



Library Marketing as a Predictor of Patronage among Faculty Members in Federal Polytechnics in South-West, Nigeria

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Abstract

This study investigated the influence of library marketing on patronage among faculty members in federal polytechnics in South-West, Nigeria. The study was anchored on two relevant theories which are; Expectation Confirmation Theory and Social Marketing Theory. Descriptive survey design was employed. The population comprised all the academic staff on full-time appointment in federal polytechnics in South-West, Nigeria totaling 2,393. Two-stage sampling technique was employed to select 957 which formed the sample size of the study. The instrument used for data collection was an adapted questionnaire validated using Cronbach alpha in which an overall reliability coefficient of 0.975 was obtained. A total of 871 valid copies of questionnaire which were retrieved from 957 copies administered to the respondents representing 91% response rate, were used for data analysis. Data on research questions were analysed using descriptive statistics while hypothesis was tested at 0.05 level of significance using linear regression analysis. Findings revealed low level of library patronage among the faculty members ($\bar{x} = 2.48, \delta = 0.811$); minimal adoption of marketing strategies by the polytechnic libraries ($\bar{x} = 2.56, \delta = 0.860$), and a significant positive influence of marketing on library patronage ($R^2 = 0.349$; calculated value = 0.000 $> \alpha$ -level = 0.05). The study concluded that library marketing is a significant predictor of patronage among faculty members in federal polytechnics in South-West, Nigeria. Consequently, it is recommended that polytechnic library managers and staff should continue to design and implement effective marketing strategies that could efficiently communicate the resources, services and facilities to the faculty members using relevant media and channel.

Keywords Library Marketing; Patronage; Faculty Members; Federal Polytechnics

1. Background to the Study

The central role of polytechnic libraries in facilitating the attainment of the mandate of polytechnics makes them indispensable in the polytechnic subsector, and by extension, the education sector. In keeping with their mandate, they acquire and provide access to relevant information resources and services in diverse formats for the use of their clientele especially the faculty members whose duties rely so much on effective use of current information. However, advancements in technology are creating alternative sources of information for polytechnic lecturers and other users of polytechnic libraries. This situation has resulted to declining patronage of the libraries so much that it has become a source of concern to library managers and personnel.

In view of this, the task for polytechnic libraries goes beyond resource procurement and service development. It further involves deploying all necessary mechanisms to promote patronage. One of such actions is library marketing aimed among other things, at creating awareness of their products and services. This is very essential, given the assertion by Madu (2019) that, availability, awareness, accessibility and utilisation are a sequence in information exploration that ought not to be broken if library resources and services are to be appreciated by the providers and patrons. Consequently, polytechnic libraries need to prioritise library marketing to enhance library patronage.

In the library service sector, marketing comprises proactive and user-oriented planning, organising, disseminating, and managing of information services to ensure user satisfaction, while accomplishing the parent organisation's objectives. Library marketing is the process of getting the user community interested in the resources, services, products, and programmes of the library through activities as promotion, publicity, public relations, and advocacy. It entails deliberate communication of the value of library aimed at influencing the decision of the target users to patronise the library resources and services in the most sustainable manner.

The core idea behind academic library marketing is to present the library as an indispensable part of the institution and to further justify the claim that teaching, learning and research by students and staff cannot be efficiently or effectively carried out without library services. More so, understanding and applying marketing process by academic libraries is essential in achieving users satisfaction as it will help librarians to match what the library offers with what the users need (Madu & Ajayi, 2022). Furthermore, some individuals for which library services and facilities are provided, may not be aware of the existence of collections, programmes, facilities, and innovations in the library that could facilitate their various undertakings. The effect is poor patronage of the library which equally leads to poor return on investment.

It should be noted that the library as a medium for the communication of information will be regarded as a colossal failure if it cannot communicate its own potential value to its audience. Hence, polytechnic libraries ought to recognise the need for library marketing. It is expected that the adoption of effective strategies and media for library marketing will upscale library engagement by users. However, the activities of polytechnic libraries in the area of marketing vis-à-vis its influence on academic staff patronage have remained less investigated. This study therefore evaluated the influence of marketing on library patronage among faculty members in federal polytechnics in South-West, Nigeria.

