LIBRARY MARKETING AND PATRONAGE BY UNDERGRADUATES IN PRIVATE UNIVERSITIES IN OYO STATE, NIGERIA

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Abstract

Purpose*: The study investigates the influence of marketing activities by librarians on library patronage among undergraduate students with a focus on private universities in Ibadan, Oyo state.*

Methodology/Approach*: The cross-sectional survey research design was adopted for this study. The study population includes all undergraduates of private universities in Oyo State (N = 14,955). The sample size is (n=385) undergraduates and all the 20 librarians of the four private universities in Ibadan. The sample was arrived at using the Taro Yamane sample size formula. The main research instrument is a structured questionnaire developed through an extensive literature review. Data collected through the questionnaire were analysed using descriptive statistics and inferential statistics.*

Findings*: The results show that library patronage among undergraduate students is low (Avg Mean = 2.13). It however found that the students rated the library service quality as high (Avg Mean = 2.914). Also, library marketing (R2 = 0.092, F(2,334)= 17.989, p= 0.000) was found to have a significant influence on library patronage among the students.*

Implications*: The study concluded that, though library patronage among the undergraduate is currently low, the positive attitude of librarians towards library marketing indicate that the library should be able to boost patronage in the long run.*

Originality*: The study recommends that the training of librarians should include a real marketing curriculum so that librarians do not see marketing as an ad-hoc duty but as very integral to their core activities.*

Keywords: *Library Service Quality, LibQual, Academic libraries, Users' Surveys, Library Patronage*

Introduction

University libraries are established to cater for the information needs of their user community, thereby supporting and enhancing teaching, learning and research in the universities. Library users are incredibly significant within the practice of librarianship. This explains why all of Ranganathan's laws of librarianship revolve around the use of library information resources and services. Indeed, the measure of a library's relevance layson the level of patronage enjoyed in its collections and services. The relevance of a library in the present age is not just determined by its resources and services but by the extent of patronage of library resources and services.

No doubt, patronage is an essential consideration for library management because it is a critical reflection of the service delivery efficiency and effectiveness. Feedback on library services must be obtained from time to time from users to improve service delivery (Ogunmodede and Emeahara 2010). Due to the role university libraries plays in the academic activities of the university, it is only logical to expect undergraduates to patronise university libraries regularly. However, previous studies have shown a decline in library patronage

among undergraduates (Odu, 2017; Onifade, Ogbuiyi and Omeluzo 2013). To reverse this trend, experts have suggested that librarians need to constantly market the information products and services available in their libraries to ensure that undergraduates are well informed about them.

communication methods and feedback mechanisms to improve their services. Lucas-Alfieri (2015) believes that there cannot be effective marketing if libraries do not have a marketing plan. 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 the need to understand the needs and expectations of users. However, while there have been significant attention paid to library marketing in the literature, there have been few attempts to empirically investigate the influence of library marketing on library patronage among undergraduate in private universities in Nigeria.

Statement of the Problem

Regular library patronage by undergraduates is beneficial to the students and also serves as an indicator of the university library's relevance. However, preliminary investigation, close observation and literature review revealed that library patronage among undergraduates is on the decline. This has implications for the relevance of academic libraries and the quality of academic output of the students. If this trend persists intellectual ability of graduates may affect the standard of education and best practices in the various sectors of the economy will be adversely affected.

Several studies have been carried out on library patronage covering different perspectives including collection quality, user satisfaction, availability and accessibility of information resources amongst others (Oyewumi, Oladapo, &Adegun, 2014, Usuka, Nwachukwu&Nwachukwu, 2019, Alegbeleye, Madukoma, &Dahunsi, 2020, Moukwelu, Usuka, &Azubuike, 2021). However, only a little has been done in the area of library marketing as it affects library patronage of undergraduates in private universities. Thus, to contribute to a relative dearth of existing literature on the influence of library marketing on library

According to Khan and Kamal (2016), there has been an increasing need for understanding and embracing the marketing concept in libraries globally. In view of the competition from other information services, especially the internet, it is more important than ever for librarians to redesign their services and also seek new patronage, especially in the private universities libraries in Nigeria, this study seeks to investigate the influence of library marketing and service quality, on library patronage by undergraduates in private universities in Ibadan, Oyo State.

