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**The Strategies in Marketing Print Resources in Federal University of Technology Library
Minna, Nigeria**

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Abstract:

The study was designed to examine strategies employed in marketing print resources in the Federal University of Technology (FUT) library in Minna. The study employed a case study research method in carrying out the research. The population of the study consisted of 96 library staff. Data was collected by administering an online questionnaire through the FUT library Whatsup group. The data was analyzed by use of frequency counts, tables, and percentages. The findings from the study revealed the following: textbooks were highly available for marketing (41(77%), The print resources that were available for marketing could be accessed to a great extent through open access catalog (OPAC) 44(83%), On the competences of library staff in marketing print resources, findings from the study revealed that about half of the library staff were not competent in the use of OPAC in accessing print resources 27(50.9%) and display of new arrivals in strategic places in the library was utilized to a great extent as the major techniques utilized in marketing print resources 45(84.9%). The study recommended that the library staff in FUT Minna should ensure they utilize digital marketing strategies in promoting print resources.

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Introduction

University libraries are primarily established to serve the teaching, learning, and research needs of students, academic and non-academic staff; and their host community. University libraries serve two complementary purposes: to support the various disciplines' curricula and to support the research activities of the faculty. According to LISBNETWORK (2023), a university library is a library that is part of a higher education institution that provides a wide range of resources, services, and facilities to support the academic programs and research activities of the institution.

To effectively carry out their functions, university libraries must ensure they serve the information needs of present and potential users. This is achievable by collecting and preserving information resources that can be utilized from generation to generation. To effectively play their functions, university libraries house a wide range of print and electronic resources. Print resources play a vital role in providing access to information and knowledge in libraries and they consist of books, pamphlets, journals, newspapers, manuscripts, theses, dictionaries, handbooks, manuals, encyclopedias, thesaurus, and reprints. Samzug (2019) views print resources as traditional information sources such as printed books and journals. Although print resources are vital resources in the pursuit of academic

excellence there has been a decline in their use, Cohen (2019) highlighted that in the U.K. and Ireland between the 2013-2014 academic session and the 2016=2017 academic session, the circulation of print resources per student declined by 27%. Also, in the Federal University of Technology Library Minna in 2020/2021 and 2021/2022 sessions only 140 and 100 users for the two sessions registered in the library. The policy of the institutional library is that only registered users can borrow printed books in the library. This is also an indication that there has been a decline in the borrowing of printed books.

The drop in the use of print resources is a result of rapid development and deployment of Information and Communication Technology, enormous shifts in the population age, changes in how information is accessed, social networking, and changes in the information needs and behavior of library users. Parmer *et al.* (2021) maintained that despite that information resources are available on the Internet university libraries continue to preserve and circulate print resources because it provides richness and context. According to the writers, the context of print resources is usually organized by ideas or theories, making them simpler to comprehend. Also, the utilization of print resources will complement the teaching, learning, and research activities undertaken by library users.

The marketing of print resources is important to ensure that they reach their intended users and are utilized to their fullest potential. Ahire (2017) maintained that libraries have begun to realize that by using marketing principles and techniques, they can understand better their users' needs, justify funding, communicate more effectively with a variety of audiences, and achieve greater efficacy and optional results in delivery products and services that meet the identified needs of their users. Marketing print resources in libraries requires a targeted approach that considers the needs and interests of the library's users. It involves developing concepts that communicate the benefits of these resources, such as their reliability, accuracy, and depth of information. Effective marketing strategies can also help to raise awareness of lesser-known resources and attract new users to the library.

Effective marketing of academic print resources requires a targeted approach that requires innovative marketing techniques such as positive attitude of librarians towards marketing of print resources, competent librarians in marketing print resources, availability of current print resources, accessibility of print resources at any time and any place, various promotional approaches and evaluation. By promoting the value of print resources, libraries can help to enhance the quality of teaching, learning and

research activities in Federal University of Technology Minna.

The Federal University of Technology (FUT) Minna library was established in March 1984 to cater to the teaching and research work of the University. The library has since then been growing steadily to help the University accomplish its aim and objectives. As of 2023, the library's collection was about 64,000 volumes including books, reference materials, and journals in science and technology.

