Information Impact

Mobile and Digital Banner Marketing Strategies on Students Utilization of Library Information Resources and Services in State University Libraries in South-South Nigeria

[1]**Lasbery Adindu**
[1]**Chidaka Okachukwu Nyemezi**

[1]Rivers State University, Port Harcourt

Abstract

This study was on Mobile and Digital Banner Marketing Strategies on Students' Utilization of Library Information Resources and Services in State University Libraries in South-South, Nigeria. Two objectives, two research questions and two hypotheses were formulated to guide the study. The study employed survey research design. The population of the study comprised all 35673 registered students in the library in 6 out of the 10 state universities in South-South Nigeria. The sample size consisted of 3567 registered students in library representing 10% of the total population. Accidental sampling technique was used. The instrument used for data collection was a researcher developed instrument captioned "Mobile and Digital Banner Marketing Strategies on Student's Utilization of Library Information Resources and Services Questionnaire" The instrument yielded a reliability coefficient of.73 and .70 respectively. Mean and Standard Deviation were used for answering research questions while Chi-square was used to test the hypotheses at .05 level of significance. The result of the analysis revealed significant influence in mobile and digital banner marketing strategies on students' utilization of library information resources and services. Recommendations were made to include that university libraries should provide a rich promotional campaign activity by incorporating mobile and digital banner marketing strategies to enhance the utilization of library information resources and services by students.

Keywords

Mobile banner, digital banner, information resources, services, utilization,

Introduction

Information is a product for man's survival and an indispensable product to function in a society regardless of one's occupation, career, profession, social economic status and activities. Upon the provision of information resources and services in a library, its value depends on accessibility and overall utilization. Information is known to enhance the growth of knowledge and it is essential for the progress and development of human civilisation. As knowledge regarding human development and learning has grown at a rapid pace, the opportunity to shape more effective marketing practices has also increased. Taking advantage of these strategies, however, requires integrating insights across multiple fields, learning and connecting knowledge to successful approaches that is emerging in libraries.

The medium by which information is packaged for dissemination by libraries to their target users is referred to as the information resources. Information resources are one of the essentials that must be present in a library. Okpeke and Odunlade (2014) opine that information resources can be described as including any information in electronic, audiovisual or physical form, or any hardware or software that makes possible the storage and use of information. Information resources could be said to be of three classes which include print information resources, non-print information resources and Internet information resources. Bring in information services and utilization, creating awareness about the information resources and services acquired, processed, and stored is paramount for effective utilization of the resources and services in the library. This awareness can come from different digital marketing mediums.

Marketing entails the action or business of promoting and selling products or services. Adegbilero-Iwari, (2014) defined marketing is the activity and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Lake (2019) viewed marketing as the process of teaching users why they should choose one product or services over those of other competitors, and as a form of persuasive communication. Furthermore, Lake highlighted that marketing is every process involved in moving a product or service from the business to the consumer. Marketing includes creating the product or service concept, identifying who is likely to purchase it, promoting it and moving it through the appropriate selling channels. The three primary purposes of marketing to indicate capturing the attention of target market; persuading a consumer to purchase product; and providing the customer with a specific low-risk action that is easy to take.

To this end, Adekunmisi (2013) averted that libraries must learn to effectively market and advertise their products and services to maintain relevance and remain connected to the users' communities they serve and have some bearing on the

present-day event and real-world issues, since libraries are no longer the only information service industry. The mega bookstores, online book dealers, information consultants, the Internet services providers, free web access providers will not hesitate to market to potential library users. Therefore, it has become quite necessary to adopt digital marketing strategies to create awareness about the information resources and services provided by the libraries.

It is against this background that this study seeks to examine mobile and digital banner marketing strategies on students' utilization of library information resources and services in state universities libraries in South-South, Nigeria.

Statement of the Problem

It is unarguably true that libraries are primarily established to provide information resources and services that will meet the informational, educational, recreational and research needs of its users. The key to successfully drive these tasks is effective and efficient information gathering, processing and dissemination.

Despite the importance of libraries in enhancing successful research, teaching, learning and other academic programmes of students, lecturers, researchers and other community members, university libraries providing structured mechanism on awareness of its information resources and services. This situation has resulted in the underutilization of these academic libraries services and information resources by its students, poor research outcome, inappropriate attitude to the use of the libraries, criticism, loss of users, poor academic performance of the university and their products, waste of scaled funds used in acquiring the information resources and services, waste of efforts, energy and time used in processing and making the resources readily available. It therefore becomes necessary that state university libraries in South- South, Nigeria review its operations to effectively reposition the libraries as an adequate marketing and utilization of its information resources and services.

