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Research Article

Assessing librarians' perceptions of digital platform utilization for marketing information resources and services in university libraries in Kano State

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Abstract

Background: This study explored how librarians in university libraries in Kano State perceive the use of digital platforms for marketing information resources and services. In today's digital environment, university libraries are expected to rely increasingly on online platforms to improve the visibility of their resources, enhance access, and engage users more effectively.

Purpose: The study sought to examine librarians' perceptions of the use of digital platforms for marketing information resources and services in university libraries in Kano State, and to identify the challenges affecting their effective utilization.

Methodology: The study employed a quantitative approach, using a cross-sectional survey design. A total of 160 librarians from six university libraries in Kano State, with active online presence, constituted the study population, out of which 149 valid responses were analysed using descriptive statistics.

Results: The findings indicate that librarians generally hold positive views about digital platforms. Most respondents acknowledged that digital platforms such as Facebook, WhatsApp, X (Twitter), Instagram, and email, among others, are effective for promoting library resources and services, improving communication with users, and helping libraries remain relevant in a technology-driven academic environment. Despite these positive perceptions, several challenges were found to limit the effective use of digital platforms. These challenges include inadequate technical skills, limited training opportunities, poor digital infrastructure, and the high cost of maintaining digital platforms, as well as insufficient funding, weak institutional support, and low user awareness of available digital services.

Conclusion: The study concludes that librarians in university libraries in Kano State are positively disposed toward the use of digital platforms; however, structural, financial, and capacity-related constraints hinder their effective application for marketing purposes.

Implications: The study recommends sustained investment in ICT infrastructure, continuous training and capacity-building for librarians, the development of supportive institutional policies, and increased user awareness, in order to strengthen digital marketing practices in university libraries across Kano State.

Keywords: *Digital Platforms, Librarians' Perceptions, Library Marketing, Information Resources and Services, University Libraries.*

Introduction

Digital platforms have greatly changed how university libraries promote their information resources and services. As key institutions for creating, preserving, and sharing knowledge, university libraries are increasingly using digital tools to make their resources more visible, engage users more effectively, and communicate their value in a fast-growing digital world. In this contemporary information environment, traditional marketing methods such as brochures, flyers, and newspaper advertisements are no longer sufficient to reach users who are digitally literate and constantly connected online. As a result, libraries are turning to digital platforms as more effective ways to remain relevant and accessible.

Over time, university libraries have moved beyond being simple storehouses of books, to

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becoming active information centers that support teaching, learning, and research. Digital platforms, including library websites, social media, and other online tools, now offer libraries practical opportunities to interact with users, share timely information, and promote specialized resources and services more efficiently. However, the success of these digital initiatives depends largely on librarians, who are responsible for planning, implementing, and managing digital marketing activities. Librarians' perceptions of digital platforms play a crucial role in determining how well these tools are adopted and used. Their attitudes, beliefs, and level of understanding can either encourage innovation and active engagement or lead to hesitation and underuse of available technologies. For this reason, understanding how librarians perceive digital platforms is essential for developing effective and sustainable digital marketing strategies in university libraries.

Kano State, which is home to several public and private universities, provides an important context for examining this issue. Despite the increasing demand for digital engagement in the information sector, there is still inadequate empirical evidence on how librarians in these universities perceive the use of digital platforms for marketing information resources and services. This gap highlights the need for focused research in the area.

This study is therefore justified by the need for university libraries in Kano State to remain competitive, visible, and responsive to the evolving information needs of students, researchers, and academic staff. By examining librarians' perceptions of digital platforms for marketing library resources and services, the study aims to generate insights that can support informed policy decisions, guide capacity-building initiatives, and improve strategic planning. Ultimately, the research seeks to contribute to the effective and meaningful integration of digital platforms into marketing practices within university libraries in Kano State.

Significance of the study

The study emphasizes the importance of comprehending librarians' viewpoints on digital platforms as essential instruments for advancing information resources and services. This research can help policymakers understand that digital projects need more funding and stronger institutional support. This will make it easier for everyone to get information. The results can also help library administrators identify problems with their current digital services and areas that need to be improved.

The study also gives helpful advice on how to create training programs for library staff that are specific to their needs. These kinds of programs can help ensure that librarians have the skills and confidence to effectively manage, promote, and advocate for digital resources. The practical insights derived from this research can assist libraries in executing more effective marketing strategies, enhancing user engagement, and optimizing the impact of their information resources and services.

Lastly, this study adds to the growing body of academic research on the use of digital platforms in library services, by providing real-world examples and careful analysis of librarians' perceptions of the utilization of digital platforms for marketing information resources and services in university libraries. It establishes a basis for subsequent investigations into the optimization of digital platforms to enhance teaching, learning, and research within academic settings.