Problem Statement

University libraries continue to acquire print resources to support teaching, learning, and research activities that are ongoing in their parent institutions despite the increasing availability of digital resources and the shift toward the use of electronic formats by library users. Print resources enhance the academic process in universities and they are also portable, cost-effective, readily available, reliable, have a longer lifespan, and provide a sense of cultural and historical value. Despite the importance of print resources, they are often underutilized and overlooked by library patrons who prefer digital formats or other sources of information. This problem affects the library's mission, budget, and reputation, as well as the authors and publishers of print materials.

For effective utilization of print resources, marketing is inevitable. The marketing of print resources in university libraries is a challenging task that requires effective

strategies and techniques to reach potential users and increase circulation. However, many libraries lack the resources, skills, and knowledge to implement successful marketing campaigns for their print collections. It, therefore, becomes necessary to investigate the current strategies for marketing print resources in the Federal University of Technology library in Minna.

Objectives of the Study

The study specifically seeks to:

The study specifically seeks to:

1. determine the availability of print resources in the Federal University of Technology Library Minna;
2. ascertain the accessibility of print resources in the Federal University of Technology Library Minna;
3. determine the attitude of library staff towards the marketing of print resources in the Federal University of Technology Library Minna;
4. find out the competencies of library staff towards the marketing of print resources in the Federal University of Technology Library Minna;
5. Identify the techniques used in marketing print resources in the Federal University of Technology Library Minna and
6. Identify the techniques used in evaluating marketing strategies in the Federal University of Technology Library Minna,

Literature Review

Atuase and Maluleka (2023) opined that the importance of library resources is determined when libraries extend their services and resources extensively to target user groups. The main aim of marketing library resources is to provide high-value services to encourage patronage of their resources and services. Several authors have defined the marketing of library resources in various ways. Atuase and Maluleka (2023) view marketing as the basis for the effective delivery of services. The author further stated that libraries are involved in marketing to provide high-value services to encourage patronage of their services. The American Marketing Association (2007) defines marketing as the series of activities, set of institutions, and processes for creating, communicating; and delivery and exchanging of offerings that have value for customers and society at large.

Komolafe-Opadeji (2011) assessed the in-house usage of print reference materials in a Nigerian medical school library. Findings from the study revealed that there was minimal utilization of the library's print reference materials. Also, Rutto (2011) carried out a study on the accessibility and utilization of information among students and staff at Kabarak University Kenya. The study revealed that students and staff mostly turned to the Internet for their information needs. Larhmaid (2018) investigated the

impact of print and digital resources on Moroccan university students' reading habits, uses, and preferences. The findings of the study found that electronic media are more used than print media for academic and pleasure reading.

To effectively market print resources, university libraries must ensure current and adequate print resources are available for marketing. Abubakar (2020) maintained that the availability of information resources is an indispensable factor in acquiring knowledge, learning, and research; hence every university library regardless of size must ensure resources are available for users. Nwachukwuet *al.* (2014) opined that the absence of relevant and up-to-date materials will undermine the existence of any academic library. The authors further stressed that to ensure the availability of resources the library should provide adequate, current, and relevant information resources that cut across all users' disciplines. Shehu (2015). Maintained that when a library is marketing its collections the availability of new acquisitions must be communicated to users. This will help to easily market print resources.

Another essential parameter in marketing print resources is accessibility to print resources. Abubakaret *al.* (2020) stated that for academic libraries to achieve their objective of providing relevant information in enhancing academic activities, the available information resources must be accessible.

There are various techniques in marketing print resources. According to Agboke and Effiong (2020), examples of techniques in marketing print resources include the use of brochures, flyers, library emails, library websites, reading lists, bibliographies, newsletters, posters, hosting of events, users' education, library orientation, training, seminars, display and exhibition, and social media.

A marketing strategy cannot be successful without evaluating the various marketing strategies that have been employed by the library. Lawrence (2015) stated that a library can evaluate its marketing strategies by reviewing internal library users' data in the library and also by taking statistics of users. Abubakar (2020) materials checked by students such as type of users, date of entry, and materials consulted. Evaluation is important because it enables the library to determine if its marketing reasons have been achieved.

