



Application of Promotional Techniques on Library Routine Services in University Libraries in Edo and Delta States, Nigeria

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Abstract

This study examined the application of promotional techniques on library routine services in university libraries in Edo and Delta States, Nigeria. The study adopted a descriptive research design. The population of study was 257 comprising librarians and library officers from university libraries in the Edo and Delta states. Census sampling technique was adopted to utilize the entire population. Data were collected using a structured questionnaire which were analysed using descriptive statistics and Pearson's Product-Moment Correlation Coefficient. Findings revealed that both traditional and digital promotional techniques were used. Core library services like reference, lending, and user education were both widely offered and promoted, while services such as translation and interlibrary loans were under-promoted. A significant positive relationship was found between the use of promotional techniques and the level of routine service utilization. The study concluded that promotional efforts directly impact library service delivery. It recommends that library management adopt structured and technology-integrated promotional strategies, and that institutions support these initiatives with adequate funding and training.

Keywords: promotional techniques, academic libraries, library services, marketing, service utilization

Introduction

Libraries have long served as gateways to information, knowledge, and education. For generations, they have provided structured and systematic access to knowledge through various routine services such as circulation, reference, reprographics, interlibrary loan, and user education. However, as higher education evolves within a dynamic and competitive information environment, academic libraries, especially those in university settings, are compelled to rethink how they deliver, sustain, and promote their services to remain relevant and impactful. This need for reinvention has led to the increasing adoption of promotional techniques aimed at increasing visibility, improving service utilization, and strengthening engagement with users (Agboke & Effiong, 2020; Hamad, Al-Fadel & Fakhouri, 2023).

The changing nature of information access, the proliferation of digital platforms, and user expectations for real-time, seamless, and personalized services have repositioned university libraries from being passive custodians of information to active service-oriented institutions (Wang



& Si, 2024). With users now more exposed to alternative information providers such as Google, e-books, academic databases, and even generative AI tools, traditional library services are often overlooked, leading to underutilization. This underuse is not always a consequence of poor service quality, but frequently the result of limited awareness among users, a problem that can be addressed through strategic promotional efforts (Ihejirika, Goulding & Calvert, 2021; Yi, 2016).

In contemporary librarianship, promotion refers to all activities designed to inform users about available library services and resources and to persuade them to make use of these services (Adetayo & Williams-Ilemobola, 2021). These activities form part of the broader marketing mix often referred to as the "7Ps" product, price, place, promotion, participants, physical evidence, and process. Sharma and Bhardwaj (2009) highlighted that while the initial marketing model featured four core elements (product, price, place, and promotion), the service-driven nature of academic libraries has necessitated its extension to better reflect the intricacies of promoting intangible services. University librarians, therefore, need to continuously adopt innovative strategies that not only meet the information needs of users but also draw them into the library through sustained promotional engagement.

Several promotional techniques have emerged as effective tools for academic libraries. These include digital tools such as email alerts, websites, blogs, podcasts, and social media platforms; print materials such as posters, brochures, bookmarks, and newsletters; and physical events such as orientation sessions, exhibitions, open days, and training workshops (Joshua & Michael, 2020; Mensah & Onyancha, 2021; Obi, & Nsirim, 2022). The use of social media has particularly stood out as a viable tool for reaching digital-native users, creating a more interactive space for promoting library events, showcasing new arrivals, and disseminating important updates (Mensah & Bosire Onyancha, 2022). Adetayo and Williams-Ilemobola (2021) noted that generational differences among librarians may influence the level of adoption and proficiency in deploying social media platforms, but the importance of these tools in modern library promotion is indisputable.

Osinulu et al. (2018) and Uwandu and Osuji (2022) have shown that librarians increasingly recognize the need for structured promotional strategies to improve service uptake. These promotional strategies have yielded positive outcomes including increased visibility, patron



satisfaction, and enhanced engagement with academic content. However, challenges such as inadequate funding, lack of staff training, weak technological infrastructure, and low institutional support often impede the effectiveness of these initiatives (Iwu-James, Haliso & Ifijeh, 2020). Moreover, the absence of clearly defined promotional policies within some university libraries hinders systematic implementation and evaluation of these activities.