Research Questions

The following research questions would be adequately answered in the study.

1. How often do undergraduates patronize libraries in private universities in Oyo State, Nigeria?

2. for what purpose do undergraduates patronize libraries in private universities in Oyo State, Nigeria?

3. What is the level of Market Orientation of Librarians in Private Universities in Oyo State, Nigeria?

4. What are the library marketing strategies adopted in private universities in Oyo State, Nigeria?

Research Hypothesis

The following null hypotheses would be tested in the study at a 0.05 level of significance.

H0$_1$: There is no significant influence of library marketing on library patronage by undergraduates in private universities in Oyo State, Nigeria.

Literature Review

Concept of Library Patronage

In essence, the main goal of establishing libraries is to facilitate the use of existing knowledge to create new knowledge and innovation. For academic libraries, 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 research (Echezona and Nwegbu, 2015). Alegbeleye, Madukoma

and Dahunsi (2020) are of the firm opinion that academic 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 make effective use of the information resources to satisfy their information needs. The main motivation that drives academic 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 library (Usuka, Nwachukwu and Nwachukwu, 2019).

However, various studies such as those conducted by Tseh (2021) in Ghana; Ogbuiyi and Okpe (2013) in Nigeria have shown that library patronage among undergraduates is on a downward trend. Even the integration of online information resources and investments in digital facilities have not been able to reverse the trend (Oyadeyi, Oladokun, Shorunke, and Fasola, 2021)). This has led researchers to suggest a pragmatic approach by librarians to stimulate library patronage. Clifford and Olurotimi (2018) and Ifidon and Obaseki (2018) are among those who have suggested that adopting modern marketing concepts is the best strategy to improve library patronage.

Library Marketing and Library Patronage

The concept of marketing means different things to different people, as many researchers have proposed different definitions. One of the major experts in the field of marketing, Philip Kotler, described marketing as the "administrative and social process through which individuals and groups obtain what they need and desire through the generation, offering, and exchange of valuable products" (Kotler, Keller, Manceau, and Hemonnet-Goujot, 2019). According to Culey (2016), 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 organization. This definition is more relevant to the modern academic library which is facing stiff competition from other sources of information. Consequently, librarians have conducted studies on the role of marketing in library services.

Studies on the importance of marketing to library patronage have yielded instructive findings. Namugera (2017) reported that quality library services and adequate information resources is not enough to attract patron in the digital environment. The study showed that the majority of students at Makerere University, Uganda rarely use the academic library due to lack of awareness of available collection and services. This is echoed by Echezona and Chigbu (2018) who also agreed that marketing strategies are among the most effective means of boosting library patronage in Nigeria. Being aware of the importance of marketing is however not enough for library marketing according to Klaib (2013) who emphasized that market orientation is an important attribute for modern libraries.

Klaib (2013) distinguished between market orientation and marketing orientation. According to the author, market orientation" in libraries refers to organisation-wide activities aimed at satisfying the information needs of the users, while "marketing orientation" focuses on the approaches adopted by the marketing unit of the library to promote available information, products, and services. To the library, the library's users and other competing information services providers are the market. Therefore, the primary objective should be to analyze the target audience and ascertain their needs rather than to engage in promotional or sales activities.According to Tetteh and Nyantakyi-Baah (2019), a library demonstrates market orientation when its collection and services are strategically engineered to satisfy targeted users.

Some of the manifestations of market orientation in libraries are the ability to adapt in a changing environment (Cruz et al., 2020). Libraries in the modern age are expected to be innovative both in term of collection and services. Mutongi (2017) 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, and library processes, resources, and capabilities. Having a market orientation would also enable

academic libraries to plan and execute effective marketing campaigns capable of driving library patronage. Some libraries have made attempts to market library services but due to a lack of proper planning and market orientation, such campaigns are often abandoned halfway or operated in a way that is designed to fall short of set goals. (Aloysius, Awa, and Aquaisua, 2019).Available literature has shown that the effectiveness of marketing strategy adopted by libraries depends, to a large extent, on factors within the control of the libraries.

