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EDITORIAL

Welcome to this first issue of BIBLIOTHECA: International Journal of Library and Information Science, a flagship publication of the Olusegun Oke Library, Ladoke Akintola University of Technology, Ogbomoso.

This edition brings together insightful research that explores critical aspects of academic libraries and information science in Nigeria and beyond.

Ebijuwa, Ogunmodede, and Oladejo examine how disruptive technologies are transforming learning spaces and advancing sustainable development in academic libraries. Nwanko explores students' perceptions of library rules and their role in enhancing library services, while Ofodu provides a timely analysis of artificial intelligence in library service delivery within Nigerian academic institutions.

Oyetola, Adebayo, and Onifade discuss the vital role academic libraries play in the accreditation process of university courses, while Farouk and Ushahemba investigate job satisfaction among female librarians in tertiary institutions. Adeniran sheds light on how students' information needs influence library patronage, while Isamotu, Adebayo, and Adigun assess demographic factors affecting knowledge sharing among distance learning students.

In addition, Yusuf, Okani, Odiri, Ayeni, and Jimoh explore digital competence as a predictor of virtual learning system utilization among LIS lecturers, and Sobalaje and Adepoju analyze the digital literacy skills and perceived usefulness of electronic resources among undergraduates at LAUTECH.

It has been a privilege to initiate BIBLIOTHECA and to work with a dedicated team to bring this maiden edition to publication within my first year as the University Librarian. This collective effort also reflects the commitment to establishing the Olusegun Oke Library as a hub of knowledge and innovation.

We appreciate the dedication of our authors, reviewers, and editorial team in bringing these diverse perspectives together. This issue stands as proof of the dynamic, evolving landscape of library and information science and underscores the critical role libraries continue to play in education and research.

We invite our readers to engage deeply with these studies, contribute to ongoing scholarly conversations, and harness these insights to enrich their practice and scholarship.

Dr. Adefunke Sarah Ebijuwa
Editor-in-Chief

BIBLIOTHECA: International Journal of Library and Information Science
Olusegun Oke Library, LAUTECH, Ogbomoso



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MARKETING OF LIBRARY RESOURCES AND SERVICES FOR ENHANCED UTILIZATION AMONG UNDERGRADUATE STUDENTS IN OGUN STATE UNIVERSITY LIBRARIES.

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Abstract

Marketing of library resources and services has become a vital approach for promoting awareness, engagement, and effective utilization among undergraduate students in Nigerian universities. This study examined the marketing practices adopted by Ogun State University Libraries and their influence on students' utilization of resources and services. A descriptive survey design was employed, and data were collected from 210 professional and paraprofessional library staff using a validated instrument titled Marketing of Library Resources and Services Questionnaire (MLRSQ). Descriptive statistics including mean and standard deviation were used for data analysis. Findings revealed that electronic databases, institutional repositories, and current awareness services were the most actively marketed, while reprographic and user education services received less attention. Social media platforms, library websites, and lecturer collaborations emerged as the most frequently used marketing strategies, though implementation was at a moderate level. The major challenges identified included inadequate internet connectivity, insufficient funding, and limited professional marketing skills. The study concludes that while marketing efforts in Ogun State University Libraries have improved visibility, underutilization persists due to weak infrastructural and institutional support. The study recommends strengthening digital marketing infrastructure, formulating clear marketing policies, enhancing



funding among others to foster sustainable utilization of library resources and services among undergraduate students.

Keywords: *Marketing, Library Resources, Library Services, Utilization, Undergraduate Students, University Libraries*

Introduction

In today's information-driven academic landscape, the marketing of library resources and services may have become a vital strategy for improving visibility, accessibility, and relevance among undergraduate students. Effective marketing can enable libraries to communicate their value, attract users, and ensure that available resources are meaningfully utilized. When students lack awareness of existing library resources such as databases, reference materials, and study aids, these materials may often remain underused. Urhefe-Okotie (2023) noted that systematic marketing of library resources not only increases user engagement but also enhances the library's reputation as a proactive academic partner. Consequently, proactive initiatives such as

user orientation, social media campaigns, and interactive outreach programmes are increasingly being adopted to bridge the awareness gap between libraries and students.