1.1 Statement of the Problem

The significance of libraries in supporting academic institutions cannot be exaggerated, as they serve as repositories of knowledge and resources for faculty members and other user groups. Whereas polytechnic libraries are striving to meet the diverse information needs of their users, it appears that the level of patronage is dwindling particularly among faculty members. According to Madu and Ajayi (2022) library resources are so expensive, but often remain underutilised. Libraries invest huge amount of money on collection development, processing and storage of information resources, and to ensure maximum utilisation of these resources, library marketing has been variously suggested and viewed as a remedy to the disturbing situation of low patronage.

However, despite the possible impact of library marketing on patronage, there exists a gap in understanding the influence of library marketing efforts on patronage among polytechnic faculty members as earlier studies have concentrated more on students especially in universities, with little attention to the polytechnic sector. It is on this basis that this study was carried out to determine the influence of library marketing on patronage among faculty members in federal polytechnics in South-West, Nigeria.

1.2 Research Questions

1. What is the level of library patronage among faculty members in federal polytechnics in South-West, Nigeria?
2. What are the strategies used in marketing library resources and services to faculty members in federal polytechnics in South-West, Nigeria?

1.3 Hypothesis

The following null hypothesis was formulated to guide the study.

Ho1: There is no significant influence of library marketing on patronage among faculty members in federal polytechnics in South-West, Nigeria.

2. Literature Review

Odunola and Tella (2019) defined *library patronage* as physical and remote access to, and consultation or use of libraries' information resources. It is the actual utilisation of the information services and resources of a library by its patrons. Barfi *et al.* (2018) view information utilisation as the practical and maximum use of library resources identified and consulted by a patron to solve a problem or achieve a set goal. It is the extent to which available information resources are used to satisfy information needs. The measure of library's use can be obtained from the demands for its items. Consequently, if patrons have no demand for the resources of a library, it means that the library does not have what they want or that they are utilising other sources to meet their information needs. In this case, the library will record low patronage (Bitagi & Ozioko, 2015).

Indeed, tertiary institutions of learning across the globe have become increasingly concerned about how students and academic members utilise the facilities provided for them. This interest is spurred by the need to provide quality education in an increasingly competitive tertiary education environment and the desire to keep costs down in an age of reduced government funding, paralleled by increased financial pressure from rising infrastructure and salary costs. Ultimately, only an in-depth understanding of the patronage of facilities like the library will allow administrators to tailor their investments, approaches, and the implementation of innovations (Spennemann, 2006).

The library today is confronted with several challenges such as acute underfunding, stiff competition from allied information industries, information resources explosion, among many others. However, what seems to be the greatest of these challenges is a growing concern among libraries and librarians over low patronage of library services. Several reasons could be advanced for this rather disturbing development, but none of them can be totally divorced from the fact that libraries appear not to be blowing their own trumpets well in the ears of patrons through aggressive library marketing (Madu *et al.*, 2022). According to Yi (2016), a managerial tool capable of assisting libraries to face and overcome the challenge of low patronage now and in the future is effective marketing. Similarly, Madu and Onuoha (2022) asserted that libraries, like other enterprises need marketing to project and promote their services and resources.

Ravichandran and Babu (2008) define marketing of library services as the process of planning, pricing, promoting, and distributing library services to create the exchange that will satisfy the library and its clientele. According to Madu and Onuoha (2022), marketing from the library's point of view entails all purposeful actions taken to increase the visibility and perception of the library and its services in a positive light among its actual and potential users. The aim is to create persistent awareness among patrons, which in turn encourages better use of the library. Marketing is about building relationships and responding to the needs of others. For libraries, this means identifying patrons' needs, communicating how they can help patrons fulfil those needs, and delivering services accordingly to meet such needs.

Various empirical studies have been carried out in Nigeria and across the globe on the subjects of marketing and library patronage. One of the objectives of the study by Zubair *et al.* (2017) was to understand the motivating factors for library marketing in university libraries in Nigeria. Finding showed that the university libraries adopted and implemented marketing strategies for creating awareness of library services, improving services, and building relationships with user segments of students, academics, and administrative staff.

Although, most libraries have started to recognise the need for marketing, it however appears that serious commitment is still lacking. Bhatt *et al.* (2016) compared customer satisfaction with libraries against libraries' level of market orientation and reported that even though the libraries understood that marketing is an important tool for identifying differences between the libraries and their users, serious attention had not been paid to marketing of library products and services as less than 1% of annual budgets was deployed for marketing purposes. In other words, the library had a positive perception of marketing, but poor attitude towards it which accounted for lack of seriousness in that direction.

