11

INFLUENCE OF MARKETING MIX ON LIBRARY SERVICES DELIVERY: A STUDY OF ALEX EKWUEME LIBRARY FEDERAL POLYTECHNIC, OKO

Marvelous N.B. Nwajei[1], PhD & Esenwa, Loveday .O[2]

Department of Library and Information Science, University of Delta, Agbor[1], National Mathematical Centre, Abuja[2]

marvelous.nwajei@unidel.edu.ng/ *favour501@gmail.com[1] mrloveday88@gmail.com[2]*

Abstract

Purpose*; The study anchored on the influence of marketing mix on library service delivery in Alex Ekwueme Library Federal Polytechnic Oko as a study focus.*

Design/Methodology/Approach: *The descriptive research design was used for the study. One specific objective, one research question and one hypothesis were formulated and tested at 0.5 level of significance. A population of 141 (50 Staff and 91 Library users) was used. The purposive sampling technique was adopted for the study. This was due to the small sample size of 141 respondents. A structured questionnaire was used to extract data from the respondents. The data collected were analyzed using mean and standard deviation for the research question while an independent t-test was used to test the null hypothesis.*

Findings: *The result revealed that there is a significant influence of marketing mix on Library service delivery in Alex Ekwueme Library Federal Polytechnic Oko.*

Originality/Value*: The study underscored the recommendation that scholars, staff and users should be exposed to marketing strategies vis a viz marketing mix in order to promote library*
service through seminars, workshops and symposiums respectively.

Keywords: *Library; Marketing; Marketing Mix; Service Delivery.*

Paper Type*: Empirical*

Introduction

Library is an organized collection of sources of information and similar resources made accessible to a defined community for reference or borrowing. It provides physical or digitalaccess to material and may be physical building or room, a virtual space, or both. Okezie (2024) emphasizes libraries as agents of lifelong learning literacy, access to information, social empowerment and national development. Library serves as catalyst for economic development, fostering social inclusion, and cohesions, promoting concepts of civic centers and community services, encouraging working relationships among democratic institutions and advancement of cooperation and understanding among the various users of the library for good service delivery (Akobe, Jibrin, & Egunu, 2025). Service delivery in library is defines as set of activities that a library performs in order to satisfy users'

information needs. In order to market library services, the library must provide library and information services that will enable libraries to satisfy the information needs of users. Ebiwole in Echem and Okwu (2023) posits that library services delivery are those information services delivered by libraries generally includes referral services (RS), current awareness services (CAS), selective dissemination of information (SDI), internet services (IS), inter-library loan services (ILLS), reference services (RS) and circulation services (CS).

Similarly, Okogwu (2022) quoted Kothari that libraries should provide facilities and services necessary for the success of all formal programs of instruction, open the door to the world of knowledge that lies beyond the boundaries of one field of study and bring information materials, students and scholars together under conditions which encourage reading for pleasure, self-discovering, personal growth, and sharpening of intellectual curiosity. Marketing is a stance and an attitude that focuses on meeting the needs of users, or a means of ensuring that libraries,

librarians, and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice. It is good practice. Drucker in Nwajei (2019) defines marketing as the whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer. He further said that marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. In other words, Marketing is a process of exchanging goods and services for a particular price tag with the aim of satisfying human wants and needs.

Marketing of Information and services in libraries is a tremendous change from the traditional attitudes of librarians towards acquisition, organization, processing and retrieving information. Aghoghovwia and Obi (2023) posited that Marketing of information products and services represents a significant shift from the traditional orientation of librarians toward acquisition, organization, processing and retrieval of information, toward a user-centred approach that emphasizes meeting users' information needs and maximizing the utilization of library resources and services. In library parlance, marketing of information and services is not geared towards profit making, rather it is mainly for cost recovery as well