The basic marketing strategy in libraries includes library orientation, users' awareness, in-house displays, and exhibitions (Osinulu, Adekunmisi, Okewale, &Oyewusi, 2018). However, the tools necessary to achieve the set objectives include the use of engagement techniques such as face-to-face events, training sessions, workshops, brochures, catalogues, websites, phones, leaflets, advertisements, e-mail, classroom instructions, social media, posters, and library tours (Malekani and Bernard, 2018). All of these have been found effective in the promotion, the use of library services and resources among the library user community (Edewor, Okite-Amughoro, Osuchukwu, &Egreajena, 2016; Bamigbola, 2013). However, the advent of technology has also seen librarians adopting 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 the study of Shafawi and Hassan (2018), who 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 behavioral) have positive and statistical 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.

From the opinions of students, Saibaakumo, Orewa, and Nwose (2019) examined the levels of impact of some newly adoptable and available library marketing strategies that could possibly facilitate students' patronage in academic libraries in Nigeria in this technology age. 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.

Despite the recognition of marketing as relevant strategy to boost library patronage, available literature shows that some librarians are still displaying negative attitudes toward marketing. (Akporhonor 2020, Azuka and Sebastian, 2015). Some librarians are still holding the believe that the quality of the library will 'speak for itself'. Olorunfemi and Ipadeola (2018) observed that while these set of librarians may recognize the importance of marketing activities to business, they often see no need for it in the library. 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. Closely related to the issue of attitude is that of marketing skills.

Library marketing 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 (Akporhonor, 2020). Librarians who engage in the library without the necessary skills may not achieve the desired outcome. Instead, they may inadvertently help to reinforce the perception of the library as an institution out of tune with current trends. Similarly, Olorunfemi and Ipadeola (2018) 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 the users are vital to effective library marketing.

Methodology

The cross-sectional survey research design was adopted for this study. This is appropriate

because the researcher intends to reach conclusions based on data gathered from the undergraduates of the different private universities in Oyo State at a specific point in time.

The study population consists of fourteen thousand, nine hundred and fifty-five (14,955) undergraduates of private universities in Oyo State; namely Lead City University, Lagos-Ibadan Tollgate, Dominican University, Akobo, Precious Cornerstone University, Iwo-road, Kola Daisi University, Ibadan-Oyo road, AjayiCrowther, Oyo and Atiba University, Oyo. The sixth university; Dominion University, was excluded from the study population because the university is less than five years old as it commenced academic activities in October 2019. The numbers of undergraduates were obtained from the academic planning units of each of the universities. The study is centered on private universities because they are relatively new compared with the only Federal University in Ibadan. They are therefore expected to have libraries capable of attracting the undergraduates at these universities.

The sample size for the study is 385 undergraduates of the four private universities in Ibadan. The sample size of 385 undergraduates was obtained from the use of Taro Yamane Sample size formula calculated as follows:

$$n = \frac{N}{1 + N \times (e)^2} = \frac{14955}{1 + 14955 \times (0.0025)} = 390 \; undergraduates$$

This study used a stratified proportionate sampling technique to distribute questionnaire to the undergraduates of each of the private universities under study. Bowler's proportional allocation formula {n(n1)/N} was used to calculate the unit sample size. This sampling technique is found suitable because it ensures a proportionate representation of undergraduates of these universities in the sample.

The study used a questionnaire for data collection. The instrument titled Library Marketing and Library Patronage (LMLP) scale" was used to collect data from undergraduates of private universities in Oyo State. The instrument has three sections (A-C) that were adopted, adapted, and validated. Section A was developed by the researcher to collect some demographic information from the respondents, such as age, gender, level of study, and name of institution. Section Bof the questionnaire focused on measuring level of library patronage. The section wasadapted from Alegbeleye, Madukoma, and Dahunsi (2020) and Ojesina (2020). The library patronage scale covers the frequency of patronage and the purpose of patronage to the libraries. The scale consists of 18 items covering the two dimensions. The scale used a 4-point Likert scale ranging from 4 = very often, 3 = often, 2 = sometime to 1 = rarely. The reliability score for this scale reported a Cronbach alpha value of 0.86.