Globally, university libraries may have evolved from passive repositories of books into dynamic learning hubs that actively promote their resources and services. In developed countries such as the United States and the United Kingdom, librarians may now employ technology-driven marketing tools including webinars, virtual library tours, and collaborative academic promotions to stimulate usage. These innovations have repositioned the library as an essential component of academic success rather than a mere physical space for study. However, in many Nigerian universities,



library patronage may still remain low due to weak or inconsistent marketing strategies. Ajayi and Ogunyemi (2022) observed that despite the availability of digital infrastructures in some Nigerian universities, inadequate promotion of library resources and services has limited students' awareness and engagement with e-library platforms. Similarly, Aina, Adewale, and Ajibola (2019) found that students' dependence on external online sources stems from limited exposure to institutional library offerings.

Ogun State university libraries also play a pivotal role in supporting teaching, learning, and research by providing organized print and electronic collections. Yet, the extent to which undergraduate students access and utilize these resources continue to raise concern. Adegun et al., (2020) emphasized that libraries enhance user satisfaction and learning outcomes through effective service delivery, but underutilization often results from poor

awareness. In many cases, valuable collections and digital tools can also remain unknown to students due to limited marketing communication and lack of user-centered engagement. Librarians are therefore expected to function not only as custodians of knowledge but also as strategic promoters who connect students with relevant academic information.

To remain competitive in an increasingly digital learning environment, university libraries must embrace marketing as a core institutional function rather than an optional activity. As Abayomi (2020) asserted, consistent visibility efforts directly influence students' perceptions of library relevance and the frequency of use. For Ogun State university libraries, adopting innovative marketing strategies such as peer advocacy, academic collaborations, and online engagement may be crucial for enhancing awareness and utilization. Consequently, this study investigates how the marketing of



library resources and services influences utilization among undergraduate students in Ogun State university libraries, with particular focus on the extent of marketing efforts, their effectiveness, and the challenges encountered in promoting library visibility and engagement.

Statement of the problem

Despite substantial investments in library resources and services, many university libraries in Ogun State experience low utilization among undergraduate students. This underuse is largely attributed to inadequate marketing and poor awareness

of available resources. While libraries in advanced systems employ innovative marketing strategies to attract users, many in Ogun State still rely on outdated, passive methods that fail to engage today's digitally inclined students. Consequently, valuable resources remain underutilized, hindering students' academic performance and diminishing the library's relevance. The study therefore seeks to investigate how effective marketing of library resources and services can enhance utilization among undergraduate students in Ogun State university libraries.

Objectives of the Study`

The main objective of this study is to examine the marketing of library resources and services for enhanced utilization among undergraduate students in Ogun State university libraries. Specifically, the study seeks to:

1. identify the library resources and services being marketed to undergraduate students in Ogun State university libraries.
2. determine the extent to which marketing strategies are employed to promote undergraduate students' utilization of library resources and services in Ogun state university libraries



3. examine the challenges affecting the effective marketing of library resources and services in Ogun State university libraries.

Research Questions

The following research questions are formulated to guide the study:

1. What library resources and services are marketed to undergraduate students in Ogun State university libraries?
2. To what extent are marketing strategies employed to enhance undergraduate students' utilization of library resources and services in Ogun State university libraries?
3. What challenges affect the effective marketing of library resources and services in Ogun State university libraries?

Literature Review

Under this section, conceptual and empirical reviews are considered.

Conceptual Framework

Marketing within university libraries may have evolved from a peripheral function into a strategic process that shapes Undergraduates' perception and engagement. It involves identifying user needs, designing valuable services, and effectively communicating those services to stimulate utilization. Urhefe-Okotie (2023)

emphasized that modern librarians must possess marketing competence to promote library visibility and ensure sustainable patronage. In this context, marketing extends beyond mere publicity to include user relationship management, satisfaction assessment, and continuous improvement of service delivery. Otuu and Unegbu (2022) also observed that systematic marketing of library services fosters increased engagement and encourage users to view the library as an active learning partner rather than a static



institution. University libraries that integrate social media outreach, email alerts, exhibitions, and collaborative promotions tend to achieve stronger user loyalty and service relevance.

