



## MARKETING STRATEGIES AND UTILIZATION OF SERIALS COLLECTION IN UNIVERSITY LIBRARIES IN RIVERS STATE, NIGERIA.

Akubudike Amarachi, E.  
University of Port Harcourt  
Rivers State Nigeria.  
[Amarahiamacha@gmail.com](mailto:Amarahiamacha@gmail.com)

Dr. Ukaegbu, Bernadette  
[Bernadette.ukaegbu@gmail.com](mailto:Bernadette.ukaegbu@gmail.com)  
Donald Ekong Library  
University of Port Harcourt  
Rivers State, Nigeria

&

Othuke Faith Oghogho,  
[Othukefaith35@gmail.com](mailto:Othukefaith35@gmail.com)

### Abstract

The study centered on marketing strategies and utilization of serials collection in the university libraries in Rivers State, Nigeria. The study employed a correlational research design. A total population of 104 consisting of 51 librarians and 53 library officers were used for the study through a census sampling technique. The technique used for data collection was a self-structured questionnaire. The data were analyzed using mean and standard deviation while Pearson Product Moment Correlation Coefficient (PPMCC) was used to test the hypothesis at 0.05 alpha significant level. The findings of the study, among others revealed that: There is a significant positive moderate relationship between social media marketing strategies and utilization of serials collection in the University Libraries in Rivers State. The findings of the study, among others revealed that there is a significant positive moderate relationship between social media marketing strategies and utilization of serial collection in the University Libraries in Rivers state.

**Keywords:** *marketing, strategies, serials, utilization and University libraries.*

## Introduction

The library has shifted from a collection of book materials organized for user, to a collection of information products made accessible to a defined community for utilization, reference, and borrowing through the application of marketing strategies to enhance, promote and satisfy the information needs of the users. According to <https://www.businessdictionary.com>. (2019) marketing is the management process through which goods and services move from concept to the customers. Marketing includes the coordination of four elements called the 4ps marketing mix which includes: identification, selection and development of products, determination of its price, choosing of the distribution channel to get the users place and creation and adoption of effective distribution promotional strategies.

Waral (2020) submitted that marketing strategies are the processes that can help academic libraries to concentrate on its limited information resources and services to attain the greatest opportunities to promote and render their services to the users. When a library is well stocked with several categories of information resources the students will sufficiently utilize them (Enidiok 2018). Availability of information resources has the potential of helping students make better academic achievements for further study. Correspondingly, when there are no information resources available for further studies, students often perform poorly in their academic work. Jubb and Green (2007) stated that university libraries have for centuries played important role in supporting research in all subjects and disciplines within their host community and to other researchers who may need serials collection in solving a particular problem, that is why serials collection are very special to university libraries.

Utilization of information resources (LIR) in academic libraries is a process of using library resources to satisfying users' information needs, in the area of research, job performance, examination, leisure/recreation, problem solving, awareness and education (Buhari 2016). As the quest and utilization of information resources in the library depends on these factors, library marketing strategies became very necessary.

According to Chike, Amaoge and Amadi (2015) serials collection is described as any resources bearing either chronological or numerical designation issues in successive parts appearing at intervals and as a rule, intended to be continued indefinitely. Serials collections in the university

libraries includes: journals, newspapers, newsletters, proceedings, transactions of the societies and other periodicals like abstract and index among others. According to Anunobi *and* Benson (2016) some of the features of serials collections include:

It is issued in separate parts on a regular basis

1. It is supposed or intended to continue indefinitely
2. They are up to date and current
3. The different parts are numbered chronologically
4. They are integrating resources
5. They are issued over time

Moreso, serials collection is very important in the University library as it contains first class information which promotes research, learning and teaching of the users. Therefore, for university libraries to be relevant, and visible in this 21<sup>st</sup> century information society, they must remain diverse and apply marketing strategies to promote their information products and services especially on serial collections.

### **Statement of Problem**

Before now, libraries have been confident that their products (resources and services) have intrinsic merit that users may automatically be attracted to them. But with the advent of information communication technology (ICT) and competitive world, marketing library products and services especially the serials collection is very necessary in order to remain competitive (Adekunmisi 2013). Serial collection is among the most cherished collections of the libraries which help the library to achieve its organizational goals in the area of teaching, learning and research purpose.

