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ASSESSMENT OF EFFECTIVE LIBRARY PROMOTION AND INFORMATION SERVICES AMONG STUDENTS OF KWARA STATE UNIVERSITY, MALETE, NIGERIA

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Abstract

Libraries are considered as the house of knowledge. However, promotion of library and information services are required to create the awareness of library services that are available in each institution. The extent of the adoption and effectiveness of library promotion service in academics environment, particularly in Nigeria remain unclear. This study therefore examined the effectiveness of the promotion of library and information service among the students of Kwara State University, Malete, Nigeria. The study used a descriptive survey research design. Primary data was used to achieve the study objectives. The data was collected through questionnaire. The population of the study comprised students of Kwara State University selected through a multistage random sampling technique. Out of a total of five hundred and four questionnaire (504) distributed, four hundred and eighty-seven (487) questionnaires were returned and analyzed. The study used frequency, simple percentages, and Likert Rating scale in its analysis. The result of the study revealed that majority (98.77%) of the respondents have their age greater than 15 years, 55.44% were females. 96.31% indicated to have visited the institution library, with majority (50.51%) using the library occasionally. Textbooks, internet, reference books, Journals and e-resources were the most utilized library resources. The result of the study further revealed that the respondents visit library majorly for individual study (mean score=3.44) and for reference/assignment (Mean score =3.25). To borrow books (mean score =2.91) were the most common reasons for using the library. The promotion of library and information services mostly include Freshers`

orientation (80.49%), conducive environment (84.19%), Book fair (69.82%) and use of Newsletters and pamphlet (58.32%). The effect of promotion of library and information services include equipping students with the knowledge of information search (mean score=3.36), helping to sensitize students (mean score = 3.34), improve usage of library services (mean score = 3.34), shows the library resources available (mean score = 3.30) among others. Based on the findings of the study, it was concluded that promotion of library and information services is a very effective tool for enhancing the use of library resources among students. The study recommend that academic libraries should embrace the use of ICT in the promotion of library services.

Keywords: Promotion, Library Services, Information Services, Students

Introduction

The role of library and information services in an academic environment be it pre-tertiary or tertiary institutions cannot be over emphasized. The library is established to provide support to the institution to attain the academic objectives of such institution in the area of learning, teaching and research services. The activities of the library and its staff have been very passive especially in developing countries, Nigeria inclusive. There is a need for library staff and the institution at large to wake up and improve on their services. Gupta (2003) affirmed that the staff of the library are mostly casual with their duties and this affect the level of patronage of users to library facilities.

In furtherance to the aforementioned problem, Adekunmisi(2013); Oyenike, Adaora and Charis, (2016) observed that poor funding, information explosion through internet service web-based service providers and poor dissemination of information by management of library department are major issues affecting the usage of the library. Kendadamath (2009) attested to poor dissemination of library information services as he observed that intend users are not aware of the potentialities of information services at their disposal and how these services can be of benefits to them. This will result in non-utilisation and underutilization of the library resources. Helinley (2008) as cited in Olorunfemi and Ipadeola (2018) stated that library without users is useless. There is therefore the need to let the users be aware of the benefits of the library in the provision of information resources and services in order to succeed.

In attempt to reverse the challenge of underutilization of library resources and surviving the onslaught from the information explosion

through internet service and web-based service providers, there is need for the librarian and all the staff of the library to engage in promotional activities so as to bring the activities of the library to the users. Promotional approaches are used to convey the availability and value of services and resources to target markets and should be designed to cause library users and non-users to act.

Past studies in Nigeria have focused mostly on marketing of library service. The present study differs from those other past studies because it focuses its attention on promotion which is the act of bringing the awareness of the library resources to the users. The study is expected to provide help for librarians and other stakeholders in the library on how to promote library and information services in their institutions.

Objectives of the study

The main objective of the study is to assess the effectiveness of promotion of library and information service among the students of Kwara State University, Malete, Nigeria.

Specific objectives are to:

- i. determine the types of library information services consulted by students of Kwara State University.
- ii. identify different reasons why students make use of library.
- iii. identify the various channels of promotional services employed by the university library that are known to the students;
- iv. assess the effectiveness of promotion of library and information services employed by Kwara State University Library.

Research Questions

- i. What are the types of library information services consulted by students of Kwara State University?
- ii. What are the different reasons why students make use of library?
- iii. What are the various channels of promotional services employed by the university library that are known to the students;
- iv. What is the assessment of the effectiveness of promotion of library and information services employed by Kwara State University Library.