Malekani and Benard (2018) emphasized the importance of outreach programs and community-based promotions in academic libraries. They assert that meaningful engagement with the academic community fosters stronger patron-library relationships and a deeper understanding of how services can be shaped to meet user needs. This argument is supported by Otiike and Kiszl (2024), who advocate for entrepreneurial transformation in academic libraries, emphasizing creativity, adaptability, and user-centered service delivery. Such entrepreneurial thinking necessitates that library routine services are not just offered but proactively promoted through compelling narratives and engaging platforms.

In practical terms, academic libraries in Edo and Delta States face unique contextual challenges and opportunities. These include cultural diversity among users, variation in infrastructural development across institutions, and differing levels of digital literacy. As such, understanding the specific promotional techniques employed by these libraries, their effectiveness, and the degree to which they support library routine services becomes critical for developing context-sensitive strategies. Hamad, Al-Fadel, and Fakhouri (2023) further argue that with the advent of smart services and intelligent systems, libraries must move beyond traditional methods and embrace digital transformation, not just in service delivery but in promotional practices as well.

The ultimate goal of promoting library services is to facilitate maximum utilization of available resources. According to Ifidon and Ifidon (2007), the suite of routine services rendered in Nigerian university libraries encompasses both traditional and digital services, including cataloguing, circulation, reference, interlibrary loan, indexing and abstracting, photocopying, and Internet access. However, for these services to fulfill their intended purpose, users must first be aware of their existence and value. This implies that promotional efforts should be systematic, evidence-based, and driven by clear objectives that align with the overall mission of the library (Waheed, Rafique & Soroya, 2017).



In this regard, Tsang and Chiu (2022) suggest that successful promotional campaigns must be evaluated regularly through user feedback, usage statistics, and performance metrics to ensure that promotional goals are being met. Where campaigns fall short, re-strategizing based on user preferences and behavioral trends becomes essential. Libraries must also factor in aspects such as personalization, responsiveness, and accessibility into their promotional design to appeal to various user segments. Therefore, this study seeks to examine the application of promotional techniques on library routine services in university libraries in Edo and Delta States, Nigeria. It aims to identify the types of promotional strategies used, assess their effectiveness, understand the challenges faced in implementation, and explore possible improvements. With increasing pressure on libraries to demonstrate value, especially in resource-constrained environments, the findings from this study are expected to contribute significantly to the discourse on how academic libraries in Nigeria can remain relevant, visible, and responsive to user needs through strategic promotion.

Statement of the Problem

Despite substantial investments by university libraries in the acquisition, processing, and storage of information resources, user patronage and engagement with these resources remain relatively low. This persistent underutilization raises concerns about the visibility and accessibility of library services among the academic community. One possible explanation for this trend is the insufficient or ineffective application of promotional techniques to raise awareness of library offerings and demonstrate their relevance to users' academic and research needs. In contemporary librarianship, the use of promotional strategies is not a novel concept; it has long been recognized as a key component of service delivery. However, with the rapid evolution of information and communication technologies (ICTs) and the growing competition from alternative information providers such as the internet and digital databases, traditional library services have become increasingly overlooked. These technological advancements have shifted user preferences and behaviors, thereby necessitating more dynamic and targeted approaches to promote library services.

The failure to adequately promote the library's value proposition has led to an alarming gap between resource availability and user engagement. As a result, university libraries risk becoming marginalized in the information ecosystem unless deliberate efforts are made to adopt and implement effective promotional techniques. This study, therefore, sought to investigate the extent



to which promotional techniques are applied in university libraries in Edo and Delta States, Nigeria, and how such efforts impact the awareness and utilization of routine library services.