Careful observation by the researchers revealed that students face difficulties in knowing what information resources and services exist in the libraries. Most seem unable to identify and locate required resources and services due to inadequate and appropriate awareness of the resources and services. This seems to stem from the fact that the promotional strategies employed by these libraries, may appear to have fallen short of the expected marketing techniques. Most students seem not to be aware of the abundant resources available in the libraries. Academics libraries are investing huge amount to purchase reading materials and subscription to periodicals and online databases to fulfill the needs of their students, faculty members and research scholars.

It has therefore become pertinent to ask: Why are libraries not creating enough awareness that would lead to the utilization of its information resources and services? How can mobile and digital banner marketing strategies impact on

students' utilization of library information resources and services in state university libraries in South-South, Nigeria? Thus, this study is an attempt at finding plausible answers to these questions.

Purpose of the Study

The objective of this study is to examine the influence of mobile and digital banner marketing strategies on students' utilization of library information resources and services in state university libraries in South-South, Nigeria.

1. Determine the influence of mobile marketing strategy on students' utilization of library information resources and services in state university libraries in South-South, Nigeria.
2. Determine the influence of digital banner marketing strategy on students' utilization of library information resources and services in state university libraries in South-South, Nigeria.

Research Questions

The following research questions were framed to guide the study:

1. How does mobile marketing strategy influence students' utilization of library information resources and services in state university libraries in South-South, Nigeria?
2. How does banner marketing strategy influence students' utilization of library information resources and services in state university libraries in South-South, Nigeria?

Null Hypotheses

The following null hypotheses were formulated and tested at 0.5 level of significance.

1. Mobile marketing strategy does not significantly influence the utilization of library information resources and services by students' of state university libraries in South-South, Nigeria.
2. Banner marketing strategy does not significantly influence the utilization of library information resources and services by students' of state university libraries in South-South, Nigeria.

Literature Review

The idea of marketing library information resources and services is vital so as to enhance awareness and usage. The methods of marketing information should be less of traditional method though some users are still comfortable with the traditional method. All the modern methods of marketing activities in relation to other organizations equally apply in the area of library information resources and services. Morgan (2018) defined marketing as an exchange process whereby two or more individuals (or groups) exchange goods or services for items of value. Stating that one of these individuals is almost always a librarian, while the other individual

includes taxpayers, students, faculty or in the case of special libraries, fellow employees.

Mobile marketing on students utilization of library information resources and services. Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or any mobile applications. Kaplan (2018) defined mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device. Mobile marketing can provide library users with time and location sensitive, personalized information that promotes information resources and services.

Kemp (2018) stated that mobile marketing is a marketing approach that sees organizations like libraries using a variety of techniques to promote their, products, or service directly to mobile users. In the early days of mobile devices, mobile marketing was limited to SMS, and later MMS, but as the technology develops, and the reach and use of mobile phones, this has expanded to include email, mobile websites, voice-calls, and more recently, mobile apps with or without push notifications of social media, and chat apps, and while the first SMS ad was sent back in 2000, many of the newer strategies are less than a decade old, highlighting how quickly the technology is evolving (Kemp, 2018). Aghodiumo (2019) opined that most effective mobile marketing campaigns tend to include a number of different layers, every one of which should be informed by data:

First, there is analytics: libraries can use an integrated dashboard to measure key performance indicators (such as app downloads and events), as well as more personalised data based upon individual user behaviours. This information allows library units to plan and implement campaigns that are designed to target their intended audiences, and minimize waste resulting from poorly targeted messaging.

Second, there is mobile messaging, which involves targeting users through a variety of mobile channels including in-app messaging, push notifications and email.

Additionally, there is mobile apptimize business (A/B) testing, which helps libraries study the behaviour of their target audiences by comparing two versions of the same content with different variables and measuring the results. Umeozor, (2010) asserted that a popular and effective format of digital marketing is banner advertising, it is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet.

According to Hayes (2020) digital banner advertising refers to the use of a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property. The horizontal type of banner advertisement is called a leaderboard, while the vertical banners are called a skyscraper and are positioned on a web page's sidebars. Banner ads are image-based rather than text-

based and are a popular form of online advertising. The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website Hayes (2020). Banner advertising is attractive because it can help create brand awareness, generate leads and re-target an audience.