Literature Review

Promotion is one of the four major elements of marketing and without promotion the effects of other elements of marketing might not be felt effectively. With the threat from other information service provider in the areas of storage and sharing of stored knowledge, there is need for the library and information service provider to improve their promotional activities so as to still remain relevant in this 21st century in their area of services. Kendadamath (2009) explained promotion as mechanism through which target groups are informed about the resources available, services and products offered by the library. The author opined that; it is essentially a way which the library reaches out to its customers. Promotion was described as a means of informing users of what you do and what you can do. In essence, it involves process of informing the target groups about the resources available, services and products offered by the libraries or the information centres (Adekunmisi, 2013; Patil and Pranita, 2014). Similarly, Konyi (2013) described promotion as a mechanism by which target group (customers/users) are educated about the accessibility to resources, services and products offered by an organization. It is a way of communicating and reaching out to customers or users about the availability of resources or products. Taiwo, Ayandare and Olusola (2015) in conformity with other definitions described promotion a means of informing customers/users about what you do and what you can do. It is an act of moving products toward the customer and stimulates demand. Promotion involves the use of persuasive information by an organization to win customers or users for their products (Sharma and Bharadwaj, 2009).

Forms of Promotional Tools for Library and Information Services

Library and information service in Academic library can be promoted in various ways, and lots of benefits are attached to it. Oyinloye, Dangwaran and Yero (2018) highlighted some promotional tools that can be used by academic libraries to promote their services and resources and these include:

- 1) **Publicity:** This is a process of bringing the awareness of a programme or event to the general public. For example, banners and university portals are used to disseminate information relating to various programs and also the activities going on in the Library. It is expected that wide publicity be given to all programmes been conducted and rendered by the library.
- 2) **Library Orientation:** This is a programme which is organized to welcome new students to an institution. It is important for every

institution of higher learning to organize orientation program for fresh students jointly or in departmental bases. In most universities, orientation programmes are organized jointly and in most cases, it is organized by the Directorate of students affairs. The library aspect of the Orientation which is often handled by the University Library is done in order to familiarize the students with the various department of the library and the various services that are provided by the library.

- 3) **Display and exhibitions:** library and information services can be promoted by display and exhibition. According to Adegoke (2015), display and exhibition can boost current awareness in the library because it allows clientele to know the existence of materials in the Library.

Aside the above-mentioned promotional tools reported by Oyinloye, Dangwaran and Yero (2018), there are still other promotional instruments available to the management of library and information services in the Nigeria universities. These include creation of web pages, publications or newsletter, flyers, posters, library tours, classroom instruction, one-on-one appointments, library homepage, online catalogue and one-on-one training to mention but a few.

Need for Promotion of Library and Information Services

Promotion is an important instrument in bringing the awareness of goods and services of an organization to the end users. In line with this, Nicholas (1998) expressed that the promotional activities engaged in by public library increased usage, value of the library, education and changed in perception of the library by users. Patil and Pradhan (2014) quoting the third law of library as stated by Ranganathan which states that "every book its reader" expressed that every book which is purchased by library must get readers. To find a reader for every book, library staff needs to conduct studies/surveys to obtain the needs of their readers. Once their needs are identified, then promotion of the resources should be conducted and increase the use of it. Patil and Pradhan (2014) further affirmed that the promotion of library and information services will promote the use of available reading material in the library and create awareness among the users. It will also optimize the use of information within limited resources and manpower and also improve the image of the library. Adegoke (2015) posited that the units that are directly involved in the promotion of library products and services include the reference, circulation, serials, ICT and audio-visual units. There must also be open access to the different resources in the library.

Challenges of Promotion of Library and Information Services

Promotion of goods and services in any organization requires good funding. To embark on publicity, advertising, printing of newsletter, exhibition and organizing workshop to mention just a few require funding. The library and information department of the university faces a great challenge of funding and this affects the level of promotional activities they can carry out. Again, another problem facing the promotion activities of library and information service unit is lack of skilled manpower in the area of marketing. Majority of the staff of the library does not have skills as regard how to market and promote the service they have at their disposal. They are very casual and weak in interpersonal relationship.