as to encourage libraries in striving to remain competitive in the information market. This, if properly planned and executed, will help the library to boost its image and improve public perception of the library, thereby winning more readership. Meanwhile, many factors like information explosion in technology, escalating library costs and increasing competition from information providers/web-based commercial services providers are responsible for encouraging the library and its professionals into developing marketing strategy to its operations and services. Due to this dwindling funding, libraries now use conventional marketing tools to promote the services it can offer in order to generate funds such as; information repackaging, photocopying, binding, internet café, current awareness services, indexing and abstracting, document delivery etc. Meanwhile, Madhusudhan in Bassey (2024), observed the following as what library stands to gain through information marketing, they are: Promotion of the use of information resources creating perception of need and thereby creating demand; Improve the image and status of the libraries and library professionals; Tackle the problems of rising cost of reading materials, journals and databases; Cope with the information explosion; Balance shrinking funds; Save library from devaluation; Uphold the dictum that information is power; Save library from declining reader-support. To ensure that adequate library objective is achieved, marketing of its products (information and services) becomes imperative. However, there is much confusion about the differences between marketing mix, advertising and marketing in libraries. Segun-Adeniran, Olawoyin & Lawal-Solarin (2019) observed that the terms marketing, promotion and marketing mix are terms often used interchangeably. Thus, they refer to different but similar activities. This confusion has to do with inter-changeability of terms such as marketing mix, advertising and marketing. Marketing mix and advertising are components of marketing.

However, marketing mix is a distinctive management function which help and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public. It involves the management of problems or issues, helps management to keep informed. It is also seen both as a scholarly domain and as professional practice. It is involved with ways to understand, inform and intervene to adjust relationships between ideas, individuals, groups and societies.

.**Statement of Problem**

Marketing mix is an important component of marketing which is essential for library service delivery. Though it is observed by many researchers that most academic libraries do not market their information resources and services very well; this is responsible for the low patronage and underutilization of information resources and services by library clientele. Even when library resources are so expensive, it often remain underutilized resulting in wastage of money, time, energy and space. Despite the fact that some academic libraries invest huge amount of money on collection development, processing and storage of information resources and ensuring maximum utilization of these resources. There is need for librarians to embark on publicity or sensitization of clientele so as to promote the use of their services. However, the Alex Ekwueme Library Federal Polytechnic, Oko seems to encounter several challenges which include provisions of copyright law which restrict production of original materials in alternative format without permission of the author, high cost of acquiring, expensive mobility, physical barriers to information, lack of supportive policies a linguistic challenge to basic learners in available software. These challenges among others seem to hinder the provision of quality service delivery to the users. The study sought to examine the influence of marketing mix and indices of marketing information strategies on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko.

Research Question

What is the influence of marketing mix on service delivery in Alex Ekwueme library, Federal Polytechnic Oko.

Hypothesis

There is no significant influence of marketing mix on service delivery in Alex Ekwueme Library, Federal Polytechnic Oko.

Review of Related Literature

Marketing is directly linked to the planning process. Having a formalized plan and direction of where the library is going as opposed to being reactive to change and problems that arise enables managers to successfully develop marketing strategies and successfully identify new services and products. Part of the planning is developing a suitable mission statement for both internal and external use. The statement should be clear and descriptive of what the library is doing and where it is going. In terms of libraries, marketing means a sufficient change in the traditional attitude of librarians towards acquisition, organization,

processing and retrieving information. The basis of library service should be to help its users to solve their information gathering and processing needs. This the library can do only if it relies on systematic information collection, procedures and policies and adjusts its products, services and organizational policies and procedures to the demands of the users.

According to Eyerinmene & Zaccheaus (2023), marketing library and information services is a process of exchange and a way to foster the partnership between the library and the community. Marketing of library and information services includes user priorities, expectations, individuality, responsiveness, relationship, quality of service, professional skills, competences and value-added services etc. the aim of marketing library services is to provide information to users always at the right time. Oso (2026) stated that a user ascertains the effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided and how such services satisfy the information needs of users. The market mix is a guide for the development, implementation and evaluation of any marketing structure of products or services (Railean & Cheradi, 2023). It is a set of formulated 4ps that helps in achieving a pragmatic marketing structure. These 4ps include the following:

- **Product/service:** a solution to a library users' information needs.
- **Promotion:** communication channel (Inward and outward flow of information).
- **Price:** value for services rendered to library users.
- **Place:** access to information by library users irrespective of their location.

The importance of marketing mix in libraries include the following: to compete favourably for customers with other information providers; to increase library fund; to maintain relevance; to convey what is unique about the access and service they provide; to promote librarians as well-trained technologically information experts; to create an environment in libraries that fosters customer consciousness among librarians; to increase usage of service.