Digital banner ads are the most common display advertising format, as they clearly stand out on any webpage, they are named after their shape, which is banner-like. They are usually placed on the top of a webpage to immediately draw the user's attention (Bakewell, 2017). The author further pointed that library banner ad can appear on:

Rich Media: Considering that roughly 30% of Internet users find traditional banner marketing distracting, libraries are exploring more innovative ways to display their products and services to attract usage. Use of rich media is one such new tactic that involves using interactive elements such as video, audio, and clickable elements to make the marketing more engaging.

Interstitial ads: These are ads that appear as a separate webpage before the users are directed to the original page that is intended to visit on the Internet. It is effective in capturing the user's attention as it takes up the entire screen.

Video ads: When it comes to display marketing costs, video ads are slightly more expensive but worth it. Platforms like YouTube and Instagram have made it convenient for libraries to run video ads and attract a lot of attention and utilization.

Libraries need to constantly boost their offering and keep readers excited about the latest releases, with digital library banners, it possible to schedule a promotion in the weeks leading up to the day of a new release, a library banner can even include videos from the author or book reviewers to help members decide if they would enjoy the latest release (Cousins, 2019). The main purpose of banner is to support brand awareness and it also helps to increase the utilization library information resources and services.

Research Methods

The study adopts survey research design. Ajoku (2006) stated that survey can be used to collect information on a broad range of things including personal facts, attitudes, characteristics, past behavious, and opinions of a group of people. The design allowed the researcher to collect a large amount of data in a relatively short period. The population of the study comprised all 35673 registered library users in 6 out of the 10 state universities in South-South, Nigeria. The choice of the selected universities was based on the generation of the universities and they have the highest student population who form the library users. The period covered by the study was 2022/2023 academic session. The sample size consisted of 3567 registered student library users representing 10% of the total population. Accidental sampling technique was used. This technique allowed the researcher to administer

questionnaires to the students met at the spot of using the library and thereby obtaining greater level of representation.

The researchers developed an instrument captioned Mobile and Digital Banner Marketing Strategies Student's Utilization of Library Information Resources and Services Questionnaire (MDBMSSULIRSQ) which was used for data collection. The MDBMSSULIRSQ had two sections: A, and B. Section A contained the demographic data of the respondents, and section B solicited for respondents' opinion with regard to digital marketing strategies that would lead to utilization of library information resources and services in their libraries. Rating was on a 4- point rating scale. The opinion scale for this section consisted of strongly agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), responses scored 4, 3, 2, and 1 respectively. To assess the reliability of the instrument, copies of the instrument were administered once to 50 student library users in University of Africa, Toru-Orua, Bayelsa State who were part of the population but not part of the sample size. Cronbach's Alpha Statistics was used to analyse the obtained data which yielded a reliability coefficient of .73 and .70, indicating that the variables in instrument were reliable. The researchers personally and with help of research assistants administered the instrument to the respondents. The researchers administered the questionnaire to students met at the spot of using the library and the questionnaire was retrieved immediately on the spot after completion, allowing the researchers to obtain all the administered questionnaire. The data obtained was analyzed using mean and standard deviation for research questions and Chi-square for the hypotheses. All hypotheses were tested at 0.05 level of significance.

Results and Discussion
Research Question One

How does mobile marketing strategy influence students' utilization of library information resources and services in state university libraries in South-South, Nigeria?

Table 1Mean and Standard Deviation Scores of Respondents on Mobile Marketing Strategy Influence on Students' Utilization of Library Information Resources and Services

Item	Mobile Marketing	N	$\dot{X}$	SD	Remark
1.	Library information resources and services can be accessed by students through Facebook App	3567	3.32	0.77	Agree
2.	Library information resources and services can be accessed by students through WhatsApp	3567	3.44	0.78	Agree
3.	Library information resources and services can be accessed by students	3567	3.17	0.80	Agree

through Twitter.

| | | Grand Mean | | 3.31 | 0.03 | Agree |

Results in Table 1 shows that the respondents agreed to all the items. It can be inferred from the result that library information resources and services can be accessed by students through Facebook App, library information resources and services can be accessed by students through WhatsApp and Library information resources and services can be accessed by students through Twitter. On the whole, the grand mean is 3.31. It can be inferred that the respondents agreed to mobile marketing strategy influence on students' utilization of library information resources and services in state university libraries in South-South, Nigeria

Research Question Two

How does banner marketing strategy influence students' utilization of library information resources and services in state university libraries in South-South, Nigeria?