Several studies have shown several strategies adopted by different libraries for marketing their resources and services. Odunlade *et al.* (2014) reported that old and traditional methods like face-to-face and notice board approach topped the list of methods used for the marketing of library services in academic libraries in South-West, Nigeria. Benson *et al.* (2016) reported the use of library notice board, face-to-face interaction, seminars/workshops, use of institutions' websites, and networking among academic libraries in Imo State, Nigeria. Musa (2016) revealed that timely provision of information, politeness with patrons, uplifting the standard and status of the library and giving full attention to the patrons were the major public relation techniques in use in the federal university libraries in North-western states of Nigeria. Musa's study also revealed that notice board, library newsletter, hand books, and news bulletins and posters were the popular types of communication media among the libraries studied. Osinulu *et al.* (2018) assessed the marketing strategies employed by librarians in

Olabisi Onabanjo University Library in Ogun State, Nigeria with the view to enhancing patronage. The results revealed that user survey studies, books, interlibrary loan services, and improved borrowing privileges were prevalent marketing strategies used by librarians in the institution. The study by Dauda and Daksiri (2020) revealed that the most commonly used marketing strategies at Mustapha Abba Library of Federal College of Education in Yola, Nigeria were electronic access to information, exhibitions, and display of newly acquired materials. Abdulrauf *et al.* (2021) evaluated the marketing strategies used in selected academic libraries in Osun state. The findings revealed the use of social media, user orientation, and public presentation. The effectiveness of these strategies relied on how well they were planned and implemented.

Kumar (2017) partitions the media and tools for achieving effective library marketing into three types. They are: (1) digital media comprising of library website, e-mail services, web page alert, OPAC, online survey, webcasts and web announcements, and online advertising social network sites such as *Facebook, Twitter, Flickr, YouTube, Blogs, Wikis, RSS, and Web 2.0*; (2) print media, which includes booklets, flyers, banner/posters, bookmarks, newspaper alert and newsletter, use statistics, library publications, annual calendar, feedback form, postcards/letters, and survey; and (3) events and activities comprising of workshops, seminars, user-education and orientation, word of mouth, classroom instruction, face-to-face events, library tours, training session, and one-to one conversations.

Library marketing has been confronted with challenges that hinder its effectiveness in academic libraries in Nigeria. Benson et al. (2016) reported lack of adequate awareness and irregular power supply. Aderibigbe and Farouk (2017) reported inadequate support from the parent institution and inadequate staff to provide the necessary services with professionalism as some of the key challenges of library marketing. Osinulu et al. (2018) identified unstable internet connectivity. Other factors are poor marketing strategy and lack of marketing policy (Madu & Ajayi, 2022). One prominent factor that was reported by all the aforementioned studies is the issue of insufficient funds for marketing purposes. Available literature indicates paucity of empirical studies that addressed the subject of library marketing and its influence on patronage particularly among polytechnic faculty members. This study filled that gap with focus on federal polytechnics in South-West, Nigeria.

2.1 Theoretical Framework

Amidst numerous theories explaining library marketing and library patronage, the study's theoretical framework in relation to selected theories was narrowed to Expectation Confirmation Theory (ECT) and Social Marketing Theory (SMT).

2.1.1 Expectation confirmation theory

The Expectation Confirmation Theory (ECT) is a cognitive theory that seeks to explain post-adoption/use satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs. The theory was developed by Oliver in 1980. Although the theory originally appeared in the psychology and marketing academic writings, it has since been adopted in several other scientific fields, notably consumer research and information systems. The ECT involves four primary elements or constructs, namely expectations, perceived performance, disconfirmation of beliefs, and satisfaction. *Expectations* refer to the attributes or characteristics that a person is anticipating or predicting will be associated with an entity, such as a product, service, or technology artefact. *Perceived performance* refers to a person's perceptions of the actual performance of a product or service, which is posited to indirectly influence post-adoption/use satisfaction by way of a mediational relationship through the disconfirmation construct. *Disconfirmation of belief* refers to the difference between perceived outcomes as compared to the established expectation. It entails the judgments or evaluations that a person makes with respect to a product or service. These evaluations or judgments are made in comparison to the person's original expectations. When a product or service outperforms the person's original expectations, the disconfirmation is positive, which is posited to increase post-adoption/use satisfaction. When a product or service underperforms the person's original expectations, the disconfirmation is negative, which is posited to decrease post-adoption/use satisfaction (i.e., to increase dissatisfaction). *Satisfaction, which is the last construct*, refers to the extent to which a person is pleased or contented with a product or service after having gained direct experience with the product or service. Expectation confirmation theory posits that satisfaction is directly influenced by disconfirmation of beliefs and perceived performance, and is indirectly influenced by both expectations and perceived performance by means of a mediational relationship that passes through the disconfirmation construct.