Library resources may represent the intellectual foundation of academic libraries, encompassing both print and electronic collections such as textbooks, journals, theses, and databases. Their academic value can be realized only when users are aware of and can effectively access them. Adegun et al., (2020) observed that the visibility and accessibility of these resources significantly improve user satisfaction and academic performance. Similarly, Alenzuela and Estrada (2024) highlighted that effective promotion of electronic resources enhance students' learning outcomes by improving their interaction with credible academic materials. Ekpenyong and Edem (2021) further reported that lack of awareness remains a major barrier to the optimal use of

digital resources in Nigerian universities, underscoring the importance of targeted marketing. In Ogun State university libraries, where competition from external online sources may be growing, consistent promotion of in-house databases and print collections may remain essential for sustaining user interest and trust.

Library services can constitute the operational link between users and information. The services could include circulation, reference, user education, information literacy, selective dissemination, and document delivery services. The effectiveness of these services may depend largely on how they are communicated and perceived by users. Osuagwu et al., (2020) argued that effective marketing of orientation and information services improves students' understanding of library functions and increases participation. Likewise, Adegoroye et al., (2024) found that libraries that actively promote their reference and digital services



through multiple channels experience higher levels of engagement. Marketing library services can transform them from passive operations into interactive platforms that facilitate research and learning. When libraries employ targeted communication, students are more likely to perceive the library as a vital academic resource rather than an optional support service.

Utilization which may refer to the degree to which users interact with and benefit from available library resources and services. It may often be used as a key measure of library effectiveness. Abayomi (2020) noted that high utilization indicates strong library-user connection, whereas low utilization points to weak awareness or accessibility issues. Ogundiran et al., (2025) also emphasized that the consistent marketing of library offerings plays a significant role in improving usage rates among students. According to De Gruyter (2024), equitable access and active

promotion are fundamental to ensuring continuous utilization, particularly in digital learning environments. In Ogun State university libraries, sustained utilization may also depend on how librarians can effectively market their collections and demonstrate the library's contribution to academic success.

Undergraduate students are likely to form the largest and most dynamic user group in university libraries. They may rely on library resources for coursework, assignments, and research but often underutilize these resources due to limited awareness and information literacy. Ajayi and Ogunyemi (2022) observed that digital literacy directly influences students' ability to access and use e-library platforms. In a related study, Aina, Adewale, and Ajibola (2019) revealed that the frequency of library use among undergraduates correlates with the extent of promotional activities undertaken by librarians. Alenzuela and Estrada (2024) further asserted that when students are



effectively guided and informed, their academic achievement and information-seeking behavior improve significantly. Therefore, marketing directed at undergraduates should employ media and communication strategies compatible with their digital preferences, including social platforms, library apps, and online discussion forums.

University libraries can be the intellectual centers of higher education institutions, designed to support teaching, learning, and research. Their relevance may still depend on the extent to which they adapt to technological change and user needs. Musa and Umar (2021) pointed out that infrastructural constraints, such as limited ICT facilities, continue to hinder Nigerian university libraries from delivering quality services. Barkindo and Jeroh (2023) also emphasized that weak institutional recognition and lack of innovative marketing remain challenges to visibility in many

academic libraries. Effective marketing, therefore, becomes essential for repositioning libraries as indispensable partners in the academic process. In the case of university libraries in Ogun state, marketing may serve as a strategic approach to enhance visibility, drive user engagement, and ensure that available resources are optimally utilized for teaching and research excellence.

Review of empirical works

The following literatures are examined in line with the study:

Bantai, Chukwudum and Mustapha (2025) conducted a study on the marketing of library services in university libraries across North-East Nigeria. The research sought to identify existing marketing practices, challenges, and strategies for improvement. Using a descriptive survey design involving 190 librarians, data were collected through questionnaires and analyzed using descriptive statistics. The findings revealed that marketing practices in these libraries



were mostly traditional and underdeveloped, with limited use of ICT tools. Major challenges identified included inadequate staffing, poor ICT infrastructure, lack of marketing skills, insufficient funding, and weak communication between management and users. The study recommended improving ICT facilities, providing marketing training, ensuring steady power supply, and enhancing internet access to strengthen marketing efforts and promote library service utilization.