Table 2
Mean and Standard Deviation Scores of Respondents on Mobile Marketing Strategy Influence on Students' Utilization of Library Information Resources and Services

Item	Banner Marketing	N	Ẋ	SD	Remark
4.	Attractive banners on library information resources and services placed online can attract students to use the library	3567	3.25	0.81	Agree
5.	Library banner can give more exposure to the available library information resources and services	3567	3.18	0.90	Agree
6.	Library banner is attractive and creates library information resources and services awareness.	3567	3.30	0.83	Agree
	Grand Mean		3.24	0.06	Agree

Results in Table 2 shows that the respondents agreed to all the items. It can be inferred from the result that attractive banners on library information resources and services placed online can attract students to use the library, library banner can give more exposure to the available library information resources and services and library banner is attractive and creates library information resources and services awareness. On the whole, the grand mean is 3.24. It can be inferred that the respondents agreed to banner marketing strategy influence on students' utilization

of library information resources and services in state university libraries in South-South, Nigeria.

Hypotheses Testing
Hypothesis One

Mobile marketing strategy does not significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.

Table 3
Chi-square Analysis of Respondents on Mobile Marketing Strategy Influence on Students' Utilization of Library Information Resources and Services

Item	Mobile Marketing	SA	A	D	SD	N	df	χ_{cal}	Sign at P<.05
19.	Library information resources and services can be accessed by students through Facebook App	1731	1353	388	95	3567			
20.	Library information resources and services can be accessed by students through WhatsApp	2069	1106	267	125	3567	6	294.02*	.00
21.	Library information resources and services can be accessed by students through Twitter.	1376	1558	503	130	3567			

* = Significant at .05 level of significance.

Table 3 showed that the calculated probability value (p-value) .00 is less than the significance level of .05. Therefore, the null hypothesis is rejected. This implies that mobile marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.

Hypothesis Two

Digital banner marketing strategy does not significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.

Table 4

Chi-square Analysis of Respondents on Banner Marketing Strategy Influence on Students' Utilization of Library Information Resources and Services

Item	Banner Marketing	SA	A	D	SD	N	Df	χ_{cal}	Sign at P<.05
22.	Attractive digital banners on library information resources and services placed online can attract students to use the library	1612	1331	515	109	3567			
23.	Library digital banner can give more exposure to the available library information resources and services	1672	1041	689	165	3567	6	101.04*	.00
24.	Library digital banner is attractive and creates library information resources and services awareness.	1806	1140	512	109	3567			

* = Significant at .05 level of significance.

Table 4 showed that the calculated probability value (p-value) .00 is less than the significance level of .05. Therefore, the null hypothesis is rejected. This implies that banner marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.

Discussion of the Findings

Mobile Marketing Strategy on Students' Utilization of Library Information and Services

The findings from the results on mobile marketing strategy on students' utilization of library information resources and services indicated a significant influence. Mobile marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria. The findings could be attributed to mobile marketing providing library users with time and location sensitive, personalized information that promotes information resources and services. The finding of the study is in line with that of Schmidt (2017) examined that Australian academic librarians perceive mobile techniques for promoting services and resources, and the factors affecting the perceptions regarding effectiveness of techniques used. The finding of the study is also in line with the findings of Zhixian (2014) who found that there is a high association between providing information, content sharing, content access, personal attachment, perceived value and mobile marketing acceptance.

Banner Marketing Strategy on Students' Utilization of Library Information and Services

The findings from the results on banner marketing strategy on utilization of library information resources and services indicated a significant influence. Banner marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria. The findings could be attributed to banner advertising as it is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet. According to Sherman and Deighton (2011) exposure to banner advertising leads to increased advertisement awareness, brand awareness, purchase intention and site visits.

Summary of Findings

The summary of the findings of this study are as follows:

1. Mobile marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.
2. Digital banner marketing strategy significantly influence the utilization of library information resources and services by students of state university libraries in South-South, Nigeria.

Conclusion

The study concludes that libraries and librarians should use mobile app in marketing library information resources and services. The implication is that libraries will focus at reaching a specific group of students on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or any mobile applications. Also, libraries and librarians would ensure using online digital banner in marketing library information resources and services. This will help to promote library brand and/or get students from the host website to go the library. digital banner ads are eye-catchy and give more exposure to the library. The implication is that digital banner marketing will lead to increased library information resources and services awareness and utilization, intention to visit the library.

Recommendations

Based on the conclusion of the study, the following recommendations were made:

1. University libraries should provide a rich promotional campaign activity by incorporating mobile and digital banner marketing strategies to enhance the utilization of library information resources and services.
2. Libraries should develop library mobile apps that students can download/install on their smartphones, tablets, desktop computers, laptops and other related devices.
3. Libraries should adopt the use of banner marketing for its information resources and services.

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