Figure 1: Model of Expectation Confirmation Theory
Source: Oliver, 1980.

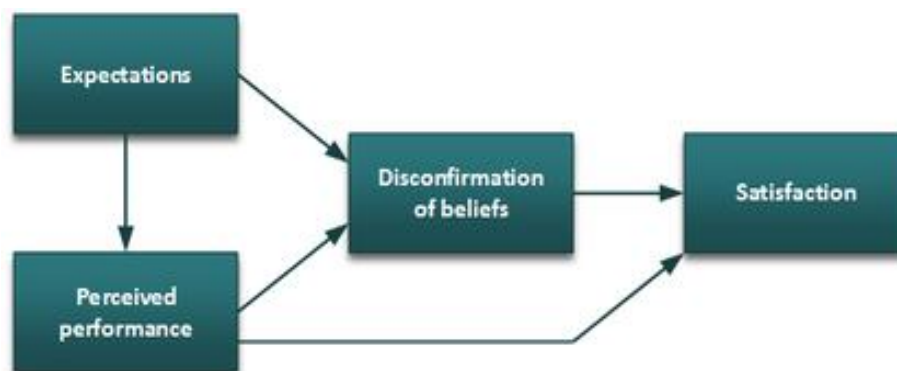


Figure 1 shows a basic model of Expectation Confirmation Theory. The four main constructs in the model are: expectation, performance, disconfirmation, and satisfaction. Expectations reflect anticipation. Performance is an evaluation by the individual after an experience with a product or service, such as a perception of product quality. If a product/service falls short of expectations (disconfirmation) the consumer is likely to be dissatisfied, but where the product meets or outperforms expectations (confirmation) post-adoption/use satisfaction will occur and potential for repeat patronage is high.

Relevance of the Theory to the Study

This theory supports the dependent variable of this study which is 'library patronage'. As stated earlier, the primary consideration of the theory is that individuals' expectations before an experience with a product or service and the subsequent evaluation after the experience combine to determine satisfaction with and subsequent patronage of the product or service. Therefore, the theory is relevant to this study because it reveals that the desire to patronise a library emanates from the expectation that it can meet the information needs of the patron and when such an individual is satisfied, the interest to continue using the library will be sustained. An understanding of the ECT will enable polytechnic library managers and staff to appreciate the psychology of academic staff towards the use of library. This is with the view to putting in place the necessary mechanisms to ensure that they derive the expected value each time they visit the library, as this is the only way to ensure sustained library patronage among this particular user group and indeed the entire user community.

2.1.2 Social Marketing Theory

The Social Marketing Theory (SMT) was propounded by Kotler and Zaltman in 1971. They defined social marketing as the design, implementation, and control of programmes calculated to influence the acceptability of social ideas which involve considerations of product planning, pricing, communication, distribution, and marketing research. They explained that there is a subset of marketing practices that marketers and public can approve to achieve social purpose rather than monetary gain. The essential principle behind the theory is that, the same marketing ideologies that are used to sell products to consumers could be used to promote and sell ideas, attitudes, and behaviours to encourage people to adopt behaviours that will enhance their own lives and the lives of others. Fundamentally, social marketing differs from other marketing theories/strategies given that it seeks to influence social behaviour not to the benefit of the marketer but to the benefit of the target audience and the society in general.

Relevance of the Theory to the Study

The theory has been used by social organisations like libraries to help promote or discourage certain behaviours. The theory is administrative in nature such that it seeks to outline a framework that can be used to design, implement, and evaluate information campaigns for social good. This theory therefore, offers polytechnic libraries the context to articulate workable marketing strategies that will promote positive perception and attitude from the academic staff towards library services, facilities, and resources. More importantly, an understanding of the theory will enable the libraries to develop appropriate marketing strategies that will induce the academic staff to high library patronage. A conscientious development and integration of tailored marketing strategies will help polytechnic libraries to maximally satisfy their community, achieve competitive advantage, and contribute very meaningfully to the attainment of set objectives of the parent institutions.