Methodology

This study is meant to elicit response from a group of respondents on the effectiveness of promotion of library and information services among students of Kwara State University (KWASU), Malete, Kwara State, Nigeria. A descriptive survey research design was chosen and used to carry out the research. According to Ifidon and Ifidon (2007), descriptive survey describes a current situation with a subject. It involves collecting data in order to answer questions concerning relationship that exist, practices that prevail, beliefs, points of views, or attitudes that are held, processes that are going on, effects that are being felt or trends that are developing and reports the way things are. Descriptive survey helps to describe and collect data from the respondents without any ambiguity or need for the researcher manipulating the data to suit public opinion. The population of this study comprises of students of Kwara State University, Malete. Primary data was used in the study. The data was elicited through the use of Questionnaire. The questionnaire was structured in such a way as to capture the research objectives. The choice of the university was because of its standard, the proximity and ease of data elicitation.

Sampling Procedure

The population of the study is comprised of undergraduate students of Kwara State University, Malete in Kwara State, Nigeria. Kwara State University, Malete has seven faculties namely: Faculty of Agriculture, Faculty of Education, Faculty of Pure and Applied Sciences, Faculty of Engineering, Faculty of Humanities, Management and Social Sciences, Faculty of Information and Communication Technology and Faculty of Law. A multistage random sampling technique was used in the study. In stage one, four faculties were randomly selected. The faculties include Faculty of Engineering, Faculty of Humanities, Management and Social Sciences, Pure and Applied Sciences and Faculty of Education. In stage two, three departments were randomly selected

from each of the selected faculties to give a total of 12 departments for the sample. The third stage involve a random selection of 42 students from each of the departments to give a total of 504 respondents for the study. However, 487 questionnaires out of the 504 administered questionnaires were appropriately filled and returned for analysis. The questionnaires were filled enthusiastically without any reluctance after explaining the purpose of the study by researcher to the respondents.

Method of Data Collection

Primary data was used for the study. The primary data was collected through field survey, using the questionnaire and inquiring. The research instrument was administered to 504 respondents across the twelve randomly selected departments. Information from Secondary sources were also utilized in the study. The sources include dissertation, article, books, electronic journals, periodicals and brochures as well as unpublished works of other authors.

Method of Data Analysis

The data was analyzed using descriptive statistics, simple frequency, percentages, standard deviation, Mean score rating as well as Likert Rating Scales.

Results and Discussions

Table 1: Demographic information of the Respondents
The first section of the study addressed the demographic characteristics of the participants.

Demography	Frequency	Percentage
Age		
≤15	6	1.23
>15	481	98.77
Gender		
Male	217	44.56
Female	270	55.44
Educational Level		
100	69	14.17
200	49	10.06
300	154	31.62
400	179	36.75
500	36	7.39
Total	487	100.00

Libraries are regarded as stock-room of knowledge. It is true that all libraries in the world are full of reading material which consist books, journals, films, images, manuscripts, Audio visual materials among others (Patil and Pradhan, 2014). The result presented in Table 1 revealed that majority of the respondents (98.77%) have their age greater than 15 years old while only 1.23% of the respondents have their ages less than or equal to 15 years old. This shows most of the respondents, possibly adhered to Joint Admission Matriculation Board guideline for admission of students into tertiary institutions in the country. AMB guideline stipulates that the age limit for admissions into tertiary institutions in the country is 16 years old as at the time of writing the exams

The result of the study also showed that majority of the respondents (55.44%) were females while (44.56%) were males, this clearly shows that there are more of female respondent than their male counterpart in the study. The result of the study revealed that majority of the students (36.75%) were in 400 level, this was followed by 300 level (31.62%). Only (7.39%) of the respondents were in the 500 level. The result shows that the overwhelming majority of the respondents are in their 300 and 400 levels.

Table 2: Frequency of use of Library

Variables	Frequency	Percentage
Have ever visited the School Library		
Yes	469	96.31
No	18	3.69
Total	487	100.00
Frequency of use of Library		
Always	225	46.20
Occasionally	246	50.51
Never	16	3.29
Total	487	100.00

Source: Field Survey, 2020

Result in Table 2 showed that majority of the respondents (96.31%) had at least visited the university library as a student of the institution while only small percentage 3.69% indicated that they have never visited the library. At the same time, majority of the respondents indicated visiting the library occasionally (50.51%) and 46.20% indicated always. However, only 3.29% indicated they had never visited the University

library for any reason. The result of the study shows that the library was mostly used by the respondents either occasional or always.