Adegoroye et al., (2024) examined the impact of marketing strategies on library resources and services in the Federal University Dutsinma Library, Katsina State. The study employed a survey research design involving all 97 library staff, using a total enumeration sampling technique and questionnaire for data collection. Findings revealed that social media campaigns were the most frequently used marketing strategy, followed by brochures and flyers, while

signage was the least utilized. There was also a gap between awareness and actual use of both print and electronic resources. The study concluded that direct engagement with students and the use of social media were the most effective strategies for improving awareness and utilization of library resources.

Alenzuela and Estrada (2024) explored the relationship between library resource utilization and academic success among undergraduates in a public university in the Philippines. Using a sample of 800 students, the study correlated library use with academic performance indicators such as GPA, dean's list status, and success in professional licensing exams. The results revealed a strong positive relationship between frequent use of library resources and higher academic performance. Students primarily used the library for research, reading, and examination preparation. The study concluded that regular library use plays



a critical role in promoting academic excellence and improving students' learning outcomes.

Barkindo and Jeroh (2023) investigated the marketing of information resources and services in special libraries in Nigeria, highlighting both opportunities and challenges. The study adopted a qualitative research approach and collected data through interviews with heads of seven special libraries. Thematic analysis revealed several challenges, including inadequate funding, poor recognition by parent organizations, lack of ICT facilities, and limited marketing skills among librarians. Nonetheless, opportunities identified included a better understanding of user needs, improved planning of services, and enhanced client engagement. The study concluded that marketing is essential for raising awareness, fostering collaboration, and promoting effective service delivery in special libraries.

Otuu and Unegbu (2022) studied the influence of marketing strategies on the use of library information services in academic libraries in Lagos State, Nigeria. Using a survey design and total enumeration of 473 librarians, data were collected through a validated questionnaire and analyzed with descriptive and inferential statistics. The findings showed that marketing strategies significantly influenced the use of library services, indicating that effective promotion enhances user engagement. The study emphasized the importance of deliberate marketing interventions in increasing visibility, accessibility, and patronage of library resources.

Adegun et al., (2020) examined the impact of library resources and services on undergraduate students in the Faculty of Management Science Library at Ladoke Akintola University of Technology, Ogbomoso. Copies of questionnaire were administered to 300 students, and data were



analyzed using frequency and percentage methods. The findings revealed that 78% of respondents considered library resources and services effective, while 85% affirmed their adequacy in meeting academic needs. The study concluded that sufficient and easily accessible resources enhance user satisfaction and foster active utilization of library services for academic success.

Research Methodology

The study employed a descriptive survey research design to examine the marketing of library resources and services for enhanced utilization among undergraduate students in university libraries in Ogun State, Nigeria. The population comprised 210 professional and

paraprofessional library staff from selected universities in the Ogun state, and a census sampling technique was adopted to include all participants. Data were gathered using a structured questionnaire titled Marketing of Library Resources and Services Questionnaire (MLRSQ), which covered the types of resources and services marketed, the extent of marketing strategies employed, and the challenges encountered. Responses were rated on a four-point Likert scale, and questionnaire was administered both physically and electronically. Data were analyzed using descriptive statistics such as mean and standard deviation, with results presented in tables and interpreted based on mean score ranges.

Discussion of Findings

Data were analyzed using descriptive statistics such as mean and standard deviation, with results presented in tables and interpreted based on mean score ranges.