Table 1. Sampling frame.

| S/ N | Polytechnic | Population | Lecturer | Technologist | Instructor |
|---------|-----------------------------|--------------|------------|--------------|------------|
| 1. | Fed. Poly., Ado Ekiti | 510 | 141 | 48 | 15 |
| 2. | Fed. Polytechnic, Ede | 470 | 131 | 46 | 11 |
| 3. | Fed. Polytechnic, Ilaro | 508 | 158 | 35 | 10 |
| 4. | Fed. Polytechnic, Ile-Oluji | 99 | 27 | 09 | 04 |
| 5. | Yaba Coll. of Tech., Lagos | 806 | 207 | 80 | 35 |
| | Total | 2,393 | 664 | 218 | 75 |

3. Methodology

The descriptive survey design was employed for this study. The population of the study comprised all the faculty members on full-time appointment in five federal polytechnics in South-West, Nigeria totalling two thousand three hundred and ninety three (2,393). There are six federal polytechnics in South West, Nigeria, which are Federal Polytechnic Ede, Osun State; Federal Polytechnic Ado Ekiti, Ekiti State; Yaba College of Technology, Lagos State; Federal Polytechnic, Ile-Oluji, Ondo State; Federal Polytechnic Ilaro, Ogun State; and the Federal Polytechnic, Ayede, Oyo State. However, the Federal Polytechnic, Ayede was excluded from this study because as at the time of the study, the polytechnic was yet to recruit academic staff given that it was only recently established. Two-stage sampling technique was employed to arrive at the study sample. At the first stage, through the use of a proportionate stratified sampling technique, the faculty staff were stratified into three categories (lecturers, technologists, and instructors). The second stage involved the use of simple random sampling technique to select 40% of the population representing the respondents to the research instrument. The sample size for the study consisted of nine hundred and fifty-seven (957) faculty members of the five polytechnics under study.

Structured questionnaire titled *Library Marketing and Patronage Questionnaire* (LMPQ) was used for data collection. The questionnaire comprised two sections, A and B. Section A covered the dependent variable (library patronage) and was measured using adapted scale from the work of Barfi et al (2018). The scale comprised 11 items on frequency and purposes of use, using four-point Likert scale of Always = 4, Often = 3, Rarely = 2, and Never = 1. The four-point Likert scale was adopted to do away with the undecided or don't know responses, to avoid distortion. Section B covered library marketing using a researcher developed scale comprising 10 items on marketing strategies and media using four-point Likert scale of Strongly Agree (SA) = 4, Agree (A) = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1. The reliability coefficient of the instrument was determined using Cronbach's alpha method which eventually yielded an index of $\alpha = 0.967$. A total of 957 copies of the questionnaire were administered out of which 871 representing 91% were retrieved and found useful and appropriate for analysis. Descriptive statistics such as frequency count, percentage, mean, and standard deviation were used to analyse the respondents' demographic features as well as answer research questions, while regression analysis was used to test the null hypotheses at a 0.05 level of significance.

4. Results and Discussion

4.1 Answers to the Research Questions

Research Question 1: What is the level of library patronage among faculty members of federal polytechnics in South-West, Nigeria?

In order to answer the research question and achieve the objective, the respondents were provided with options of Always, Often, Rarely, and Never in the questionnaire and they were requested to tick as it applied to them. The frequency, percentage, mean, and standard deviation values of their responses were calculated and provided in Table 1.

Table 1 presents analysis on the level of library patronage among academic staff of federal polytechnics in South-West, Nigeria. The result shows that 106 (12.2%) of the respondents affirmed that they patronised the polytechnic library 'always', and 282 (32.4%) confirmed that they patronised the library 'often'. Conversely, 451 representing 51.8% alluded to using the library 'rarely', while 32 others representing 3.7% never used their polytechnic libraries. In terms of the purposes for patronising the library, research activities emerged as the most prominent with an aggregated agreement of 681 (78.2%) respondents and ($\bar{x} = 3.02$). The least purpose for which the respondents used the library was 'recreation' as only 203 of the respondents representing 23.3% patronised the library for the purpose of recreation, with a mean score of ($\bar{x} = 1.84$). Considering that the weighted mean score ($\bar{x} = 2.48$)

was less than the criteria mean of ($\bar{x} = 2.50$), it can therefore be deduced that the level of library patronage among faculty members in federal polytechnics in South-West, Nigeria was low.