### **Objectives of the Study**

1. To ascertain the relationship between social media marketing strategies and the utilization of serials collection in the University libraries in Rivers State.
2. Ascertain the relationship between exhibition marketing strategies and the utilization of serials collection in the University library in Rivers State

## **Research Questions**

These research questions were posed to guide the study:

1. How does social media marketing strategies relate with the utilization of serials collection in the university libraries in Rivers State?
2. How does exhibition and display marketing strategies relate with the utilization of serials collection in the university libraries in Rivers State?

## **Review of Related Literature**

The American Marketing Association (2013) define marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. A successful marketing is made possible by determining how and where to contact your clients. To determine this, Libraries issue surveys to the various users, the results help librarians’ conduct highly effective marketing and, therefore, avoid wasting time and money on superfluous initiatives (Dantus and Park, 2018; 3). Academic Libraries support the teaching, learning and research need of the institution they serve, by ensuring that the use of these information products especially serials collection is maximized to benefit its patron. Social media marketing strategy can promote utilization of serials collection in university libraries. Serial collection is among the most cherished collections of the libraries which help any library to achieved its organizational goals in the area of teaching, learning and research purpose.

Serials collection are periodical materials that appears at intervals. It may appear via: monthly, weekly, quarterly, annually, among others includes: journals, e-journals, magazine, newspapers, bulletin-board, articles periodical (index and abstracts) newsletters, etc. Serials collections are very important to the university libraries because they satisfy the information needs of the users on a regular basis, due to its currency. Kaplan (2010) has described social media as group of internet-based application that builds on the ideological and technological foundation of web 2.0, and that allows the creation and exchange of user’s generated content. Tofi (2019) asserted that social media are interactive computer technologists that facilitate the creation and sharing of information, ideas, careers interest and other forms of expression via virtual. Adam (2022) stated that social media marketing (SMM) also known as digital marketing or E-marketing is the use of

social media platforms to interact with customers and build a company's brand, increased its sales drives and also provides companies with a way to engage with existing customers and reach potential customers.

According to Akporhonor and Olise, (2015) libraries use social media platforms to showcase and promote library resources such as; physical journals, electronic Journals, magazines, newspaper, year books, maps, CD, VCD, dictionaries, internet-based resources and library services such as lending services, references services, technical services, indexing services, internet base services, abstract and user education services among others, as they are information products of any library.

Tofi *et al* (2018) highlighted social media platform to include: Facebook, YouTube, X (formerly known as Twitter) library website, RSS Feed, MySpace, Google plus, Pinterest, Instagram, Mashup, Flickr, LinkedIn, and Wiki, among others. According to American Association Report (2012) social media is used to publicize library events such as gaming night, alerting users of additional materials to the collection, provide links to article videos or web contents that may prove relevant or helpful to the patrons, and to provide a Conduit for community information. Thus, social media plays an important role in fostering relationship with the users as it allows the users to ask questions and receive feedback about library information.

Akporhonor, Blessing and Olise (2015) state that the benefit derived from the use of social media for promoting library resources and services includes: building brand loyalty, save user's time, enhance revenue and increase library patronage. According to Okusag (2021) social media provides more opportunities to reach more target audience and give them a chance to interact with the library. However, Social media marketing strategies is the most effective way of advertising and promoting library and its products as users can have access to information resources very easy and fast without visiting the physical library, especially the serials collection which contains current information. Library exhibition is part of marketing strategies and its professionals adopt to promote and showcase their information products to their patrons which serials collections is one of them. According to Michael Fagbohun and Aderonke (2015) exhibition enhance the library's relationship with current customers, conduct market research, obtain contacts names for the library e-mail list, open new market or territories, gain media

exposure, check out the competitors, branding and provide education to visitors and readers of library, no wonder internet facilities can play an important role in the success of book exhibition.

Book exhibition is described as a creative arrangement of visual elements designed to convey a specific message. The very purpose of book exhibition is to promote, to inform, and/or to persuade users about the existence of books such that they would want to use them. Asaolu , Fagbohun , Osinulu (2015) posited that exhibition and display draws the attention of library users to the services rendered, stimulate readers' interest on a particular area of interest to the community. Thus, exhibition marketing strategies is a very necessary and precious tools for library, as poor exhibition can cause damage to the reputation of the library. Asaolu *et al* (2015) asserted that, exhibition of information resources from their holdings is a common technique adopted by librarian to advertise their collection and services, especially during workshop, seminars and book lunch, vendors or publishers are requested to exhibit their products. Abimbolu, Agboke and Effiong (2020) stress that library exhibition helps to draw user's attention to the items or programmes that the library is promoting. They further emphasize that exhibition and display help to draw the attention of users to new books, especially collections under circulated titles and services that are offered within the library that are unnoticed.