Research Question 1

Table 3: Types of Library Information Resources Consulted by Students

S/No.	Resources	Std. Dev.	Mean Score	Rank
1.	Textbooks	0.66	2.28	1st
2.	Reference books	0.68	2.12	3rd
3.	Serials	0.68	1.83	4th
4.	Journals	0.68	1.59	5 th
5.	Government publications	0.63	1.49	7th
6.	Conference proceedings	0.59	1.36	9th
7.	E-resource	0.71	1.58	6 th
8.	Internet	0.76	2.21	2nd
9.	Charts	0.64	1.40	8th
10.	Novels (fictions)	0.64	0.72	9th

Since the respondents could select more than one response in regard to the library information resources consulted, the findings revealed that the respondents used more than one resource in the library. The resulting mean score rating showed the extent to which the respondents regularly consult the listed resources in the study. Table 3 shows the responses of the respondents on the type of library information resources consulted by the respondents. The result of the study revealed that textbooks are the most consulted resources in the library. The resource has a mean score rating of (2.28). The result also revealed that internet and reference books are the other most consulted library resources by the respondents. Each of the item (internet and reference books) have a mean score rating of 2.21 and 2.12 respectively. The resources that were least consulted in the library includes Government publications, Charts and Novels with mean score rating of 1.49, 1.40 and 0.72 respectively.

The finding of the study revealed that library provide a wide range of resources to academic environment, particularly for Universities, Colleges and Research institutes. This position corroborates the statement of Patil and Pradhan (2014), that libraries are considered as treasures of knowledge. It is also known as storehouse of knowledge. All libraries in the world are full of resources which consist of books, journals, films, images, manuscripts, Audio visual materials etc. which has knowledge, recorded by people, eminent writers and eminent

personalities.

Research question 2

Table 4: Reasons why the students used their school library

S/No.	Reasons	Std. Dev.	Mean Score	Rank
1.	To borrow books	0.88	2.91	3 rd
2.	To read newspapers, magazines	0.86	2.56	4 th
3.	For reference/ assignment	0.81	3.25	2 nd
4.	To use the internet	0.94	2.57	5 th
5.	To use library computers	0.95	2.36	6 th
6.	To study individually	0.86	3.44	1 st
7.	To use the copying machine	0.81	1.87	9 th
8.	To ask for library staff assistance	0.87	2.12	7 th
9.	To print from computer	0.76	1.79	10 th
10.	To meet with friends	0.85	1.96	8 th

Table 3 shows respondents' responses on the reasons for using the university library. The result of the study reveals that "for individual study" with a mean score of (3.44) is the reason why the respondents use library. The result of the study further revealed that the students used the institution library for reference/ assignment, to borrow books and to read Newspaper/ Magazines have a mean score rating of 3.25, 2.91 and 2.56 respectively. The result shows that: for reference/ assignment, to borrow books and to read Newspaper/ Magazines ranked 2nd, 3rd and 4th. The result of the study revealed that to meet with friends, to use copying machine and to print from computer with a mean score rating of 1.96, 1.87 and 1.79 respectively ranked 8th, 9th and 10th respectively.

Research question 3

Table 5: The various channels of library promotion services employed by the library the students are aware of (Tick as many as applied)

S/No.	Channels of promoting library services	Respondents Number with Yes	Respondents Number with No
1.	Freshers' orientation	392(80.49)	95(19.51)
2.	Library web pages/publications	326(66.94)	161(33.06)
3.	Personal contact	263(54.00)	224(46.00)
4.	e-mail	304(62.42)	183(37.58)
5.	Telephone/SMS	267(54.82)	220(45.18)
6.	Display of new arrivals	273(56.06)	214(43.94)
7.	Exhibitions	246(50.51)	241(49.49)
8.	Use of periodicals: Newsletter and leaflets	284(58.32)	203(41.68)
9.	Social networks e.g. Whatsapp.	266(54.62)	221(45.38)
10.	Selective dissemination of information	284(58.32)	203(41.68)
11.	Training/Seminars	320(65.71)	167(34.29)
12.	Proper ventilation	410(84.19)	77(15.81)
13.	Book fair	340(69.82)	147(30.18)

To attract more and more users to library, Library staff needs to carry out promotion and marketing of its services to users of its services. The basic purpose behind promotion is to educate the students and faculty members on how to use the library and its resources and also to upkeep their knowledge by providing information appended in various sources available in the library (Patil and Pradhan, 2014). The result in Table 5 represents the channels of promoting library services available in the library, 410(84.19%) indicated agreed to proper ventilation while 77(15.81%) said No. 392(80.49%) said Yes to Freshers' orientation programme while 95(19.51%) indicated No. 340(69.82%) indicated Yes to Book fair while 147(30.18%) said No and 326(66.94%) said Yes to the use of Library web pages/publications while 161(33.06%) indicated No.