The section that measures library quality is a 21-item scale adapted from the LibQual scale developed by the Association of Research Libraries (2022). It covers the affects of service, library as a place, and information control. The scale used a 4-point response format, ranging from 4 = very high, 3 = high, 2 = low to 1 = very low. A high score on the scale indicates a high level of service quality while a low score on the scale indicates poor service quality. The scale has been used in the past for assessing the service quality of libraries. The reliability test reported a Cronbach alpha value of 0.93

Data Presentation and Discussion

This section is descriptive and it presents the results of demographic characteristics using frequency distribution tables and texts. The questionnaire was administered on 385 respondents, however, only 337 respondents properly filled and returned the questionnaire. This represents a87.5% return rate. The analysis is therefore based on the 337 retuned questionnaire.

Table 1: Demographic Characteristics of Respondents

Variables	Category	Frequency	Percentage
Gender	Male	105	31.2%
	Female	232	68.8%
		337	100.0
Age	16-20years	263	78.0%
	21-25years	66	19.6%
	26-30years	5	1.5%
	31-35yrs	3	0.9%
		337	100.0
Educational level	100L	118	35.0%
	200L	93	27.6%
	300L	69	20.5%
	400L	30	8.9%
	500L	27	8.0%
		337	100.0
Institutions	Lead City University	117	34.6%
	Dominican University	47	13.9%
	Precious Cornerstone University	11	3.8%
	Kola Daisi University	54	15.9%
	AjayiCrowther University	64	18.9%
	Atiba University	44	12.9%
	Total	337	100.0

N=337 (Source: Researcher's Field Survey, 2022)

Table 1 presents the demographic profile of respondents. Gender-wise, there are 105 male respondents representing 31.2% while female respondents are 232 representing 68.8% indicating that most of the respondents were female. This suggests that female students are more likely to use the library than male. In terms of age distribution, 263 (78%) were between the ages of 16-20years, 66 (19.6%) were between 21-25years, 5 (1.5%) were between 26-30years, and 3 (0.9%) were between 31-35years, indicating that most of the respondents were between 16-20years. This shows a significant number of undergraduates are still using the library. Also, 118 (35%) of the respondents were 100L students, 93 (27.6%) were 200L students, 69 (20.5%) were 300L students, while 30 (8.9%) were 400L students, and 27 (8%) were 500L students. This suggests that 100 and 200L students use the library more. Even though the expected norm should have been that higher-level students use the library more, as they must have understood the importance of library services to their academic learning and are more involved in research. Furthermore, 117 (34.5%) were from Lead City University, 64 (18.9%) from AjayiCrowther University, 54 (15.9%) from Kola Daisi University, 47 (13.9%) from Dominican University, 44 (12.9%) respondents from Atiba University, and11 (3.8%) of the respondents were from Precious Cornerstone University.

Table 2: Analysis of the Level of Library Patronage in Private Universities in Oyo State, Nigeria

FREQUENCY OF PATRONAGE	VO	O	S	R	MEAN	SD
Patronize the library to use its databases	60 (17.8%)	79 (23.4%)	114 (33.8%)	84 (24.9%)	2.34	1.040
Go to the library to socialize with my friends	17 (5.0%)	33 (9.8%)	79 (23.4%)	208 (61.7%)	1.58	0.863
Consult the materials in the reference section	37 (11.0%)	124 (36.8%)	109 (32.3%)	67 (19.9%)	2.39	0.926
Make use of the library dialogue	31 (9.2%)	82 (24.3%)	129 (38.3%)	95 (28.2%)	2.15	0.935
Visit the library to borrow books	39 (11.6%)	52 (15.4%)	100 (29.7%)	146 (43.3%)	1.95	1.025
Consult the project and dissertations deposited in the library	19 (5.6%)	53 (15.7%)	134 (39.8%)	131 (38.9%)	1.88	0.872
Visit the library to update my lecture notes	77 (22.8%)	114 (33.8%)	71 (21.1%)	75 (22.3%)	2.57	1.072
Visit the library to read newspaper and other entertaining materials	26 (7.7%)	42 (12.5%)	128 (38.0%)	141 (41.8%)	1.86	0.914
Visit the library to study privately in the special study space	123 (36.5%)	74 (22.0%)	94 (27.9%)	46 (13.6%)	2.81	1.076
Weighted Mean					2.17	0.969