Objectives

The main purpose of this study was to investigate the application of promotional techniques on library routine services in university libraries in Edo and Delta states, Nigeria. The specific objectives are to:

1. Ascertain the promotional techniques employed by university libraries in Delta and Edo states.
2. Find out the extent to which the university libraries employ promotional techniques.
3. Find out the library routine services carried out by the university libraries.
4. Determine the library routine services that are most promoted in university libraries.
5. Determine the benefits of promotional techniques on the utilization of library routine services in Delta and Edo states.
6. Determine the relationship between promotional techniques and library routine services carried out in university libraries in Delta and Edo states.

Research Questions

The following research questions were raised and answered in this study:

1. What are the promotional techniques employed by university libraries in Delta and Edo states?
2. To what extent do the university libraries employ promotional techniques for routine library services?
3. What are the library routine services carried out by the university libraries?
4. Which library routine services are most promoted in university libraries?
5. What are the benefits of the promotional techniques on the utilization of library routine services

Hypothesis

The hypothesis was formulated to guide the study and was tested at the 0.05 level of significance:

H₀₁: There is no significant relationship between promotional techniques and library routine services carried out in university libraries in Delta and Edo states.



Literature Review

Adetayo and Williams-Ilemobola, O. (2021) revealed significant intergenerational differences between Baby Boomers, Gen X, Y, and Z, in overall adoption levels of social media for professional use, but no significant difference in how each generation specifically employed social media for library services. Agboke and Effiong (2020) showed that these strategies increased user patronage, justified library expenditure, and allowed libraries to compete more effectively with other information providers. Hamad et al. (2023) showed widespread adoption of smart library services, such as IoT-enabled self-checkout, digital signage, and AI-powered search interfaces, but noted that barriers like lack of staff training, fragmented infrastructure, and limited budgets hindered full realization and effective promotion of these services.

Ihejirika et al. (2021) identified successful strategies such as developing clear content governance, nurturing communities of practice among librarians, and aligning content with academic calendars. Iwu-James et al. (2020) showed a positive correlation between librarians' deployment of competitive intelligence tools (environmental scanning, peer benchmarking, user behavior tracking) and improved strategic planning in marketing. Joshua and Michael (2020) investigated a range of marketing techniques and found that combining online methods (social media, email) with offline (posters, workshops) led to higher awareness and increased service use. Their study concluded that multi-channel promotion is most effective, with recommendations to integrate analytics and performance indicators for assessing impact. Further, Malekani and Benard (2018) revealed that mobile library services, targeted community engagement programs, and collaboration with academic departments significantly enhanced awareness and resource usage among researchers.

Mensah and Onyancha (2021) indicated strong potential for Facebook, Twitter, Instagram, and LinkedIn for different objectives, service announcements, research support, brand building, and alumni engagement. Constraints included limited staff skills and lack of policy. Also, Mensah and Onyancha (2022) continued their earlier investigation with a quantitative survey of ~200 students and staff at multiple Ghanaian universities to evaluate patrons' awareness and engagement with library social media. Findings showed moderate awareness (58%) and engagement (40%) of Facebook and Twitter, but low usage of newer platforms. Participants who engaged with social media expressed increased awareness and streamlined access to resources.



Milenia et al. (2024) conducted a case study of Malang City Public Library in Indonesia to examine promotion strategies in the digital era. Through interviews and document reviews, they analyzed tactics such as digital signage, event livestreaming, mobile apps, and collaborative programs. Findings highlighted broad public reach and improved brand perception, particularly when promotional content was localized in the community. Otike and Kiszl (2024) used a qualitative case study on an entrepreneurial academic library in Eastern Africa, interviewing 15 key staff members. Findings showed that embedding business practices (e.g., mini cafes, consultancy, sponsored research services) alongside creative branding and outreach events improved user with the services and library relevance.

Omotunde and Alegbeleye (2021) conducted a quantitative survey of 120 Nigerian academic librarians to assess talent management practices and job performance. Though focused on staff capabilities, the findings showed a positive correlation between professional development, motivation, and innovation, including adoption of marketing techniques. The authors concluded that well-managed human capital enhances librarians' performance and leads to more effective service promotion strategies.