Research Methodology

The study used a case research method to seek in-depth information on the strategies for marketing print resources in the Federal University of Technology Library. the study involved systematic and comprehensive collection and analysis of data. The design also enabled the researchers to investigate the current strategies used in marketing print resources at the Federal University of Technology Library Minna. The population of the study comprised 26 professional librarians, 30 para-professionals, and 40 non-

para-professionals. as of August 2023. A total enumeration sampling technique was used for the study because the population is not large. A total of 86 copies of the questionnaire were sent using Google Forms through the library staff's WhatsApp group. However, only 53 copies representing % of the questionnaire were received and found usable. Also, descriptive statistics was used in analyzing the data

Results

The results of the study are presented in the following Tables.

Table 1

Extent of Availability of Print Resources for Marketing

S/N	Items	Very High	High	Low	Not Available
1	Current textbooks	5 (9.4%)	41(77.3%)	7(13.2%)	-
2	Current reference materials such as encyclopedias and dictionaries	2(3.7%)	11(20.7%)	40(75.4%)	-
3	Current serial publications such as journals	7(13.2%)	34(64.1%)	12(22.6%)	-
4	Thesis	44(83%)	7(13.2%)	2(3.7%)	-
5	Publications of your institution and various government organizations	5(9.4%)	27(50.9%)	21(39.6%)	-

Data presented in Table 1 shows that Thesis (83%) was very highly available and current textbooks (77.3%) were highly available.

However, the data in Table 1 revealed that the current availability of reference materials (75.4%) was low.

Table 2

Accessibility of Print Resource

S/N	ITEM	Great Extent	Moderate Extent	Little Extent	Not Available
1	Subject indexes	3 (5.6%)	2 (3.7%)	10 (18.8%)	38(71.6%)
2	Up-to-date card catalogues	1 (1.8%)	4 (7.5%)	48 (90.5%)	-
3	Regular access to open public access catalog (OPAC)	44(83%)	8(15%)	1(1.8%)	-
4	Interlibrary loan	2 (3.7%)	6 (11.3%)	45(84.9%)	-
5	Well organized shelves	5 (9.4%)	48(90.5%)	-	-
6	Ask the librarian offline and online	7 (13.2 %)	45(84.9%)	1 (1.8%)	-

Table 2 revealed that print resources could be accessed to a great extent through an open public access catalog (83%). The data

further revealed that the subject index (71.6%) was not available in the Federal University of Technology Library Minna.

Table 3

Attitude of Library Staff towards Marketing of Print Resources

S/N	Item	Strongly Agree	Agree	Disagree	Strongly Disagree
1	I feel that it is not necessary to market print resources because several electronic resources are available in the library	3 (5.6%)	5 (9.4%)	27(50.9%)	18(33.9%)
2	I feel that marketing print resources will enable the library to achieve a high level of user satisfaction	10(18.8%)	35(66.6 %)	8(15%)	-

3	I believe that marketing print resources will help the library to identify the information needs of users	20(37.7%)	27(50.9%)	6(11%)	
4	I feel that it is not necessary to market print resources because most users prefer to use electronic resources	6(11.3%)	15(28.3%)	30(56.6%)	2(3.7%)
5	I believe that marketing will help my library create awareness of the various print resources available in the library	42(79.2%)	9(16.9%)	2(3.7%)	-

The results as regards to attitude of library staff towards marketing print resources as presented in Table 3 show that the majority of the respondents strongly agreed that it is Table 4

not necessary to market print resources because most users prefer to use electronic resources (56.6%).

