

ASSESSMENT OF THE IMPACT OF MARKETING STRATEGY AS AN INSTRUMENT FOR LIBRARY AND INFORMATION SERVICE DELIVERY IN THE NIGERIAN COLLEGE OF AVIATION TECHNOLOGY, ZARIA

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Abstract

Purpose: This research focuses on identifying the strengths and weaknesses of existing marketing strategies and assessing their effectiveness in improving the library and information service delivery. Additionally, this study seeks to identify any potential new strategies that can be developed and implemented to enhance library and information service delivery.

Design/methodology/approach: The research method adopted for the study was descriptive research design. The information collected through questionnaire was analyzed, organized and presented descriptively in form of frequency and percentages.

Findings: The findings indicate that marketing strategies have significant potential to improve library and information service delivery in academic libraries. It was found that current marketing strategies have strengths in raising awareness of library and information services, but they were weak in their ability to reach out to new user groups. Additionally, it was found that there was potential to develop and implement new and innovative marketing strategies to improve the delivery of library and information services. This study provides important insights into the value of marketing strategies for the delivery of library and information services in an academic library.

Practical Implication: It has several implications for libraries, such as the need to invest in the development of new marketing strategies, and the importance of user feedback in assessing the effectiveness of existing strategies. Ultimately, this research provides important evidence to support the potential of marketing strategies to ensure effective library and information service delivery.

Originality/value: Marketing strategies thus provides the avenue through which Nigerian College of Aviation Technology (NCAT) library promotes its invaluable benefits to its users. The use of e-mails and other information and communication technologies was not adequately used or used at all. Therefore, marketing strategy of NCAT Library, Nigeria is facing challenges.

Keywords: Marketing Strategy, Aviation, Library, Information Service Delivery

Introduction

Marketing is essential in making the proper planning, designing and use such services and resources for the better and optimal use of information. The library should give priority to provide excellent user services enhancing its images an information era. Therefore, marketing is not merely a tool to achieve economic results but to achieve total information results. Information professionals have been accustomed to utilizing user studies. The five laws of library science inculcate the customer perspective. Now, only a jump is needed for the librarians and information managers to use marketing effectively so as to meet the challenges facing them. Students are mostly site in front of computer world, in that situation marketing of library resources and services can through only possible way online

alerts services. Most of the engineering resources are published in electronic format such as e journal, e books, database.

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive. Information professionals must understand that it is essential to actively market their resources and services. Library marketing is critical for any information professional in order to spread the word about their library.

Libraries have emerged from a tradition of acquiring and providing information resources services to users

according to their information needs (Kim & Park, 2020). Marketing of library services is not a new technique to librarians for identifying the library users and their information needs as many researchers agreed upon in their theoretical and empirical studies but familiarity of librarians with marketing principles and strategies as applicable to profit making organizations is not comparable (Spalding & Wang, 2020; Gupta & Savard, 2021; Kennedy, 2022). The Greek academic libraries have adopted various strategies for marketing their services and products. Some of these strategies include the traditional methods of marketing such as brochures, user orientation, posters, e-mail lists, online newsletters, exhibitions and announcements in the local press and media (Garoufallou et al., 2022)

In Nigerian College of Aviation Technology, Zaria, library serve the user community through the acquisition of information resources and subscription to online database resources, support teaching, learning and research needs of the society.

Statement of the Problem

Library acts as an information gateway, transforms the acquired information in organized manner with searchable options which connects past and the future. It is a brain Centre of any institute, as it gives glimpse and reflects new ideas and the activities carried out in any institute, marketing strategy are many alternative ideas that server as guide in choosing what suit a particular condition. Kennedy (2020) stated that marketing strategy adopted by librarian hold that achieving organization goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitor do. Kotler, (2019) demonstrated that many successful and well-known companies have adopted the marketing strategy.

The need for marketing and total quality management strategies in libraries in Nigeria on the other hand is of the view that the conditions which challenged libraries in development countries to adopt marketing and total quality management strategies are very much prevalent in Nigeria at present.

It is not; however, clear if library managers are effecting the necessary changes to satisfy their clients. There is therefore the need for libraries in Nigeria to adopt these initiatives in order to ensure their continued use and importance. Failing this, the writer concludes that the continued survival and sustenance of libraries in Nigeria is in jeopardy.