**Table 1: Mean and Standard Deviation of Respondents on Library Resources and Services Marketed in Ogun State University Libraries**

S/N	Library Resources and Services	SA	A	SD	D	$\bar{x}$	SD	Rank	Dec.
1	Electronic databases (e.g., EBSCOhost, JSTOR, etc.) are frequently promoted to users.	112	98	53	27	2.89	0.91	1st	A
2	Reference and information services are marketed through orientations and displays.	105	93	64	30	2.78	0.94	4th	A
3	Library catalogues and online public access catalogues (OPAC) are advertised to users.	92	107	61	33	2.76	0.95	5th	A
4	Current Awareness Services (CAS) and Selective Dissemination of Information (SDI) are actively promoted.	97	111	53	29	2.82	0.92	3rd	A
5	Printed materials such as textbooks and journals are regularly advertised.	87	114	70	25	2.73	0.98	6th	A
6	Institutional repository and e-thesis collections are promoted for student research.	94	112	57	30	2.79	0.90	2nd	A
7	Library orientation programs emphasize use of new acquisitions.	79	118	73	27	2.70	0.97	8th	A
8	Reprographic and printing services are marketed to improve visibility.	84	104	76	31	2.68	0.95	9th	A
9	User education programs are communicated through flyers and notice boards.	80	106	77	33	2.66	0.99	10th	A
10	Internet and Wi-Fi access are promoted as part of library services.	100	109	59	28	2.81	0.94	7th	A
Cluster Mean						2.76			A

Key: $\bar{x}$ = mean, SD = Standard Deviation, SA= Strongly Agreed, A= Agreed, SD = Strongly Disagreed, Dec. = Decision

Table 1 revealed that electronic databases ($\bar{x}$ = 2.89), institutional repositories ($\bar{x}$ = 2.79), and current awareness services ($\bar{x}$ = 2.82) were the most frequently marketed resources in Ogun State university libraries, while user education ($\bar{x}$ = 2.66) and reprographic services ($\bar{x}$ = 2.68) received less emphasis. The overall cluster mean of 2.76 indicates a moderate level of marketing



activity. These findings agree with Adegun *et al.* (2020) and Alenzuela and Estrada (2024), who emphasized that the availability and visibility of electronic and research-based resources enhance students' academic performance and satisfaction. However, the limited promotion of user education aligns with Adegoroye *et al.*, (2024), who observed an uneven focus on marketing physical services compared to digital resources, indicating the need for a balanced approach.

Table 2: Mean and Standard Deviation of Respondents on Extent of Marketing Strategies Employed in Ogun State University Libraries

S/N	Marketing Strategies	VHE	HE	VLE	LE	$\bar{x}$	SD	Rank	Dec.
1	Use of social media platforms (Facebook, X, WhatsApp, etc.) for library promotion.	110	101	56	26	2.88	0.92	1st	VHE
2	Regular library exhibitions and book fairs are used to attract users.	91	108	66	31	2.75	0.95	5th	HE
3	Use of e-mail alerts to inform users about new resources.	86	115	65	30	2.74	0.98	6th	HE
4	Flyers, brochures, and posters are used for library publicity.	97	113	59	29	2.79	0.90	4th	HE
5	Collaboration with lecturers to market course-related materials.	100	109	61	26	2.82	0.93	3rd	HE
6	Library websites are updated regularly to inform users of services.	107	103	60	27	2.85	0.91	2nd	VHE
7	Use of students' WhatsApp groups to share library updates.	85	114	69	28	2.72	0.97	7th	HE
8	Orientation and sensitization campaigns for new students.	90	106	67	32	2.73	0.99	8th	HE
9	Conducting surveys and feedback sessions to improve services.	83	109	75	28	2.68	1.00	9th	HE
10	Staff advocacy and interpersonal communication as informal marketing.	78	111	79	27	2.66	1.01	10th	HE
Cluster Mean						2.76			HE

Key: Dec. = Decision, $\bar{x}$ = mean, SD = Standard Deviation, VHE = Very High Extent, HE= High Extent, VLE Very Low Extent, LE = Low Extent,



Table 2 showed that social media platforms ($\bar{x} = 2.88$), library websites ($\bar{x} = 2.85$), and collaboration with lecturers ($\bar{x} = 2.82$) were the most employed strategies for marketing library services, while interpersonal advocacy ($\bar{x} = 2.66$) and feedback surveys ($\bar{x} = 2.68$) were the least utilized. The cluster mean of 2.76 suggests a high extent of digital and interactive marketing. This result aligns with Adegoroye et al., (2024), who identified social media and printed publicity as the most common marketing tools, and supports Otuu and Unegbu (2022), who found that active marketing interventions increase resource utilization. However, the low use of feedback mechanisms agrees with Bantai, Chukwudum, and Mustapha (2025), who noted weak communication channels between library staff and users as a barrier to effective marketing.