The finding of this study is in line with Oriogu *et al.* (2018) whose study indicated poor patronage of the library by faculty members in Afe Babalola University, Ado-Ekiti, Nigeria. Even though they were fully aware of the available information resources in the library and they had positive perception of information resources and services. The finding equally agrees with Madu (2019) who reported that the frequency of use of library resources by the academic staff in Federal Polytechnic Ede, Nigeria was low. On the contrary, the finding of this study contradicts the findings of: Ukih (2012) which reported high patronage of library resources by lecturers in University of Agriculture, Makurdi, Nigeria; Ifijeh *et al.* (2018) whose study revealed that the lecturers in private universities in South-South, Nigeria made use of their institutional libraries to a high extent; and Barfi *et al.* (2018), whose study showed that the library resources in University of Cape Coast, Ghana were being patronised by the lecturers at a high level.

Research Question 2: What are the strategies used in marketing library resources and services to faculty members in federal polytechnics in South-West, Nigeria?

To answer the research question, the respondents were provided with options of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) in the questionnaire and they were requested to tick as it applied to them. The frequency, percentage, mean, and standard deviation values of their responses were calculated and provided in Table 2.

The result shown in Table 2 revealed the strategies deployed by the federal polytechnic libraries in South West Nigeria for marketing library resources to the faculty members. The indicators of the strategies were ranked in order of magnitude from high to low through the overall mean score and standard deviation. This was measured against the mean score of each of the items on strategies. Provision of high quality services emerged as the foremost strategy as confirmed by 606 (69.9%) of the respondents on aggregated basis, with a mean score of ($\bar{x} = 2.80$). A total of 575 (66%) respondents agreed that 'participating in orientation and training for newly employed academic staff members was one of the marketing strategies used by the polytechnic libraries.

The items ranked 7th, 8th, 9th and 10th did not meet the cut off mean of 2.5. This indicated that the respondents disagreed that they constituted strategies used by the understudied libraries to market their resources to the academic staff. Therefore, it can be deduced that provision of high quality services, participating in orientation and training for newly employed academic staff members, use of digital media, exhibitions and display of new arrivals, library-faculty collaboration, and use of traditional print media were the major strategies used in marketing library resources and services to faculty members in federal polytechnics in South-West, Nigeria. This result can be attributed to the recognition that the adoption of diverse strategies and media for library marketing has become imperative for polytechnic libraries to sustain their value, justify investments, increase patronage, and contribute effectively to the attainment of the mission and vision of their parent institutions.

The finding of this study agrees with Musa (2016) whose study revealed provision of high quality services, use of notice board, library newsletter, hand books, news bulletins and posters, as major marketing techniques in federal university libraries in Northwestern States of Nigeria. Other studies, which the finding of this study support include those of Benson *et al.* (2016), Yi (2016), Osinulu *et al.* (2018), Dauda and Daksiri (2020), and Abdulrauf *et al.* (2021) who variously reported training programmes, use of library websites, user survey studies, improved service quality, exhibitions and display of newly acquired materials, and use of emails as viable academic library marketing strategies. The finding of this study is also in line with that of Emiri and Lulu-Pokubo (2019) that their finding on application of social media for marketing of library products and services in university libraries in Nigeria showed clear indication of inefficient utilisation of social media tools for marketing in the university libraries.

4.2 Testing of Hypothesis

Hypothesis 1: There is no significant influence of marketing on library patronage among faculty members in federal polytechnics in South-West, Nigeria

The corresponding objective was to establish the influence of library marketing on library patronage among faculty members in federal polytechnics in South-West, Nigeria. In testing this hypothesis, and to achieve the corresponding objective, the researcher correlated respondents score on library marketing items in the questionnaire with the scores on library patronage items in the questionnaire.