Decision rule 1.00 – 1.49= very low, 1.50 – 2.49= low, 2.50 – 3.49 = high, 3.50-4.00= very high
Note: VO-Very Often (4), O-Often (3), S-Sometimes (2),R-Rarely (1)
Source: Field Survey Results (2022)

The purpose of library patronage can be seen from the mean scores of all the items in Table 2. In all, the average mean for frequency of library patronage is 2.17 and this suggests that the respondents' frequency of library patronage in private universities investigated in Oyo State is low. The implication of this result is that, while a significant number of students frequently visit the library, the number of potential users far outweighs the frequent users which show that the libraries have a wide patron deficit to make up for. This inability of academic libraries to achieve maximum patronage has also been reported by researchers such as Oyewumi, Oladapo, and Adegun, (2014); Odunola and Tella, (2019) as well as Usuka, Nwachukwu, and Nwachukwu (2019). This shows the need to find effective strategies to boost library patronage.

The finding of this study is consistent with that of Ogbuiyi and Okpe (2013) who also reported a low frequency of library use among students in private universities in South-west Nigeria. In a slightly related finding, Folorunso and Njoku (2016) reported that students at the University of Ibadan only patronize the library during examination periods and rarely visit the library any other time. This shows another dimension of library patronage in which the library is the last resort for the in-depth study required to pass an examination. It means that the students are content to use easily acquired information resources for other academic purposes such as to complete assignments and term papers.

This is reflected in the findings of Tseh (2021) who reported that students and lecturers in Ghana are frequent library users. It is therefore possible that the difference between the low level of patronage reported in this study and others like it and the high level of patronage reported by Tseh (2021) is the effective marketing of all the available services in the library which create proper awareness about the usefulness of the library in the minds of the students. This is why the investigation of marketing activities designed to promote library patronage is highly relevant.

Table 3: Analysis of the Purpose of Library Patronage in Private Universities in Oyo State, Nigeria

PURPOSE OF PATRONAGE	VO	O	S	R	MEAN	SD
To find information materials for term papers/projects	92 (27.3%)	69 (20.5%)	106 (31.5%)	70 (20.8%)	2.54	1.101
For leisure reading	70 (20.8%)	140 (41.5%)	58 (17.2%)	69 (20.5%)	2.63	1.031
To keep abreast with progress in your academic field	106 (31.5%)	82 (24.3%)	114 (33.8%)	35 (10.4%)	2.77	1.009
To look up quick fact	74 (22.0%)	100 (29.7%)	100 (29.7%)	63 (18.7%)	2.55	1.031
To use electronic information resources	40 (11.9%)	57 (16.9%)	113 (33.5%)	127 (37.7%)	2.03	1.011
For doing assignment	100 (29.7%)	87 (25.8%)	75 (22.3%)	75 (22.3%)	2.63	1.129
To use its toilet facilities	20 (5.9%)	31 (9.2%)	35 (10.4%)	251 (74.5%)	1.47	0.890
To use free internet facilities	25 (7.4%)	37 (11.0%)	86 (25.5%)	189 (56.1%)	1.70	0.937
Weighted Mean					2.29	1.017

Decision rule 1.00 – 1.49= very low, 1.50 – 2.49= low, 2.50 – 3.49 = high, 3.50-4.00= very high
Note: VO-Very Often (4), O-Often (3), S-Sometimes (2),R-Rarely (1)
Source: Field Survey Results (2022)

The result in table 3 shows the main purpose of visiting the library among the respondents. On average, the respondents indicated that they patronize the library to keep abreast with progress in their academic (2.77), doing assignments (2.63), for leisure reading (2.63); look up quick fact (2.55); find information materials for term papers/projects (2.54); use electronic information resources (2.03); use its toilet facilities (1.47); use free internet facilities (1.70). What these results indicate is that library patrons make good use of the print resources for academic and recreational purposes. However, the low mean score for the use of electronic resources and internet facilities should be a matter of concern as researchers such as Oyadeyi et al. (2021) have reported that Nigerian academic libraries are spending large parts of their annual budgets on subscription to electronic information resources. The low use of electronic information resources is thus an issue worth noting

Table 4: Descriptive Analysis of Responses on the Market Orientation of Librarians in Private Universities in Oyo State, Nigeria