Osinulu (2018) used a survey design targeting librarians in a Tanzanian state university to explore marketing strategies. Results showed libraries that implemented exercise-based displays and radio talks had significantly increased circulation statistics. Tsang and Chiu (2022) undertook a qualitative study using semi-structured interviews within academic libraries in Hong Kong to evaluate the effectiveness of virtual reference services through the 5E learning model (Engage, Explore, Explain, Elaborate, Evaluate). With a small sample of 12 librarians, they found these services deepened user engagement, allowed rich assessment of training needs, and improved satisfaction. Uwandu and Osuji (2022) implemented a comparative survey of librarians in the Federal University of Technology, Owerri and Imo State University, Owerri. Findings indicated email alerts and campus displays were most impactful, while social media lagged due to poor infrastructure.

Waheed et al. (2017) utilized an exploratory survey with 40 public library managers in Pakistan's Punjab Province to understand marketing application. They reported heavy reliance on traditional methods (posters, community events) and occasional use of local media, but near absence of digital promotion. Also, Wang and Si (2024) that library-led programs significantly increased public engagement. Yi (2016) performed a qualitative study drawing from literature and



case analyses focused on effective promotion techniques. Z. synthesized best practices including personalized email alerts, digital signage, engaging social media content, themed events, and promotional giveaways (e.g., bookmarks).

In sum, despite the wealth of empirical studies highlighting the significance of promotional techniques in enhancing library visibility and patronage, a noticeable gap exists in localized investigations that assess the practical implementation and contextual challenges of such strategies within Nigerian academic libraries, particularly from the users' perspective. Most existing studies emphasize librarian-centric views or focus on digital marketing tools without critically evaluating the effectiveness of integrated promotional approaches in boosting user engagement across different library services. Hence, the need for this study.

Methodology

This study employed the descriptive research design, which allows for the systematic collection and analysis of data from a target population without manipulating variables. This design is appropriate for studies aiming to explore existing conditions or relationships, and it facilitates the use of structured instruments, such as questionnaires, to gather factual and reliable information (Nworgu, 2009). The choice of this design is justified by its suitability for examining the relationship between promotional techniques and library routine services in university libraries.

Figure 1: Population of Librarians and Library Officers in Universities in Edo and Delta

Name of Academic Library	Proprietorship	No. of Librarians	No of Officers
Ambrose Ali University Library, Ekpoma	State	13	19
Benson Idahosa University Library, Benin City	Private	8	13
Edwin Clarke University Library, Kiagbodo	Private	2	-
Edo Varsity, Iyamho	State	4	7
Delta State University Library, Abraka.	State	21	27
Novena University Library, Ogume.	Private	4	-
Federal University of Petroleum Resources Library, Effurun.	Federal	9	18
Igbinedion University Library, Okada	Private	7	3
John Harris Library, UNIBEN. Benin City	Federal	15	75
Michael and Cicilia Ibru University Library, Agbarha Otor	Private	3	-
Western Delta University Library	Private	5	4
		91	166
Total		257	



The population for the study comprised 257 library personnel, including all librarians and library officers working in university libraries across Delta and Edo States, Nigeria. Given the manageable size of the population, the study adopted a total enumeration sampling technique. This approach aligns with Baxter and Babbie (2004), who advocate for the use of entire populations in research when the size is small and accessible, thereby eliminating the need for sampling and ensuring comprehensive data coverage.

Data collection was carried out using a structured questionnaire. The instrument was divided into five sections: Section A collected respondents' bio-data; Section B addressed the promotional techniques adopted by university libraries; Section C assessed the extent of application of these techniques; Section D examined the specific library routine services being promoted; and Section E focused on the perceived benefits of promotional techniques on library services. To ensure the validity of the instrument, the draft questionnaire was reviewed by the researcher's dissertation supervisor and academic experts from the Department of Library and Information Science, Delta State University, Abraka. Their suggestions and corrections contributed to the refinement of the final version of the instrument, thereby ensuring its face and content validity.