Research Questions

The following research questions were formulated to the study:

1. What types of marketing strategy are adopted by librarians in Nigerian College of Aviation Technology, Zaria Library?
2. For what purpose does the librarian adopt marketing strategies in Nigerian College of Aviation Technology, Zaria Library?
3. What information resources are being marketed in Nigerian College of Aviation Technology, Zaria Library?
4. How effective are the marketing strategies adopted in Nigerian College of Aviation Technology, Zaria Library?
1. 5. What are challenges faced towards adopting marketing strategy in Nigerian College of Aviation Technology, Zaria Library?

Literature Review

Baro & Ebhomeya's (2020) Study revealed that University libraries were found using different strategies such as: library publications, university radio programmers, email alerts, library week, orientation talks, library instruction, university bulletins and the library website in marketing the information resources and services. These strategies reported by these studies revolved around promotion strategy of 7P's of service marketing mix. The study on marketing strategies is important because the promotional activities of university library examined in existing studies found low level of marketing practice and user education programmer was not taken very serious as a means of stimulating the use of library information products and services (Popoola, 2018; Nigeria 2019; Okottstud 20). Hence, the promotion strategy had been empirically explored in the literature but other strategies such as product, price, place, people, process and physical evidence for marketing library services were not empirically explored by the past researchers in Nigerian context. This study

attempts to fill this gap by examining these components of service marketing mix as strategies that are applicable and relevant in libraries. The significance of this study is to establish a balance in the application of 7p's service marketing strategies in the library. Without this study, user awareness and use of library services may be undermined. The Greek academic libraries have adopted various strategies for marketing their services and products. Some of these strategies include the traditional methods of marketing such as brochures, user orientation, posters, e-mail lists, online newsletters, exhibitions and announcements in the local press and media (Garoufallou et al., 2022). The use of promotional activities and tools as dominating strategies for the marketing practice in libraries has been revealed in the literature on marketing library products and services in developed and developing countries (e.g., Patil & Pradhan, 2019; Edewor et al, 2020).

Purpose of adopting marketing strategies in Library

John, (2018) see marketing as the delivery of customers' satisfaction at a profit; Many people think of marketing only as selling and advertising. It's no wonder every day we are bombarded with television commercial, newspaper advertisements, direct mail campaigns, internet pitches and sale.

The American Marketing Association defines marketing as the integrated analysis, planning and control of products, price promotion and distribution, to create exchanges and satisfy customer and organizational needs. Kotler provides one of the widest definitions. Marketing is a human activity directed at satisfying needs and wants through exchange process.

Kotler (2019) said today, marketing must be understood not in the old sense of making a sale but in the new sense of satisfying customer needs. Selling of goods or service occurs after the production. Marketing is the blue print or homework that managers undertaken to assess needs, measure their extent and intensity, and determine whether a profitable opportunity exists, "Strategy is fundamental pattern and planned objectives, resource deployments, and interactions of an

organization with Markets competitors and other environmental factors" (Harper et-al).

Marketing Strategy

Marketing strategy is the analysis, policies and rules that guides overtime the firm's marketing efforts, the level, mix and allocation, partly independently and partly in response to changing environmental and competitive conditions. It has four main components. Namely: a. Analysis – which is the steps which sets marketing apart from public relations. b. Planning – this involves the setting of challenging but attainable objectives for the marketing effort. c. Implementation – during this component, some adjustments are required d. Evaluation – this is "final and usually the most important of the marketing plan but is vital to future marketing efforts" (Griffith, 1992). By evaluating the plan, the most effective activities can be determined and the reasons for failure pinpointed.

Marketing Research

Marketing research as the systematic design, collection, analysis, and reporting to data relevant to a specific marketing situation facing an organization, Every organization both profit and nonprofit making organization need research to progress.

Natarajan (2002) concluded that a library should promote/ marketing the use of IT services to meet changing information needs of the community. Implementing marketing strategies in a library helps to develop a user-centered library to serve individual users. Marketing enable the library to provide better access to information so that the visibility, accessibility and image of the library can be expanded. Further (Natarajan, 2021). Usage and utility of the library services and products can be improved through effective marketing tools further, it can act as a mechanism to improve the services and enhances the activities of a library.

Marketing helps communicate the library with its potentials users to attract them to utilize library services so that they can save the time and reduce the communication gap among the library professionals and the users.