MARKET ORIENTATION	SA	A	D	SD	MEAN	SD
Encouraging student's comments to provide better services	106 (31.5%)	165 (49.0%)	46 (13.6%)	20 (5.9%)	3.06	0.829
Always looking for ways to create customer value in our information products	52 (15.4%)	202 (59.9%)	73 (21.7%)	10 (3.0%)	2.88	0.690
Responding rapidly to student's comments	90 (26.7%)	178 (52.8%)	52 (15.4%)	17 (5.0%)	3.01	0.790
Frequently collecting marketing data on students preference to help their marketing plans	39 (11.6%)	192 (57.0%)	81 (24.0%)	25 (7.4%)	2.73	0.762
Regularly having students workshop to discuss information needs for collection development	91 (27.0%)	159 (47.2%)	58 (17.2%)	29 (8.6%)	2.93	0.885
Weighted Mean						**2.92**

Decision rule 1.00 – 1.49= very low, 1.50 – 2.49= low, 2.50 – 3.49 = high, 3.50-4.00= very high
Note: SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly disagree
Source: Field Survey Results (2022)

Table 5: Descriptive Analysis of Responses on the Market Strategies of Librarians in Private Universities in Oyo State, Nigeria

LIBRARY MARKETING STRATEGIES	SA	A	D	SD	MEAN	SD
Exhibitions and display of new arrivals	100 (29.7%)	145 (43.0%)	73 (21.7%)	19 (5.6%)	2.97	0.860
Use of leaflet and posters	43 (12.8%)	107 (31.8%)	158 (46.9%)	29 (8.6%)	2.49	0.824
Sending out brochures or flyers	55 (16.3%)	79 (23.4%)	135 (40.1%)	68 (20.2%)	2.36	0.981
Use of newsletters	87 (25.8%)	107 (31.8%)	116 (34.4%)	27 (8.0%)	2.75	0.930
Organizing user education	51 (15.1%)	188 (55.8%)	61 (18.1%)	37 (11.0%)	2.75	0.844
Library web pages for students	88 (26.1%)	114 (33.8%)	101 (30.0%)	34 (10.1%)	2.76	0.954
Sending personal letters to users through e-mail and text messages	32 (9.5%)	121 (35.9%)	133 (39.5%)	51 (15.1%)	2.40	0.857
One on one discussion with users	60 (17.8%)	115 (34.1%)	116 (34.4%)	46 (13.6%)	2.56	0.937
Provision of suggestion boxes	79 (23.4%)	117 (34.7%)	89 (26.4%)	52 (15.4%)	2.66	1.002
Attractive dressing of library staff	74 (22.0%)	124 (36.8%)	89 (26.4%)	50 (14.8%)	2.66	0.982
Organizing library week	78 (23.1%)	107 (31.8%)	106 (31.5%)	46 (13.6%)	2.64	0.984
Advertisements	65 (19.3%)	102 (30.3%)	118 (35.0%)	52 (15.4%)	2.53	0.973
Website announcement	64 (19.0%)	123 (36.5%)	111 (32.9%0	39 (11.6%)	2.63	0.920
Use of social media	76 (22.6%)	114 (33.8%)	106 (31.5%)	41 (12.2%)	2.67	0.959
Informative library websites	64 (19.0%)	133 (39.5%)	68 (20.2%)	72 (21.4%)	2.56	1.028
Weighted Mean for Promotional strategies					2.77	0.875

Decision rule 1.00 – 1.49= very low, 1.50 – 2.49= low, 2.50 – 3.49 = high, 3.50-4.00= very high
Note:SA-Strongly agree, A-Agree, D-Disagree, SD-Strongly disagree
Source: Field Survey Results (2022)

The analysis of the library marketing strategies is presented in Table 5. The average mean for marketing orientation in the libraries is 2.92 which is considered high according to the criteria mean. The average mean for promotional strategies is 2.77 which is also considered high on a scale of 1-4. This suggests that the respondents agree with many of the statements representing market orientation and library promotional strategies in private universities investigated in Oyo State. The mean score of 2.77 revealed that the use of various library marketing strategies in the libraries of private universities in Oyo State is moderately high.