Table 2. Level of Library Patronage by the Respondents.

| SN | Frequency and purposes of library patronage: | Always Freq. | % | Often Freq. | % | Rarely Freq. | % | Never Freq. | % | Mean \bar{x} | Std. Dev. |
|----------------------|---|--------------|------|-------------|------|--------------|------|-------------|------|----------------|------------|
| I | How frequent do you generally patronise the polytechnic library? | 106 | 12.2 | 282 | 32.4 | 451 | 51.8 | 32 | 3.7 | 2.53 | .75 |
| Ii | I use the library for research activities | 250 | 28.7 | 431 | 49.5 | 149 | 17.1 | 49 | 4.7 | 3.02 | .80 |
| Iii | I use the library for developing lecture materials | 179 | 20.2 | 429 | 49.3 | 209 | 24.0 | 57 | 6.5 | 2.83 | .82 |
| Iv | I use the library to obtain general information/knowledge | 157 | 18.0 | 431 | 49.5 | 185 | 21.2 | 98 | 11.3 | 2.74 | .82 |
| V | I use the library in brainstorming on solutions to identified academic problems | 155 | 17.8 | 406 | 46.6 | 220 | 25.3 | 90 | 10.3 | 2.72 | .87 |
| Vi | I use the library for borrowing books | 154 | 17.7 | 353 | 40.5 | 264 | 30.0 | 100 | 11.5 | 2.64 | .90 |
| Vii | I use the library to check for newly acquired materials | 89 | 10.2 | 409 | 47 | 223 | 25.6 | 150 | 17.2 | 2.50 | .88 |
| Viii | I use the library to test my research for plagiarism | 152 | 17.5 | 287 | 33 | 262 | 30.1 | 170 | 19.5 | 2.48 | .99 |
| Ix | I visit the library to read newspapers | 61 | 7.0 | 285 | 32.7 | 313 | 35.9 | 212 | 24.3 | 2.22 | .89 |
| X | I use the library for reprographic services | 96 | 11.0 | 222 | 25.5 | 327 | 37.5 | 226 | 25.9 | 2.22 | .95 |
| Xi | I use the library for interaction with students and/or colleagues | 43 | 4.9 | 234 | 26.9 | 309 | 35.5 | 285 | 32.7 | 2.04 | .89 |
| Xii | Recreation | 40 | 4.6 | 163 | 18.7 | 282 | 32.4 | 386 | 44.3 | 1.84 | .88 |
| Weighted Mean | | | | | | | | | | 2.48 | .87 |

Decision Rule: 3.5-4 = Always, 2.5-3.49 = Often, 1.5-2.49 = Rarely while 1-1.49 = Never.

The criteria mean = 2.50 that is 4+3+2+1 = 2.5. This implies that any score less than 2.5 is considered low.

Table 3. Strategies used in Marketing Library Resources and Services to Academic Staff.

| SN | The library markets its resources and services through: | SA | | A | | D | | SD | | Mean \bar{x} | Std. Dev. | Rank | N = 871 |
|-------------------|--|-------|------|-------|------|-------|------|-------|------|----------------|-------------|------------------|---------|
| | | Freq. | % | Freq. | % | Freq. | % | Freq. | % | | | | |
| i | Provision of high quality services | 140 | 53.5 | 466 | 16.4 | 212 | 24.3 | 53 | 6.1 | 2.80 | .77 | 1 st | |
| ii | Participation in orientation and training for newly employed academic staff members | 157 | 18 | 418 | 48 | 198 | 22.7 | 98 | 11.3 | 2.73 | .88 | 2 nd | |
| iii | Use of digital media such as library website, email, SMS alert | 186 | 21.2 | 362 | 41.6 | 223 | 25.6 | 101 | 11.6 | 2.72 | .92 | 3 rd | |
| iv | Exhibitions and display of new arrivals | 131 | 15.0 | 388 | 44.5 | 237 | 27.2 | 115 | 13.2 | 2.61 | .89 | 4 th | |
| v | Library – faculty collaboration | 133 | 15.3 | 385 | 44.2 | 233 | 26.8 | 120 | 13.8 | 2.61 | .90 | 5 th | |
| vi | Use of traditional print media such as booklets, flyers, bulletins, handbooks, posters, among others | 111 | 12.7 | 383 | 44.0 | 293 | 33.6 | 84 | 9.6 | 2.60 | .83 | 6 th | |
| vii | Sharing the library's success stories | 70 | 8.0 | 405 | 46.5 | 265 | 30.4 | 131 | 15.0 | 2.48 | .84 | 7 th | |
| viii | Visible participation in community services | 96 | 11 | 340 | 39 | 306 | 35.1 | 129 | 14.8 | 2.46 | .87 | 8 th | |
| ix | Use of mass media such as Facebook, WhatsApp, Twitter, Instagram, among others | 58 | 6.7 | 328 | 37.7 | 338 | 38.8 | 147 | 16.9 | 2.34 | .83 | 9 th | |
| x | Use of social media | 62 | 7.1 | 274 | 31.5 | 361 | 41.4 | 174 | 20.0 | 2.26 | .83 | 10 th | |
| Grand Mean | | | | | | | | | | | 2.56 | | |
| .85 | | | | | | | | | | | | | |