Information resources being marketed in Library

According to Zachert Martha Jane and Williams V. Robert on their article (2020) “Marketing Measures for Information Services” intimated that the marketing of information services has been a popular topic in the library profession in recent years. For special librarians, neither the concept nor the practice of marketing is new; both have been part of the special library idea for a long time. This ‘special library idea’ maintains that the manager of information services must be proactive rather than reactive to user information needs and demands.

Entusa-Mensah (2021) in his paper “marketing as a significant factor in information” discusses the relevance of marketing in a non-delivery profit making establishment like the service library and points out the need for information workers to adopt some marketing strategies to get information to their clientele. These strategies include the concept of marketing, market segmentation, market analysis, marketing mix, market position and market audit.

Alemna (2018) The need for marketing and total quality management strategies in libraries in Ghana on the other hand is of the view that the conditions which challenged libraries in development countries to adopt marketing and total quality management strategies are very much prevalent in Ghana at present.

Effectiveness of Marketing Strategies Adopted in the Library

Kotler (2019) said today, marketing must be understood not in the old sense of making a sale but in the new sense of satisfying customer needs. Selling of goods or service occurs after the production. Marketing is the blue print or homework that managers undertaken to assess needs, measure their extent and intensity, and determine whether a profitable opportunity exists, “Strategy is fundamental pattern and planned objectives, resource deployments, and interactions of an organization with Markets competitors and other environmental factors” (Harper et-al). Marketing has been seen as that part of the management, which deals with

identifying, analyzing, choosing, and fulfilling client, consumer needs and wants at a benefit (profit).marketing, more than any other business function, deals with customer s. Understanding, using, communicating and delivering customer value and satisfaction are at the very heart of modern marketing thinking and practice.

Challenges faced towards the use of marketing strategy in the Library

The utilization of marketing strategies in libraries is essential to inform the public about their services and resources.

However, libraries face a number of obstacles when it comes to implementing effective marketing plans. The major challenges faced when developing and executing marketing strategies within libraries. Many of the issues discussed are due to the fact that libraries are non-profit and they have limited resources for marketing budgets. It will also point out the potential solutions that can help libraries overcome these obstacles.

The first major challenge faced by libraries when marketing is lack of resource and budget. Libraries are typically non-profit institutions, meaning that they often have limited funds for marketing initiatives. This makes it difficult for libraries to create effective marketing campaigns that are engaging and impactful. Additionally, libraries often have limited staff and are unable to devote a significant amount of time to developing and executing marketing plans.

The second challenge faced by libraries is the lack of understanding from public. Libraries are not generally seen as particularly exciting or engaging places to the service and resources that are offered. This makes it difficult to target the public with marketing campaigns, as the audience may not be familiar with the library’s offerings.

In order to overcome the challenges faced when marketing libraries, there are a number of potential solutions. Libraries should start by building relationships with the local community. Libraries should actively engage with the local community to promote the services they offer. Libraries should seek out

sponsorships and grant funding to increase their budgets.

Research Methodology

The research methodology adopted for the study was descriptive research design. This is because, quantitative research methodology is geared towards statistical generalization, it takes a sample of the population administers the

treatment and generalize to the population The researcher used the descriptive statistical tool to analyze the data collected. The data gathered were analyzed using tables, frequencies, percentages, to present data the analysis provided answers to the research question. The stud population was 13 and all 13 of the total population was use as sample techniques.

Result

What marketing strategies are adopted by librarians in NCAT Zaria, Library?

Response	Frequency	Percentage
(a) Users orientation	10	76.9%
(b) Using Electronic Advertisements	0	0%
(c) College radio programs	3	23.1%
(d) Library publication	0	0%
(e) All of the above.	0	0%
Total	13	100%

The above table shows respondents representing 76% said that Aviation library under study undertaken marketing strategy adopted by librarian in NCAT library is

periodic orientation, and 0% indicating using electronic advertisement and 3% say organized seminars and works.

For what purpose does the librarian adopt marketing strategies in NCAT Zaria Library?

Response	Frequency	Percentage
(a) Apprehending the attention of your target patrons.	7	53.8%
(b) Influence user to use information resources.	0	0%
(c) Providing the patron with adequate and relevant information resources	3	23.1%
(d) For awareness of information resources.	2	15.4%
(e) To allow the library users have confidence of accessing information resources.	1	7.7%
Total	13	100%

Twelve respondents representing 53.8% said that the purpose does the librarian adopt marketing strategies in NCAT library is apprehending the attention of the target customers and 0% indicted influence users to patronage information resource and 23.1% say providing the users with adequate relevant

information and 15.4% say for awareness of information resources while 7.7 say to allow the library users to have confidence of accessing information resources.