Service delivery is defined as set of activities that a library performs in order to satisfy users' information needs. In order to market library services, the library must provide library and information services that will enable libraries to satisfy the information needs of users. Kothari, cited in Okogwu (2022) stated that libraries should

provide facilities and services necessary for the success of all formal programmes of instruction, open the door of the world of knowledge that lies beyond the boundaries of one field of study and bring information materials, students and scholars together under conditions which encourage reading for pleasure, self-discovering, personal growth, and sharpening of intellectual curiosity.

Marketing mix is a management function of continuing and planned character, through which public and private organization such as the library seek to win and retain the understanding sympathy, and support of those whom they are or may be concerned. Library marketing mix is a deliberate, planned, and sustained effort to establish and maintain mutual understanding between the library and the publics (users) marketing mix activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's

materials, programs, and services. The importance of marketing mix activities cannot be overlooked in any library; especially in public libraries. The significant of public libraries cannot be over emphasized. According to Abubakar (2022), libraries assist the librarians in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions. This is to say that the

objectives of any library cannot be achieved without the presence of marketing mix. Any library activity, directly or indirectly, is an act of marketing mix, in as much as it is done to promote the library image and use. The reference librarian plays the role of marketing mix officer for the library. He goes outside the confines of the library to carve a good image of the library in the minds of the potential users. A good number of libraries especially public libraries offer so many commercial services unknown to users; it is the duty of reference librarian to inform

the public about these services. The reference librarian may use handbills to pass on information to people and advertise library services. The reference librarian is part of the overall professionals working to bring the required desire to fulfillment and therefore has a lot to contribute to make the services of the library a success. Reference librarians can be referred to

as the marketing mix officer of any library. They are the image boosters to the library he or she is working for because of his/her

duties, which deal directly with the users. Librarian is the intermediary between the users and the library. He or she can easily know what the users need and what the library has. Therefore, the role of the reference librarian in academic libraries and its relationship with the marketing mix activities cannot be overstated.

Methodology

The descriptive survey design was used to determine the influence of marketing mix on library service delivery in Alex Ekwueme Library Federal Polytechnic, Oko. The population of 141 (91 library users and 50 staff) was used, purposive sampling size of 141 respondents. A

structure questionnaire to elicit data from the respondents through research assistants was used. Face validation was carried out by experts in Library and Information Science. The data collected were analyzed using mean and standard deviation for the research question while independent T-Test was used to test the Null hypothesis.

Data Analyses and Presentation,

Table 1: Items Under Marketing Mix.
Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD)

S/NO	Marketing mix and Service Delivery	Response options SA	A	D	SD
1	There is promotional communication for service delivery				
2	There is price value for service delivery				
3	There is access to information by users for service delivery				
4	There is no good implication of marketing mix for service delivery				
5	Marketing mix causes ineffective service delivery				

Result

Research Question

Table 2: Summary of mean and standard deviation analysis on the mean responses of staff and users on the influence of marketing mix on service delivery

Variable	N	$\bar{X}$	SD	df	t-value	p-value sig(2tailed)
Staff	50	66.04	18.20			
				137	6.818	.000
Library Users	91	48.71	11.70			

** Significant @ .05 alpha level*

The table above reveals the summary result of *mean and standard deviation* analysis on the mean responses of staff and users on the influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko. It shows a mean of 66.04 and 18.20 for library staff and 48.71 and 11.70 for library users. Based on the result, p-value is less than .05 ($p < .05$). It therefore concluded that there is a significant difference in the mean responses of staff and users on the influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko.

Ho: There is no significant influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko.

Table 3: Summary of t-test analysis on the influence of marketing mix on service delivery

Variable	N	$\bar{X}$	SD	df	t-value	p-value sig(2- tailed)
Staff	50	60.67	21.84	137	4.212	.000
Library Users	91	48.71	11.70			

** Significance @ .05 alpha level*

The table reveals the summary result of t-test analysis on the influence of marketing mix on service delivery Alex Ekwueme Library Federal Polytechnic, Oko. It shows a mean of 60.67 and 21.84 for library staff and 48.71 and 11.70 for library users and a t-test value of 4.212 and a p-value of .000 with degrees of freedom of 137 at .05 level of significance. Based on the result, p-value is less than .05 ($p < .05$), hence the null hypothesis is rejected while the alternative is retained. It therefore be concluded that there is a significant difference in the mean responses of staff and users on the influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko.