Reliability of the questionnaire was established using the test-retest method. Thirty library staff members (18 librarians and 12 library officers) from Rivers State University of Science and Technology Library, which was excluded from the main study, were selected for the pilot test. The same set of questionnaires was administered to these participants on two occasions, spaced two weeks apart. The responses were analyzed using Pearson's Product Moment Correlation Coefficient (PPMCC), yielding a reliability coefficient of 0.95. This high reliability index confirms the consistency and dependability of the instrument for the main study.

For data administration, the researcher, along with five trained research assistants, personally distributed the questionnaires to respondents across the identified institutions. All questionnaires were retrieved on the same day to ensure a high response rate and minimize non-response bias. The entire data collection exercise was completed within eight weeks. The collected data were analyzed using both descriptive and inferential statistical tools. Frequency counts and percentages were used to analyze the demographic information of respondents and to address research questions one, two, and three. Mean and standard deviation were employed for analyzing responses to research question four. Furthermore, the Pearson's Product Moment Correlation



Coefficient (PPMCC) was utilized to test the formulated hypothesis, thereby enabling the researcher to draw statistical inferences regarding the relationship between promotional techniques and library routine services.

Results

A total of 257 copies of the questionnaire were distributed, and 183 (71%) copies were returned. This response rate is considered adequate for the study. Therefore, Tables 1 to 5 provide the results of the research questions, while Table 6 presents the results of the study's hypothesis.

Table 1: Promotional techniques employed by university libraries in Delta and Edo States

Promotional Techniques	Agree		Disagree	
	No.	%	No.	%
Word of mouth (personal contact)	159	86.9	24	13.1
Atmospherics	101	55.2	82	44.8
Brochure	127	69.4	56	30.6
Leaflet	122	66.7	61	33.3
Posters	123	67.2	60	32.8
Newsletter	125	68.3	58	31.7
Extension activities	122	66.7	61	33.3
Library tour	135	73.8	48	26.2
Library month/day	106	57.9	77	42.1
Facebook	123	67.2	60	32.8
Websites and emails	131	71.6	52	28.4
Bulletin board	134	73.2	49	26.8
News groups	98	53.6	85	46.4
Blogs	92	50.3	91	49.7
Electronic mail/mail shots	124	67.8	59	32.2

The findings from Table 1 reveal that a variety of promotional techniques are currently being employed by university libraries in Delta and Edo States. The most commonly used methods include word of mouth (86.9%), library tours (73.8%), bulletin boards (73.2%), and websites and emails (71.6%). Other frequently used methods, such as brochures (69.4%), newsletters (68.3%), and Facebook (67.2%) suggest that libraries are actively incorporating both traditional and digital channels in their promotional efforts. However, relatively lower agreement was recorded for blogs (50.3%) and newsgroups (53.6%), indicating less emphasis on Web 2.0 tools. Overall, the data imply a hybrid promotional strategy that favors personal interaction and printed media, while also integrating selective digital platforms. The use of atmospheric enhancements (55.2%) and commemorative events like "library day/month" (57.9%) reflect growing awareness among librarians about the importance of experiential marketing to stimulate user engagement.



Table 2: Extent to which university libraries employ promotional techniques in library routine services

Promotional Techniques	Always	Rarely	As the need arises	Not at all	Mean	SD
Word of mouth (personal contact)	136	10	24	8	3.54	0.89
Atmospherics	66	30	22	34	2.84	1.21
Brochure	81	25	46	16	3.02	1.07
Leaflet	65	32	37	31	3.01	1.11
Posters	80	33	32	23	2.96	1.10
Newsletter	77	28	41	21	2.94	1.01
Extension activities	56	33	34	39	2.66	1.07
Library tour	51	32	57	25	3.12	1.07
Library month/day	51	32	57	25	3.08	1.06
Facebook	85	32	28	19	2.98	1.16
Websites and emails	85	33	35	18	2.87	1.14
Bulletin board	82	27	30	28	2.89	1.21
News groups	72	27	42	26	2.79	1.16
Blogs	76	31	23	36	2.65	1.19
Electronic mail/mail shots	73	25	36	32	2.84	1.19

Table 2 provides insight into the frequency with which promotional techniques are employed.