Response	Frequency	Percentage
Books	7	53.8%
New paper	1	7.7%
Magazine	1	7.7%
Library catalog	3	23.1%
Index	1	7.7%
Journals	0	0%
Total	13	100

What information resources are being marketed in NCAT Zaria Library?

Seven respondents representing 53.8 % said that the information resource are being marketing in NCAT Zaria library is book and 1

representing 7.7% indicated encyclopedia and 7.7% says magazine and 23.1% say library catalog while 7.7% say Internet.

Response	Frequency	Percentage
Very effective	2	15.4%
Effective	3	23.1%
Ineffective	7	53.8%
Undecided	1	7.7%
Total	13	100%

Two responded representing 15.4 says that the effective of marketing strategy adopted by librarian in NCAT Zaria library are very

effective and 23.1% says effective and 53.8% say is ineffective while 7.7% indicated undecided.

What challenges are faced towards adopting marketing strategy in NCAT Zaria Library?

Response	Frequency	Percentage
(a) Computer literacy	1	7.7%
(b) inadequacy of ICT facilities	7	53.8%
(c) Absence of ICT technicians.	3	23.1%
(d) Erratic power supply.	1	7.7%
(e) inadequate funding	1	7.7%
Total	13	100%

One responded representing 7.7% say that the challenge that are facing toward adopting marketing strategy in NCAT Zaria library computer literacy and 53.8% says inadequacy of ICT facilities and 23.1% say absence of ICT technicians and 7.7% say erratic power supply and the 7.7% say inadequate funding.

This study revealed that the information resources are being marketed in NCAT Zaria Library such as books, Newspapers, magazines, library catalog and Index

Discussion

This study revealed that the types of marketing strategy are adopted by librarians in NCAT Zaria Library are users’ orientation, using electronic advertisements, college radio programs. This study revealed that the purpose does the librarian adopt marketing strategies in NCAT Zaria Library are apprehending the attention of your target patrons, influence users to patronize information resources, providing the patrons with adequate and relevant information resources, for awareness of information resources, to allow the library users have confidence of accessing information resources.

This study revealed that the effective are the marketing strategies adopted in NCAT Zaria Library are very effective, effective, ineffective and undecided.

This study revealed that the challenges are faced towards adopting marketing strategy in NCAT Zaria Library are computer literacy, inadequacy of I.C.T facilities, Absence of I.C.T technicians, erratic power supply, inadequate funding.

Conclusion

Information is a vital resource required by all individuals in order to succeed in their various endeavors. Thus, it has become clear that the essence of prov

Providing effective and efficient information resources and services for the users of NCAT

Zaria library would be of less significant if there resources and services are not marketed to

the intended users. Marketing strategies thus provides the avenue through which NCAT library promotes its invaluable benefits to its users. The use of e-mails and other information and communication technologies was not adequately used or used at all. Therefore, marketing strategy of NCAT Library, Nigeria is facing challenges. Meanwhile, various challenges are hindering the marketing strategy adopted by Librarian in most academic libraries in Nigeria studied. The major challenges lay mostly on inadequate funding, inadequate internet facilities and other information and communication facilities, absence of defined promotional staff, as well as the perception of staff on the library and services it provides. As such, marketing strategy adopted by librarian of NCAT Library should be about reaching out to their users, thereby promoting the image of the library and in turn using awareness of the existence of its marketing strategy adopted by Librarian.

Recommendations

Based on the findings of this study, the study recommended that:

1. The management of NCAT Zaria library, should organized and holding of regular workshops and seminars by library staff to inform them about the availability of new marketing strategies and to teach them how to access and use them.
2. The management of NCAT Zaria library should provide more ways of apprehending the attention of the patrons that will make them have confidence of accessing information resources.
3. The management of NCAT Zaria library provision of adequate Book, encyclopedia, magazine, library catalog, Index and internet for effective marketing strategies in the library.
4. The management of NCAT Zaria library should recruit staff with appropriate competencies in the various areas of information technology and application and their regular training to enable them cope with new developments in such areas.
5. The management of NCAT Zaria library should provide adequate Funds, ICT facilities, and constant power supply, that will improve their marketing strategies.

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