The result of the study is consistent with the finding of Arumuru, (2015), in a related study which revealed that freshers' orientation, personal contact, use of internet were the common library promotion and information services used in Delta State University. The result of the study is also consistent with the finding by Eda, et al., (2019) that libraries have traditionally been involved in library marketing through the

display of fresh books, exhibitions, newsletters, user orientation programs, library week outreach and other advertising programs. The researcher, however, posited that traditional approaches mentioned above are no longer sufficient. From the finding of the study, there is still room to embrace more use of ICT with creative and innovative ideas to support and promote library services. This is because recent technological developments are creating new forms of information, new sources of information and new ways of providing information. There had been increasing pressure on libraries to mobilize resources and become self-reliant. Library users are transforming into customers with rising expectations, diverse needs and wants, and choices (Gupta, 2003). Promotion of library and information products and services is an area which is now beginning to attract the attention of research scholars, market researchers, and the business people (Jagadish, 2013).

Research question 4

Table 6: The effectiveness of promotion of library and information services employed by Kwara State University Library

S/No.	Item Statement	Std. dev.	Mean Score	Ranking
1.	Promotion of library and information services helps in sensitizing the students about the various services available in the library	0.7	3.34	2 nd
2.	The Promotion of library and information services increases student's rate of use of library services.	0.7	3.34	2 nd
3.	Promotion of library and information services equips students with the knowledge of information search in the library.	0.7	3.36	1 st
4.	Promotion of library and information services motivates users to always want to use the library	0.8	3.24	4 th
5.	Promotion of library and information services makes the students more active in class thereby enhancing their performance	0.85	3.10	6 th
6.	Promotion of library and information services helps the library staff to be up and doing	0.13	3.05	7 th
7.	Promotion of library and information services promote the usefulness of the library personnel	0.8	3.17	5 th
8.	Promotion of library and information services showcase what the library has per each faculty of the university	0.7	3.30	3 rd

To help ascertain the effectiveness of library promotion services employed by Kwara State University Library, 8 possible outcomes were presented to the respondents with the view to examine the effectiveness of library promotion services used in the study. The result of the study on table 6 reveals that the respondents strongly agreed that promotion of library and information services equips students with the knowledge of information search in the library (mean score=3.36), the promotion of library and information services increases student's rate of use of library services and helps in sensitizing the students about the various services available in the library both have a mean score rating of (3.34) each. The respondents also strongly agreed that promotion of library and information services showcase the library resource per aculty (3.30), promotion of library and information services motivates users to always want to use the library (3.24). Also, promotion of library and information services helps the library staff to be up and doing (mean score=3.05).

The result of the study revealed that the respondents strongly agreed that the promotion of library services employed in the study were very effective as all the mean score rating of the 8 possible areas of effect of the library promotion services have their mean score rating greater than 2.5 which is the threshold for the measure of the effectiveness in the study. The result of the study agreed with result of Arumiru (2015), in a related study in Delta State University. The outcome of the study revealed that promotion of library and information service helps to create awareness about the resources and services available in the library. The result further indicated that promotion of library and information service enhances development; individuals can develop themselves by making use of the materials provided by the library and marketed by the librarian (Aneke, 2004). All of these and many more have implication on users' rate of usage of library services.

Conclusion

Library is an important part of any academic Institution. It plays a very important role in broadening the knowledge of its users. Based on the findings of the study, it can be rightly concluded that promotion of library and information services play a very critical role in contemporary academic institution library. The study established that promotion of library and information services equips the respondents with the knowledge of information search in library, thereby making them to be more active in class and enhances their performance in the process. Promotion of library and information services help in sensitizing students of the various services and resources available in the library thereby motivating the rate of use of library by the respondents. Finally,

the finding of the study showed that the promotion of library and information services enhances the effectiveness of the available library personnel and enabling them to be up and doing as they go about their duties.

The study recommends that academic institutions should encourage the promotion of library and information services to motivate students to use academic library. Another important recommendation of the study is that academic libraries should adopt the use of ICT in its promotion of library and information services.

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