: Demographic Information

Please tick (✓) in the appropriate boxes for answers. Please do not tick two or more answers to one question, as this would hinder the correct analysis of the data obtained.

Name of Institution _____

1. **Gender:** Male () Female ()

2. **Educational Qualification:** SSCE (), ND/HND (), BLIS (), Master (), PhD ()
3. **Year of Experience:** 1 -5 years (), 6 – 10 years (), 11 -15 years (), 16 years above ()
4. **Rank:** Library Assistant (), Library Officer (), Librarian ()

Section B: Library Patronage of Digital Information Services in University Libraries

5. What is the level of library patronage of digital information services in university libraries in Osun State, Nigeria?

Please respond to the statements as appropriate by selecting from the options below: VH – Very High, H – High, L - Low, VL – Very Low.

Library information for use					
S/N	ITEMS	VH	H	L	VL
1	Library OPAC is made available for use				
2	Institutional repository is available for use				
3	Library Website is made available for use				
4	Database is made available for use				
5	Electronic documents are available for use				
Every library information its user					
S/N	ITEMS	VH	H	L	VL
6	Some users patronize the library to find information materials for term papers/projects, assignment and examination preparation				
7	Some patronize information to keep abreast with progress in their academic field				
8	Some patronize to look up a quick fact				
9	Some users patronized to use free internet				
10	Some access institutional repositories				

Library as growing organism					
S/N	ITEMS	VH	H	L	VL
11	Library updates its resources				
12	Library increase its facilities and space to accommodate more users				
13	Library users are increasing				
14	Library renders remote information services				
15	Library internet facilities are effective				

Section C: Marketing Strategies for Promoting Library Patronage of Digital Information Services

6. What is the prevalent marketing strategies available in university libraries in Osun State, Nigeria?

Please respond to the statements as appropriate by selecting from the options below: VH

Awareness					
S/N	ITEMS	VH	H	L	VL
1	users are aware of library OPAC				
2	They are aware of the Institutional Repository				
3	They are aware of the Library's Website				
4	They are aware of Digital Contents				
5	Users are aware of electronic documents available in the library				

– Very High, H – High, L - Low, VL – Very Low.

Comprehension					
S/N	ITEMS	VH	H	L	VL
6	They understand the use of OPAC				
7	They understand the benefits of institutional repository				
8	They understand the functionality of the library website				
9	They understand the advantages of database				
10	Users understand the use of electronic documents				

Conviction					
S/N	ITEMS	VH	H	L	VL
11	users are very sure the library can meet most of their digital needs				
12	users ascertained that library information are effective				
13	They affirmed that the library has rich research databases				
14	They complain of poor internet services				
15	They complain of slow computer systems				

Section D: Digital Information Services and Library Patronage of University Libraries in Osun State, Nigeria

7. What is the level of digital information services by library personnel in university libraries in Osun State, Nigeria?

Please respond to the statements as appropriate by selecting from the options below: VH – Very High, H – High, L - Low, VL – Very Low.

Performance expectancy					
S/N	ITEMS	VH	H	L	VL
1	Users expect to receive the information they need from digital services quickly				
2	They see digital information services as reliable and consistent in meeting their needs				
3	They expect to collate materials through download				
4	They expect filtered digital resources				
5	They expect multiple relevant resources to meet their need				
Effort expectancy					
S/N	ITEMS	VH	H	L	VL
6	Users expect to access information services from their various locations without entering the library building				
7	They expect digital tools and platforms to allow them to access and process information efficiently and effectively				
8	They do not expect delays, glitches, and mental stress when trying to access information				
9	They do not want to spend too much time before				

	accessing their information need				
10	They expect the services not to require complex skills during patronage				
Facilitating conditions					
	ITEMS	VH	H	L	VL
11	Research projects compel users to patronize digital information services				
12	Academic or work conditions force staff to patronize digital information services				
13	No or little cost for services entices users to patronize digital information services				
14	Good public relations motivate users to patronize digital information services				
15	Constant power supply and internet facilities in the library motivate users towards digital information services				

Bio-data

A. Personal Data

1. Name: **Ibukunoluwa Moses IDOGBE**
2. Sex: Male
3. Date and Place of Birth: 3rd December, 1989, Ibadan.
4. Phone: 08135040035
5. State of Origin: Oyo State
6. Name and Address of Next of Kin: Oluwadamilola Elizabeth IDOGBE
University of Ibadan, Ibadan Oyo State. 07046463180
7. Email: idogbe44@gmail.com

B. Institutions Attended with Dates

Lead City University	2022 – 2024
University of Uyo, Uyo, Akwa Ibom State	2015 – 2020
Federal Polytechnic, Ede Osun State	2011 – 2014

Educational Qualifications Obtained with Dates

Master of Library and Information Science (M.LIS)	2024
Bachelor of Library and Information Science (B.LIS)	2021

National Diploma in Library and Information Science (D.LIS) 2014

C. Work Experience and Date

Redeemer's University Ede, Osun State 2022 Till Date
Position: Assistant Librarian

Osun State Polytechnic Iree, Osun State 2021
Position: Librarian

University of Uyo, Uyo 2017
Position: SIWES

Kenneth Dike Library, University of Ibadan 2012
Position: SIWES

D. Awards and Fellowships

Award of Excellence in Recognition of Outstanding Performance
By the Department of Educational Technology and Library Science
University of Uyo 2020

Award of Service as Member of the Council of Elders (NABUSS)
National Association of Business Studies Students 2014

Award of Service as NALISS President 2013

D. Membership of Academic/Professional Bodies

Librarian Registration Council of Nigeria (LRCN)

E. Publications

*Library Book Theft, Mutilation, and Detection Mechanisms in
University of Uyo Library.* 2024
Benue Journal of Library Management and Information Studies

Library and Sustainable National Development in Nigeria. 2020
Library Philosophy and Practice (e-journal)

*Securing Library Books against Theft and Mutilation
In University of Uyo Through Electronic Detection Systems.* 2020
Management of Library and Information Centres
in the Era of Global Insecurity (Book Chapter)

*Libraries and Information Literacy for National Development
Trending Technologies in Library and Information Science
(Book Chapter)* 2019

Secrets of Academic Excellence
Nigerian Library and Information Science Students' Association (N-LISSA) Magazine. 2019

G. Major Conferences Attended with Date

Evidence Synthesis Training for African Librarians (ITOCA) 2024

Web Development and Publishing (NLA, I.T. Section) 2024

Academic Writing and Grantsmanship for Librarians (NLA, Osun State Chapter) 2024

The Research4Life Massive Open Online Course (MOOC) 8th Edition 2023

Referees

Dr. Mrs. Aboyade, M. A. (CLN, FNLA, FIMPD)

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