Word-of-mouth emerged as the most consistently used technique (mean = 3.54), indicating its prominence as a readily available and informal method of engagement. Other tools such as library tours (mean = 3.12), reservation days (3.08), brochures (3.02), and Facebook (2.98) are also used fairly often. However, methods such as extension activities (mean = 2.66), blogs (2.65), and atmospheric modifications (2.84) are used less frequently, suggesting that while they are acknowledged as viable techniques, they are not systematically integrated into routine promotional strategies. The relatively moderate standard deviations, ranging from 0.89 to 1.21, point to variability in application practices across institutions. This suggests inconsistencies in strategic planning and execution of promotional activities, possibly due to resource constraints, staff capacity, or administrative priorities.

Table 3: Library routine services carried out by university libraries

Library Routine Services	Agree		Disagree	
	No.	%	No.	%
Lending services	159	86.9	24	13.1
Inter-library loan services and document delivery	112	61.2	71	38.8
Reservation services	153	83.6	30	16.4



Provision of seating and study facilities	161	88.0	22	12.0
Reference service	168	91.8	15	8.2
Current awareness service	146	79.8	37	20.2
Exhibition and displays	144	78.7	39	21.3
Library publications	136	74.3	47	25.7
User education	150	82.0	33	18.0
Information literacy programme	130	71.0	53	29.0
Literature search	138	75.4	45	24.6
Selective dissemination of information	135	73.8	48	26.2
Referral service	136	74.3	47	25.7
Translation service	83	45.4	100	54.6
Extension and outreach services	110	60.1	73	39.9
Rental of premises	85	46.4	98	53.6

The data in Table 3 indicates that university libraries in the study area offer a wide range of routine services. The most commonly delivered services include reference services (91.8%), provision of seating and study facilities (88.0%), lending services (86.9%), and reservation services (83.6%). These high percentages reflect libraries' core commitments to foundational academic services. Other frequently offered services include user education (82.0%), current awareness services (79.8%), and literature searches (75.4%). Conversely, less commonly provided services include translation (45.4%), rental of premises (46.4%), and extension/outreach (60.1%). These findings suggest that while most university libraries focus on traditional in-house services essential for teaching and research, there is limited emphasis on community engagement, language support, and alternative revenue-generating services. This service prioritization likely reflects staffing, funding, and policy limitations in the libraries under study.



Table 4: Library Routine Services Most Promoted in University Libraries

Library Routine Services	Agree		Disagree	
	No.	%	No.	%
Lending services	154	84.2	29	15.8
Inter-library loan services and document delivery	93	50.8	90	49.2
Reservation services	149	81.4	33	18.0
Provision of seating and study facilities	154	84.2	29	15.8
Reference service	160	87.4	22	12.0
Current awareness service	140	76.5	42	23.0
Exhibition and displays	132	72.1	50	27.3
Library publications	114	62.3	69	37.7
User education	145	79.2	38	20.8
Information literacy programme	130	71.0	53	29.0
Literature search	129	70.5	54	29.5
Selective dissemination of information	128	69.9	55	30.1
Referral service	134	73.2	49	26.8
Translation service	84	45.9	99	54.1
Extension and outreach services	109	59.6	74	40.4
Rental of premises	84	45.9	99	54.1

Table 4 shows that the most promoted routine library services align closely with the most frequently provided services. Reference services (87.4%), lending services (84.2%), and seating/study facilities (84.2%) are among the top promoted services, indicating that promotional efforts are strategically directed at core offerings. Services like user education (79.2%), current awareness (76.5%), and selective dissemination of information (69.9%) are also well-promoted, suggesting a strong orientation toward academic support functions. However, services like inter-library loan (50.8%), translation services (45.9%), and rental of premises (45.9%) are minimally promoted. These disparities highlight a potential underutilization of less common but important services that could benefit from targeted marketing. The data suggests that libraries prioritize promotion of highly visible and frequently accessed services, possibly due to limited promotional budgets or lack of awareness of the strategic value of promoting underused services.