Test of Hypothesis

Coefficients[a]

Model Summary					
R=0.329					
Multiple R2 = 0.108					
Multiple R2 (Adjusted) = 0.103					
Standard Error Estimate = 0. 50390					
F (336) = 10.284, *p* = 0.000					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.190	.166		7.164	.000
Market orientation	.248	.059	.252	4.213	.000
Promotional strategies	.119	.059	.120	2.006	.046

a. Dependent Variable: Library Patronage
Source: Field Survey Results (2022)

Table 5 presents the results of the multiple regression analysis for the influence of library marketing on library patronage by undergraduates in private universities in Oyo State, Nigeria. The results show that library marketing has a significant relationship with the library patronage by undergraduates in private universities in Oyo State, Nigeria (R = 0.329, p<0.05). The coefficient of determination (Adj. R^2) of 0. 103 shows that library marketing explains 10.3% of the changes in library patronage of undergraduates in private universities in Oyo State, Nigeria. This can be explained by the F-value (20.251) and low p-value (0.000) which is statistically significant at 95% confidence interval. Hence, the result posited that library marketing significantly influenced the library patronage by undergraduates in private universities in Oyo State, Nigeria.

Of the library marketing sub-variables examined, market orientation have the highest relative influence on library patronage by undergraduates in private universities in Oyo State, Nigeria followed by promotional strategies. On the strength of this result (Adj. R^2= 0.103, F(2, 334)= 20.251, p= 0.000), this study rejects the null hypothesis one ($H_0 1$) which states that there will be no significant influence of library marketing on library patronage by undergraduates in private universities in Oyo State, Nigeria.

This finding is supported by Echezona and Chigbu (2018) who posited that marketing strategies are among the effective means of boosting library patronage in Nigeria. Similarly, Aloysius, Awa, and Aquaisua (2019) found that a lack of strategic and consistent library marketing activities is responsible for low patronage of academic libraries in Nigeria.

The influence of marketing strategy on library patronage is not limited to Nigeria as reported by Shafawi and Hassan (2018) who also found that using social media to market library services and products can enhance library patronage among Malaysian students. This is supported by Olorunfemi and Ipadeola (2018) who reported that Nigerian librarians are mostly aware that having a market orientation is important to developing library collections, relevant information products, and services, ensuring users satisfaction, competitive edge for libraries, and improved patronage among others. Similarly, Klaib (2013) also reported market orientation among librarians contributed to the success of marketing activities in Jordanian academic libraries and led to increased library patronage. This market orientation must however be transformed to tangible actions in order for it to yield the expected outcome of boosting library patronage. Librarians with market orientation must be supported with all the necessary infrastructure and policy for effective marketing activities. In addition, the right environment

should be created for marketing. This should start by putting in place the quality of services and collection possible.

Conclusion and Recommendation

The study has revealed that many students in private universities in Oyo State rarely visit their institution's libraries. This is not due to a lack of information needs but because academic libraries now have to contend for customers with the internet, bookshops, and web-based publication retailers among others. It is obvious that these other sources are often preferred due to their visibility and positive perception among the users. Previous lack of marketing orientation among librarians had resulted in the gradual erosion of trust in the library as a veritable source of information. However, with the increasing awareness and practice of strategic library marketing among librarians, the library is poised to regain its pride of place as the preferred source of information resources and academic support for undergraduates and other members of the academic community.

Recommendations

The goal of every research project is to add to the body of knowledge and promote society's overall progress by producing fresh information that will either improve an existing condition or provide new ideas and techniques for solving problems. In order to create such an influence, this study recommends the following:

1. Management of private university libraries in Oyo State should strive to engage in all innovative activities that may increase library patronage by undergraduates.
2. Librarians should create additional services that may attract undergraduates aside from the usual general purposes of visiting the library.
3. The libraries at private universities in Oyo State should adopt more library marketing strategies that were found to be least in use: leaflets and posters; personal letters to users through e-mail and text messages; and brochures or flyers. Even if librarians have a strong market orientation, they should make sure that library collections cater to less

popular programs in the same way that they cater to heavily subscribed programs.
4. Library marketing has been shown to be significant in influencing library patronage. As a result, the training of librarians should include a real marketing curriculum so that librarians do not see marketing as an ad-hoc duty but as very integral to their core activities.

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