## **Methodology**

The correlational research design was used for this study. The population of this study comprises of the (104) librarians and library officers in five universities in Rivers State, which is distributed as follows: University of Port Harcourt 34, Rivers State University 32, Ignatius Ajuru University of Education 18, Madonna Catholic University 15, Pamo medical sciences 5. Census sampling technique was used to sample all the librarians and library officers for the study. This is because of the manageable size of the population. The instrument for data collection was a self-structured questionnaire designed by the researcher titled "Marketing strategies and Utilization of Serials Collection in University libraries in Rivers (MSUSC). The questionnaire is made up of two sections 'A' and 'B', which contained 10 item-questions for each variable. Out of the 104 distributed, 95 were correctly filled and returned, indicating a 90.4 percent return rate. The data collected was analyzed with Pearson Product Moment Correlation Formula.

## Results and Discussion of Finding

Question 1: How does social media marketing strategies relate with the utilization of serials collection in the University libraries in Rivers State?

Table 1 Social media platforms marketing strategies and utilization of serials collection

| Variable  | Social media platforms | Utilization of serials collection |
|---|------------------------|-----------------------------------|
| Social media platforms Pearson Correlation            | 1                      | .785**                            |
| Sig. (2-tailed)                                       |                        | .001                              |
| N   | 95                     | 95                                |
| Utilization of serials collection Pearson Correlation | .785**                 | 1                                 |
| Sig. (2-tailed)                                       | .001                   |                                   |
| N   | 95                     | 95                                |

The relationship between social media platforms marketing strategies and utilization of serials collection in university libraries in obtained a correlation coefficient of  $r = 0.79$ , indicating a high positive relationship between the two constructs. Hence, social media platforms marketing strategies relate positively high with utilization of serials collection in university libraries in Rivers State. The sig of 0.001 was obtained indicating that the relationship is significant. Therefore, the high positive relation between social media platforms marketing strategies and utilization of serials collection university libraries in Rivers State is statistically significant.

Question 2: How does exhibition marketing strategies relate with the utilization of serials collection in the university libraries in Rivers State?

Table 2 Exhibition and display marketing strategies and utilization of serials collection

| Variable  | Exhibition and display | Utilization of serials collection |
|---|------------------------|-----------------------------------|
| Exhibition and display Pearson Correlation            | 1                      | .826**                            |
| Sig. (2-tailed)                                       |                        | .000                              |
| N   | 95                     | 95                                |
| Utilization of serials collection Pearson Correlation | .826**                 | 1                                 |
| Sig. (2-tailed)                                       | .000                   |                                   |
| N   | 95                     | 95                                |

The relationship between exhibition and display marketing strategies and utilization of serials collection in the university libraries in Rivers State obtained a correlation coefficient of  $r = 0.83$ ,

indicating a positive high relationship between the two constructs. Hence, exhibition and display marketing strategies relate positively high to utilization of serials collection in the university libraries in Rivers State. Consequently, the high positive relation between exhibition and display marketing strategies and utilization of serials collection in the university libraries in Rivers is statistically significant.

### **Discussion of the Findings**

Based on the response, it was obvious that social media and exhibition marketing strategies has a significant impact on utilization of serials collection in the university libraries. The finding revealed that social media platforms such as Facebook, YouTube, X (formerly known as Twitter) library website, RSS Feed, MySpace, Google plus, Pinterest, Instagram, Mashup, Flickr, LinkedIn, and Wiki, among others, are the most effective way of advertising and promoting library and its products, as it enables users to have access to information resources very easy and fast without visiting the physical library. The finding of this study was supported by the study of Okusag (2021) which revealed that social media provides more opportunities to reach more target audience and give them a chance to interact with the library. Thus, social media plays an important role in fostering relationship with the users as it allows the users to ask questions and receive feedback about library information resources especially the serials collection without having contact physical library.

The finding also revealed that exhibition and display help to draw the attention of users to new books, especially collections under circulated titles and services that are offered within the library that are unnoticed. The finding is in line with the finding of Asaolu *et al* (2015) Whom asserted that, exhibition of information resources from their holdings is a common technique adopted by librarian to advertise their collection and services, especially during workshop, seminars and book lunch, vendors or publishers are requested to exhibit their products. The very purpose of book exhibition is to promote, to inform, and/or to persuade users about the existence of books such that they would want to use them.