Competencies of library staff in marketing print resources

S/N	Item	Very High	High	Low	Very low
1	I know how to evaluate and select print resources	15(28.3%)	15(28.3%)	23(43.3%)	-
2	I have good communication and writing skills	17(32%)	30(56.6%)	3(5.6%)	3(5.6%)
3	I know how to access print resources using OPAC etc	13(24.5%)	15(28.3%)	27(50.9%)	-
4	I can effectively interact with a diverse community	12(22.6%)	38(71.6%)	3(5.6%)	-
5	I can effectively conduct a reference interview and negotiate questions	10(18.8%)	20(37.7%)	14(26.4%)	9(16.9%)
6	I can make effective visual presentations	5(9.4%)	6(11.3%)	32(60.3%)	10(18.8%)
7	I know the utilization of various social networking applications	8(15.1%)	16(30.1%)	20(37.7%)	9(16.9%)

such as Facebook and Twitter in the provision of library services

Data in Table 4 revealed that a significant number of respondents' competencies on the use of OPAC in accessing print resources was low 27(50.9%).

Table 5

Promotional Techniques Utilised in Marketing Print Resources

S/N	ITEMS	Great Extent	Moderate Extent	Little Extent	Not Applicable
1	Display of new arrivals in strategic places in the library.	45(84.9%)	5(9.4%)	3(5.6%)	
2	Hosting library events	7(13.2%)	14(26.4%)	25((47.1%)	7(13.2%)
3	Collaborating with faculty members to incorporate print resources in course materials	5(9.4%)	10(18.8%)	30(56.6%)	8(53.1%)
4	Use of posters, flyers, and bulletin boards	4(7.5%)	10(18.8%)	20(37.7%)	19(35.8%)
5	Application of mobile apps that allow patrons to search the library catalog and reserve books remotely	3(5.6%)	5(9.4%)	9(16.9%)	36(67.9%)
6	Use of videos and information graphics to showcase the print resources available in the library	4(7.5%)	7(13.2%)	12(22.%)	30(56.6%)
7	Having one-on-one discussions with users	17(32,0%)	31(58.4%)	6(11.3%)	-
8	Sending reading lists to users' emails based on their subject areas	4(7.5%)	12(22.6%)	37(69.8%)	-
9	Notifying users of new arrivals through text messages	4(7.5%)	9(16.9%)	40(75.4%)	-

10	Requesting contributions from various categories of users while making acquisitions.	9(16.9%)	38(71.6%)	6(11.3%)	-
12	Organizing library orientation and users' education program	45(71.6%)	10(18.8%)	5(9.4%)	-
13	Provision of a conducive library environment for reading	20(37.7%)	29(54.7%)	4(7.5%)	-

Table 5 shows that the display of new arrivals at strategic places in the library was utilized to a great extent in marketing print resources at the Federal University of Technology library Minna (84.9%) Other Table 6

professional techniques used in marketing print resources are organizing library orientation and users' education program (71.6%).

Evaluation of marketing print resources strategies

S/N	Very High	Very High	High	Low	Not Applicable
1	Conducting surveys by administering the questionnaire	3(5.6%)	10(18.8%)	38(71.6%)	2(3.7%)
2	Focus group interview	3(5.6%)	14(26.4%)	32(60.3%)	4(7.5%)
3	Taking Readers statistics	38(71.6%)	11(20.7%)	4(7.5%)	-
4	Conducting a usability test	6(11.3%)	2(3.7%)	5(9.4%)	40(75.4%)
5	Observation	5(9.4%)	45(84.9%)	3(5.6%)	-

The findings in Table 6 revealed that taking readers' statistics was very highly utilized in evaluating the marketing strategies of print resources employed by the Federal University of Technology Library Minna.

Discussion of Findings

Findings from the study revealed that the availability of current reference sources for

marketing was low in the Federal University of Technology Minna. It must be emphasized that for a marketing strategy to be successful, the library must make available to its users various current print resources. It demonstrates that the library is actively engaged in acquiring reliable, accurate, and current information resources which may result in attracting more readers to the library. These findings are contrary to the findings of Ozoveheet *al.* (2018) who discovered that the provision of major reference sources such as encyclopedias and dictionaries was moderately available in academic libraries in Niger State, Nigeria. Regarding the accessibility of print resources, the results showed that an open public access catalog was regularly accessible to a great extent for users. This is a good development. For open public access catalogue provides opportunities for users, potential users, and remote users to have access to the print resources that are available in the library. Furthermore, the OPAC serves as a medium to promote available print resources in the library, provide an opportunity for users to explore and discover resources that are in their area of interest, and provide an opportunity for users to place orders for books they want to borrow and renew loans. This was also supported by Katabalwa and Mnzava (2020) who observed that OPAC was accessible at Sokaine University of Agriculture.