Decision Rule: 3.5-4 = SA (Strongly Agree), 2.5-3.49 (Agree), 1.5-2.49 (Disagree) while 1-1.49 = SD (Strongly Disagree).

The criteria mean = 2.50 that is 4+3+2+1 = 2.5. This implies that any score less than 2.5 is considered Disagree.

Table 4. Linear Regression showing Influence of Library Marketing on Library Patronage among Faculty Members in Federal Polytechnics in South-West, Nigeria.

| Model | Unstandardized Coefficients | | Standardized Coefficients | T R. | R ² Sig. (P-value) |
|-------------------|-----------------------------|------------|---------------------------|--------|-------------------------------|
| | B | Std. Error | Beta | | |
| Constant | 1.125 | .065 | | 17.339 | .00 |
| Library Marketing | .530 | .025 | .591 ^a | 21.588 | .349 |

Source: Researcher's Computed Data

Decision: Since $p\text{-value} = 0.00 < \alpha\text{-level} = 0.05$, thus, H_0 is rejected.

From the results in Table 3, the R square was 0.349. This showed that there was a positive relationship of 34.9% between the dependent variable (library patronage) and the independent variable (library marketing). The R-Square also indicated that 34.9% of the independent variable can be explained by the dependent variable. The coefficient also showed the regression equation of: $Y = a + bX$, which was rewritten as library patronage = 1.125 + 0.530 (library marketing). This equation showed that library marketing had a positive influence on library patronage. It indicated that on the average, an increase in library marketing would bring about an increase in library patronage by 0.530 (53%), keeping other variables constant. The calculated P-value was found to be statistically significant at 0.00 level of significance with a critical value < 0.05 . Therefore, the null hypothesis which stated that there was no significant influence of marketing on library patronage among faculty members of federal polytechnics in South-West, Nigeria was rejected and it was concluded that there was a significant positive influence of marketing on library patronage among faculty members in federal polytechnics in South-West, Nigeria.

The finding corroborates Colar (2021) whose study of usage of library resources and services at Maritime Academy of Asia and the Pacific in Philippines showed that library resources were not marketed effectively to the faculty members thus resulting to minimal usage while the good marketing of library services to the students resulted into high patronage. The finding equally supports the submission of Mugdha et al. (2016) that library marketing is an ongoing process of creating a connection between the library resources and its potential users.

5. Conclusion

The finding of this study reveals that library marketing is a predictor of library patronage among faculty members in federal polytechnics in South-West Nigeria. Based on the findings of this study, it can be concluded that effective and efficient engagement of library marketing by polytechnic library managers, personnel, and all other relevant stakeholders has the potential to improve the declining level of library patronage among polytechnic faculty members and other categories of polytechnic library patrons. Since the value of polytechnic libraries is best measured by usage, it is crucial to embrace and implement any mechanisms that would promote library usage with precision. This study has highlighted several measures that can be taken to enhance library patronage. By adopting these strategies, polytechnic libraries can strive towards a more engaged and active user base, ensuring the continued relevance and effectiveness of these libraries in supporting the academic pursuits of faculty and all other patrons.

6. Recommendations

Based on the findings of this study, the following recommendations are made to improve the level of library patronage among polytechnic faculty members in Nigeria.

1. It is imperative for polytechnic faculty members to recognise and leverage the vast resources available in polytechnic libraries to enhance their academic capacity, stay current with the latest research, and effectively fulfill their teaching and research responsibilities, ultimately benefiting both themselves and their students.
2. Polytechnic library managers and staff should continue to design and implement effective marketing strategies that could efficiently communicate the resources, services and facilities to the academic staff using relevant media and channel.

Declarations

Data availability Data will be made available upon reasonable request.

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Competing interests Authors declare no known competing or financial interests.

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