### **Conclusion**

Adopting marketing strategies to attract users' attention for utilization of serials collection in the university libraries is very crucial. This is because Serial collection is among the most cherished

information resources in the libraries which help them to achieve their organizational goals in the area of teaching, learning and research purposes. The general purpose of this study was to examine the marketing strategies and utilization of serials collection in the university libraries in River State.

The study confirmed that social media, book exhibition are the most library effective ways of marketing information products such as serials collection in the University libraries in Rivers State.

### **Recommendations**

Base on the finding of the study, the following recommendation were made:

1. Library management should send library practitioners to training and retraining, conference, seminars, workshop, and symposiums attendance as it will enable them gain knowledge on how to market effectively using social media platform.
2. Marketing courses should be introduced in the library school's curriculum, and should be made compulsory for all levels of student.

### **References**

- Abimbolu, Agboke and Affiong (2020). Promotional techniques used as marketing strategies for library resources and services. *Research Journal of Library and information Service*, 4(2): 29-34.
- Adam, H. (2022) Social Media Marketing (SMM), journals of social media best practices: retrieved on 30th April 2022.
- Adekunmisi, S.R. (2013). Marketing Library Services and Information Products in Nigeria. Lagos. *Journal of library and information science* 6(152).
- Akporhonor, and Olise, (2015). Librarian's use of social media for promoting library and information resources and services in university libraries in south-south Nigeria. *Information and Knowledge Management*, 5(6). (Paper) online
- Akporhonor, Blessing, Olise and Florence (2105). Librarian's use of social media for promoting library and information resources and services in university libraries in south-south Nigeria. *Information and Knowledge Management*, 5(6). (Paper) online.
- American library association (2012). The 2012 States of America's libraries. Available from World Wide Web [http://www.ala.org/news/media/presentation/America's libraries/social 2012](http://www.ala.org/news/media/presentation/America's%20libraries/social%202012)

- Anunobi, C.V. and Benson, E.E. (2016). Use of ICT facilities for serials collection in Southern Nigeria, Federal University libraries.
- Asaolu A.O., Fagbohun M.O., Osinulu I. (2015). Library Exhibition: A Veritable tool for Promoting Collections and Services in Nigerian Libraries. *Inter. J. Acad. Lib. Info. Sci.* 3(3): 97-105
- Buhari, G. I. (2016). Library information resources and services utilization as correlates of creativity of Senior Administrative staff of Polytechnics in South West, Nigeria. *Library Philosophy and Practice (e-Journal)*, 1400
- Business dictionary (2019). Definition of marketing. Retrieved 15<sup>th</sup> Feb., 2022 from <https://businessdictionary.com.definition/marketing.html>
- Chike, P. A., Amaoge, D.A. & Nnamdi, E.O. (2015). Availability and management challenges of serial other continuing resources in two selected university libraries in North-central zonal of Nigeria. *Journal s of applied information science and technology* 8(1) 2015.
- Dantus, S., & Park, J. (2018). Marketing academic Library resources and services. *Choice*, 1- 19. Retrieved 2019, 1st April, from <http://choice360.org/librarianship/whitepaper>
- Enidiok, M. S., Salu, E. T. and Babatunde, A. A. (2018). Effect of Users Perception of Library Resources on Library Use: A Case Study of Faculty Libraries in the University of Ibadan. *GNOSI: An Interdisciplinary Journal of Human Theory and Praxis*, 1(1), 10-16
- Jubb, M. and Green, R. (2007). Researchers use of academic libraries and their services. Retrieved 27<sup>th</sup> October, 2021 from <http://www>.
- Kaplan, A.M. and Haenlein (2010). Users of the world, unites! The challenges and opportunities of social media. *Business Horizons*. 53.59-68.
- Michael, Fagbohu and Aderoke, (2015). Library exhibition: A veritable tool for promoting collections and services n Nigerian libraries.
- Okusag, O. Tajudeen, *et al* (2021). Application of social media in marketing of library and information services in public tertiary institution libraries in Lagos State: A case study University of Lagos, Akoka and Lagos State University, Ojo Lagos Nigeria. *International Journal of Library and Information Science Studies* Vol. No.5 pp. 19-36.
- Tofi, et al (2018). Perceived benefits of marketing library and information resources and services using social media platforms. *A paper presented at the 38th conference/annual general meeting (AGM) of Nigerian library association (NLA) Benue State Chapter held on 8th to 9th November 2018.*
- Tofi, S. T. (2019). Marketing library and information resources and services using social media platforms. Waral, L. N. (2020). Innovative marketing strategies in Academic libraries: An overview.