The results on the attitudes of library staff towards marketing print resources revealed that a significant number of library staff felt that it was not necessary to market print resources because most users prefer to use electronic resources. Despite the availability of electronic resources, print resources must be acquired and promoted because print resources provide an immersive reading experience, it is more reliable, and accessible, and have a longer lifespan compared to electronic resources and print resources provide users with historical and cultural significance. These findings are in agreement with the findings of Friday and Godfrey (2023) who found out that librarians in public universities in Bayelsa and Rivers States in Nigeria have negative attitudes towards the marketing of library resources. On the competencies of librarians in marketing print resources, a significant number of library staff in the Federal University of Technology library in Minna indicated that their knowledge of how to access print resources using OPAC was low. Library staff needs to be knowledgeable on how to use OPAC because, with the utilization of OPAC, library staff can showcase the library print resources to users, educate users on how to utilize library resources, assist users in searching for print resources, allow library staff to promote specific print resources and provide an opportunity for library staff to update and maintain accurate records on the library

print holdings. These findings are in agreement with the findings of Oguche (2017) who discovered that the level of ICT literacy competence among the library staff in Nigerian federal university libraries is on average.

The results on the promotional techniques utilized in marketing print resources in the Federal University of Technology Library Minna, Nigeria revealed that the display of new arrivals at strategic places in the library was utilized to a great extent. Although this is an effective method to market print resources in libraries it has some disadvantages. One of the major disadvantages of this technique is that it does not provide an opportunity for libraries to publicize print resources available in the library to potential and remote users. These findings are in agreement with the findings of Dauda and Daksiri (2020) who found that exhibition and display of newly arrived material was the major technique used in marketing library resources in Mustapha Abba Library, Federal College of Education Yola, Nigeria.

The results of evaluating marketing strategies employed by library staff at the Federal University of Technology Minna revealed that taking of readers' statistics was utilized to a great extent. This is very commendable. Taking readers' statistics after marketing print resources is important because it helps to evaluate the effectiveness of the marketing efforts, helps to understand users' preferences, helps in

decision-making, and justifies funding of print resources.

Conclusion

The place of print resources in the enhancement of learning, teaching, and research activities is irreplaceable despite the availability of electronic resources. Print resources may be more reliable and accessible because it does not require access to the internet. Based on the findings of the study the following conclusions are drawn. Current textbooks were highly available for marketing. Based on the findings of the study, it was discovered that print resources could be accessed to a great extent through the Open Public Access Catalogue (OPAC). It was the opinion of a significant number of library staff that it was not necessary to market print resources because most users prefer electronic resources. It was also observed from the findings of the study that an average number of library staff were not competent in the use of OPAC in accessing print resources in the library.

Furthermore, the marketing technique mostly used by library staff to a great extent is the display of new arrivals at strategic places in the library. Also, taking readers' statistics was the major method used in evaluating the marketing strategic efforts embarked on by the library. By implementing various marketing strategies, the Federal University of Technology Library Minna Nigeria can effectively promote print

resources and increase their usage among various categories of library users.

Recommendations

The following recommendations are made based on the findings of the study:

1. The management of the Federal University of Technology (FUT) library in Minna should ensure they acquire current and adequate reference information resources to enhance the marketing of print resources.
2. The management of (the FUT) library in Minna should ensure that print resources are adequately accessed both online and offline.

3. Despite the availability of electronic resources, the FUT library staff should have a positive attitude towards marketing of print resources.
4. Library staff in FUT library Minna should ensure they employ digital marketing strategies in marketing print resources.
5. Every library staff in FUT library Minna should be trained on how to use OPAC in accessing print resources in libraries.

The FUT Minna library management should ensure they utilize various methods in evaluating their print marketing strategy efforts.

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