Discussion of Findings

Influence of Marketing mix on Service Delivery in Alex Ekwueme Library Federal Polytechnic, Oko

The Hypothesis indicated that there is a significant difference in the mean responses of staff and users on the influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko. This finding implies that marketing mix is very paramount in marketing process even in the library. The finding is supported by the finding of Abubakar (2022) that libraries assist the librarians in the discharge

of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions. The author further opined that the objectives of any public library cannot be achieved without the presence of marketing mix. Any library activity, directly or indirectly, is an act of marketing mix, in as much as it is done to promote the library image and use.

Conclusion

In conclusion the study has discovered that; there is a significant influence of marketing mix on service delivery in Alex Ekwueme Library Federal Polytechnic, Oko. The bottom-line is that a well-designed and well-maintained marketing of library resources can, and do, make a difference in services delivery in Alex Ekwueme Library and motivate the users.

Recommendations

In line with the findings of the study, the researcher made the following recommendations.

The parent body should provide enabling environment for the academic library to operate in relation to marketing of information and service delivery in Alex Ekwueme Library Federal Polytechnic, Oko.

The staff of in Alex Ekwueme Library Federal Polytechnic, Oko should be given orientation by the library management on marketing mix in order to promote their service delivery.

The state government should organize seminar and workshop on regular basis on marketing mix for the library staff.

REFERENCES

Abubakar, M.K. (2022). The role of acadTemic libraries in restoring quality teaching and learning in education for sustainable development in Nigeria. *Library Philosophy and Practice (e-journal), Article 7366. https://digitalcommons.unl.edu/libphilprac/7366/*

Aghoghovwia,D.U., & Obi, B.. (2023). Marketing library and information services in Nigeria. *Information Impact: Journal of Information Knowledge Management, 13(2), 113-117.https://doi.org/10.4314/iijikm.v13i2.9*

Akobe,O.D., Jibrin, A.I., & Egunu, B.P. (2025). Stella Obasanjo Library and information Literacy as catalysts for socio-economic empowerment of fish farmers in Lokoja, Nigeria *Mountain Journal of Science and Interdisciplinary Research, 85(2), 41-53. https://doi.org/10.70884/mjsir.v85i2.580*

Bassey, M.M. (2024). Marketing of information resources in Nigeria. *Information Horizon: American*

Journal of Library and Information Science Innovation, 2(2), 123-126.

Echem, M.E., & Okwu, E. (2023). Library security and sustainable service delivery in Donald

Ekong Library, University of Port Harcourt, Rivers State, Nigeria. *Communicate: Journal of Library and Information Science, 25(1), 89-101.*

Eyerinmene F.J. & Zaccheaus G.V. (2023). Perception of and attitude to marketing of library and information products and services by librarians in public university Libraries in Bayelsa and River State of Nigeria. *Indian Journal of Information Sources and Services, 13(1), 39-48. https://doi.org/10.51983/ijiss-2023.13.1.3480.*

Nwajei, M.N.B., (2019). User's attitude to marketing information and services in academic Libraries in Anambra State. *POFSA Journal of Arts, Science and Technology. Vol. IX5426.*

Okezie, C.A. (2024). Reading as a panacea to societal problems. *International Journal Of knowledge Dissemination, 4(2), 96-104*

Okogwu, F.I. (2022). The role of academic libraries in promoting clientele centered services. *Library Philosophy and Practice (e-journal), Article 7094.*

Oso.O.O. (2026). Service quality and user satisfaction as determinants of perceived image of Libraries in selected private universities in South-West Nigeria. *African Journal of Library, Archives and information Science, 35(1), 1-15.*

Railean, E., & Cheradi, N. (023). The marketing mix as the bsis for the implementation of Th library's mareting strategy. *Academy of Economic Studies of Moldova*

Segun-Adeniran, C.D., Olawoyin, O.R. & Lawal-Solarin,E. (2019). Marketing of library and information services in a digital age: Application of the marketing mix. A case study of two private universities in Ogun and Osun State. *Library Philosophy and Practice, 2019, Article 2876. https://digitalcommons.unl.edu/libphilprac/2876/*