Table 5: Benefits of Promotional Techniques on the Utilization of Library Routine Services

Benefits of Promotional Techniques on the Utilization of Library Routine Services	Agree		Disagree	
	No.	%	No.	%
Higher usage	160	87.4	23	12.6
Increased value to your organization	158	86.3	25	13.7
Educated users	153	83.6	30	16.4
Changed perceptions	145	79.2	38	20.8
Smooth library operations	160	87.4	23	12.6

Table 5 presents strong consensus on the benefits of promotional techniques in enhancing library service utilization. A vast majority of respondents agree that promotional strategies lead to higher usage (87.4%), smoother library operations (87.4%), increased institutional value (86.3%), user education (83.6%), and improved user perceptions (79.2%). These findings validate the importance of sustained promotional efforts in driving patron engagement, optimizing service delivery, and elevating the institutional image of libraries. They also reinforce the idea that promotional activities go beyond advertising they are instrumental in shaping user behavior, improving service outcomes, and reinforcing the relevance of academic libraries in an increasingly competitive and digital information environment. The high percentage of agreement across all benefit categories underscores the need for university libraries to institutionalize strategic promotional frameworks as part of their operational and planning processes.

Hypothesis testing

There is no significant relationship between promotional techniques and library routine service carried in university libraries in Delta and Edo states.

Table 6: Relationship between promotional techniques and library routine service

		Promotional techniques	Library Services	Routine
Promotional techniques	Pearson	1	.545	
	Correlation			
	Sig. (2-tailed)		.000	
Library Services	N	183	183	
	Pearson	.545	1	
	Correlation			
	Sig. (2-tailed)	.000		
		N	183	183

From Table 6, the Pearson correlation coefficient is $r = 0.545$. Since the significant value (Sig. 2-tailed) is 0.000 (which is less than 0.05), it can be concluded that there is a significant relationship between promotional techniques and library routine service carried out in university



libraries. The null hypothesis is therefore rejected, implying that an increase in the promotional techniques may also lead to a corresponding increase in library routine services.

Discussion of Findings

The study investigated the application of promotional techniques on library routine services in university libraries across Edo and Delta States, Nigeria. One of the key findings revealed that a wide variety of promotional strategies are being employed in the university libraries, with high levels of agreement among respondents on the use of word-of-mouth communication, library tours, bulletin boards, newsletters, and websites/emails. These findings align with the work of Joshua and Michael (2020), who emphasized that effective marketing techniques in academic libraries require a combination of digital and physical media. Similarly, Yi (2016) identified email alerts, digital signage, and social media as essential tools for increasing user awareness, which was corroborated by the current study's indication that libraries do indeed integrate both traditional and digital approaches to promotion.

However, despite this diversity of techniques, the frequency of use varied considerably, with some tools like blogs, extension activities, and atmospheric enhancements used only occasionally or inconsistently. This inconsistent application mirrors the challenges highlighted by Hamad, Al-Fadel, and Fakhouri (2023), who noted that infrastructural limitations, lack of skills, and poor policy support often hinder the full deployment of innovative promotional tools in libraries. Furthermore, Ihejirika, Goulding, and Calvert (2021) emphasized the importance of developing clear content strategies and aligning promotional practices with institutional objectives to ensure sustainability, a gap that may still persist in many of the libraries studied, as reflected by the irregular usage of newer promotional channels.

In terms of routine library services, the study found that lending services, reference services, seating and study facilities, user education, and current awareness services were the most widely offered. This finding is consistent with Ifidon and Ifidon (2007), who established that these core services remain central to the operations of academic libraries in Nigeria. The widespread delivery of these services confirms the continuing relevance of libraries in supporting learning, research, and academic productivity, as also noted by Mensah and Onyancha (2022) in their assessment of social media engagement in Ghanaian academic libraries.