Table 3: Mean and Standard Deviation of Respondents on Challenges Affecting the Marketing of Library Resources and Services in Ogun State University Libraries

S/N	Challenges	SA	A	SD	D	$\bar{x}$	SD	Rank	Dec.
1	Inadequate internet connectivity for online marketing efforts.	102	94	47	29	2.84	0.92	1st	A
2	Lack of ICT facilities hinders digital marketing of library services.	95	90	52	33	2.78	0.95	2nd	A
3	Insufficient funding limits effective marketing programs.	92	88	58	34	2.74	0.98	3rd	A
4	Inadequate professional training in marketing among library staff.	88	85	62	36	2.70	0.97	5th	A
5	Absence of a clear marketing policy or strategy in the library.	79	91	68	42	2.66	1.01	7th	A
6	Poor management support and recognition for marketing initiatives.	86	84	65	40	2.69	0.99	6th	A
7	Limited staff strength for implementing marketing activities.	98	83	61	38	2.73	0.96	4th	A
8	Unstable power supply affects marketing through ICT.	75	89	70	46	2.61	1.03	9th	A
9	Low user awareness and response to marketing campaigns.	82	80	69	49	2.63	1.02	8th	A



10	Bureaucratic decision-making delays implementation of marketing initiatives.	70	76	74	52	2.56	1.05	10th	A
Cluster Mean						2.69			A

Key: $\bar{x}$ = mean, SD = Standard Deviation, SA= Strongly Agreed, A= Agreed, SD = Strongly Disagreed, Dec. = Decision

Table 3 highlighted inadequate internet connectivity ($\bar{x}$ = 2.84), lack of ICT facilities ($\bar{x}$ = 2.78), and insufficient funding ($\bar{x}$ = 2.74) as the major challenges to effective marketing in Ogun State university libraries, alongside limited training ($\bar{x}$ = 2.70) and poor management support ($\bar{x}$ = 2.69). With a cluster mean of 2.69, respondents agreed that these constraints hinder marketing success. These findings correspond closely with Barkindo and Jeroh (2023) and Bantai et al., (2025), who similarly identified financial, infrastructural, and skill-related deficiencies as systemic obstacles to marketing in Nigerian libraries. The persistence of these issues underscores the national scope of these challenges, emphasizing the need for increased funding, staff development, and institutional support to enhance marketing effectiveness.

Conclusion

The study examined the marketing of library resources and services for enhanced utilization among undergraduate students in Ogun State University Libraries. Findings from the three tables indicate that while a range of library resources particularly electronic databases, institutional repositories, and reference services are being marketed, the level of marketing activity

remains moderate. Digital strategies such as social media promotion, library website updates, and collaboration with lecturers are the most frequently employed approaches, reflecting a gradual shift towards modern, technology-driven marketing practices. However, persistent challenges including inadequate funding, poor ICT infrastructure, limited marketing expertise, and weak management support—continue to hinder



optimal implementation and effectiveness. Strengthening marketing capacity, embracing digital engagement tools, and institutionalizing marketing policies will help position university libraries in Ogun State as active partners in academic success rather than passive information providers. The findings affirm that strategic and sustained marketing initiatives are vital to increasing awareness, accessibility, and utilization of library resources and services among undergraduate students.

Recommendations

Based on the findings, the following recommendations are made:

1. Improve Digital Marketing Capacity: Upgrade ICT facilities and internet access, and train staff in digital promotion and user engagement.
2. Establish a Marketing Policy: Develop a clear library marketing policy that supports collaboration, integration, and regular evaluation.
3. Provide Adequate Funding: Allocate funds and management support for consistent, student-focused marketing activities.

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