Interestingly, while these core services were both widely provided and promoted, other important services such as inter-library loans, translation, and rental of premises were less



commonly offered or promoted. This suggests a service delivery gap, which is also reflected in earlier studies by Malekani and Benard (2018), who advocated for stronger community engagement through outreach and extension activities. The limited promotion of such services could be attributed to institutional constraints, lack of awareness, or inadequate staffing, as similarly observed by Iwu-James, Haliso, and Ifijeh (2020), who stressed the need for competitive intelligence in marketing lesser-known library offerings.

Another notable finding from the study was the high perceived benefit of promotional activities, with the majority of respondents agreeing that promotion leads to increased usage, enhanced organizational value, improved user education, and better operational flow. This aligns with the conclusions of Adetayo and Williams-Ilemobola (2021), who found that generational differences notwithstanding, librarians recognize the value of promotional techniques, particularly social media, in enhancing service uptake. The benefits observed in the current study further echo the work of Agboke and Effiong (2020), who affirmed that promotional strategies significantly contribute to increased patronage and help libraries remain competitive in the broader information environment.

The result of the hypothesis test revealed a statistically significant relationship between promotional techniques and library routine services, suggesting that as promotional activities increase, there is a corresponding rise in the delivery and utilization of library services. This outcome is in line with the findings of Osinulu et al. (2018), who demonstrated that libraries employing structured marketing frameworks, such as the 7Ps model, experienced higher service uptake. The current study strengthens this argument by empirically validating the correlation between promotional efforts and service delivery effectiveness, thereby reinforcing the assertions of Sharma and Bhardwaj (2009) that promotion is an integral aspect of library marketing, especially within academic institutions.

Additionally, the study corroborates the observations of Otike and Kiszl (2024), who emphasized that entrepreneurial approaches to academic librarianship, rooted in proactive promotion, innovation, and service transformation, are essential in adapting to modern user needs. In contrast, areas where this study diverges from prior literature include the relatively lower use of newer Web 2.0 tools such as blogs and news groups. While Mensah and Onyancha (2021) highlighted the vast potential of platforms like Twitter, Instagram, and LinkedIn, this study's



findings indicate that their adoption may still be limited in Nigerian contexts, possibly due to infrastructural or policy limitations.

Conclusion and Recommendations

This study has provided empirical evidence on the various promotional techniques employed in university libraries across Edo and Delta States and how these techniques influence the delivery and utilization of library routine services. The findings indicate that while a wide range of promotional strategies, such as word of mouth, newsletters, library tours, bulletin boards, and digital platforms, are employed, their application is inconsistent, with traditional methods being more dominant than digital or interactive ones. It was also established that core library services such as reference, lending, user education, and current awareness are not only widely delivered but also actively promoted, whereas services like translation, inter-library loans, and outreach activities receive minimal attention in terms of promotion.

Furthermore, the study confirms a significant relationship between the application of promotional techniques and the utilization of library routine services, highlighting the importance of strategic promotion in improving library relevance, user engagement, and service efficiency. These findings reinforce the growing need for academic libraries to adopt more deliberate, consistent, and innovative promotional strategies to remain competitive and responsive in a rapidly evolving information environment.

Based on the findings of this study, the following recommendations were proposed:

1. University librarians should institutionalize structured promotional plans that integrate both traditional and digital strategies, ensuring consistent and wide-reaching dissemination of information about library services.
2. Library managers should train and empower staff, especially in the use of digital tools such as blogs, social media, and websites, to enhance visibility and engagement with younger, tech-savvy users.
3. University management should allocate adequate funding specifically for promotional activities within the library budget to support awareness campaigns, digital infrastructure, and staff development.
4. Policies should be developed to make marketing and promotion a standard component of library operations, with clear performance indicators tied to service visibility and user engagement.



5. National library associations such as the Nigerian Library Association (NLA) should organize workshops and continuous professional development programs focused on library marketing, digital promotion, and user-centered service design.

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