Statement of the Problem

In the digital age, the use of digital platforms has become increasingly important for university libraries in promoting their information resources

and services. These platforms provide libraries with opportunities to increase the visibility of their collections, engage users more meaningfully, and support access to information beyond the physical library space. Despite these benefits, however, many university libraries in Kano State have yet to fully take advantage of digital platforms for marketing their resources and services.

Previous studies suggest that although librarians make some use of digital tools such as social media, these efforts are often limited, uncoordinated, and not guided by clear marketing strategies. In many cases, librarians lack the necessary skills, confidence, and understanding required to use digital platforms effectively for marketing purposes. At the same time, users' information-seeking behavior has increasingly shifted toward online sources, reducing dependence on traditional library services and making effective digital marketing more important than ever.

University libraries in Kano State also face several practical challenges that hinder the effective use of digital platforms. These include inadequate ICT infrastructure, limited training opportunities, insufficient funding, and the absence of clear policies to guide digital marketing activities. As a result, many libraries continue to rely on traditional marketing methods that are no longer effective in reaching digitally literate users. This situation contributes to low awareness and underuse of available library resources and services.

Although digital platforms are now central to modern library service delivery, there is still limited empirical evidence on how librarians in Kano State university libraries perceive their use for marketing information resources and services. Since librarians' perceptions play a key role in determining whether and how digital platforms are adopted, this gap highlights the need for a focused investigation. Addressing this issue is essential for improving digital marketing practices and strengthening the relevance of university libraries in Kano State.

Research Objectives.

1. Explore the perceptions of librarians towards the use of digital platforms for marketing information resources and services in the university libraries under study.
2. Identify the challenges faced by librarians in using digital platforms for marketing information resources and services in the university libraries under study.

Review of Related Literature

Librarians' perception of digital platforms is crucial for academic libraries' effective acceptance and use. Their attitudes, beliefs, and acceptance can influence user engagement, promotion, and integration of digital tools. Understanding librarians' views can reveal readiness, confidence, and potential barriers for capacity-building and institutional support.

Particularly, in light of the changing environment of digital information dissemination, librarians' opinions regarding the efficacy of digital platforms are crucial in improving the visibility and accessibility of information resources and service. Recent studies have demonstrated that the value of digital cataloging techniques in optimizing resource management, increasing discoverability, and streamlining cataloging workflows, all of which contribute to improved user engagement (Gosh, 2024; Liabor, 2023). In response to rapid technological advancements, more and more, librarians are expected to adopt emerging technologies and develop new competencies to remain relevant and effective in the 21st-century information environment (Keller, Brucker-Kley, & Stalder, 2023). Evidence from Nigerian college libraries further reveals that librarians exhibit substantial skills in utilizing digital tools such as digital media platforms, library software applications, and mobile devices to promote knowledge sharing and outreach. However, sustaining this digital proficiency

necessitates ongoing ICT training and professional development workshops (Ugwuogu, 2023). Collectively, these findings underscore the significance of librarians' perceptions and proactive engagement with digital platforms in determining the achievement of library promotion strategies. Aliyu, Mohammed, Bappah, Bello and Mala (2022) discovered that Facebook has become an indispensable tool for libraries in providing adequate information service provision. In the Nigerian context, Sada (2025) examined the role of social media in marketing library information services, highlighting both opportunities and challenges. The findings propose approaches for libraries to successfully employ social media for marketing, such as evolving a comprehensive marketing plan, cooperating with other libraries and societies, and frequently assessing performance. Therefore, findings also inform and guide libraries in their use of digital platforms for marketing purposes, eventually increasing public attentiveness and utilization of library resources and services.

Datta (2024) noted that libraries commonly use Facebook to share event announcements, highlight new acquisitions, showcase community-related stories, and post educational content. Effective engagement is largely driven by consistent posting schedules, the use of multimedia formats, and collaborations with local organizations. However, the study also reveals several challenges, including limited time, inadequate staff training, and difficulties in assessing the return on investment of social media activities. Globally, academic libraries employ a range of social media tools tailored to regional preferences.

Islam, Sultana, and Mostofa (2024) examined students' perception and utilization of social media in enhancing academic library services. Their findings indicated that, the majority of library users actively disseminate content using digital platforms such as Facebook, Google+, X (Twitter), LinkedIn and Academia. This suggested that social media has become an important channel for academic communication and acknowledges sharing within the library environment. Similarly, Adewojo & Momoh, (2025) examine the transformative impact of social media on the provision of reference services in public libraries in Nigeria. As digital services continue to change, most libraries started using digital platforms like Facebook, X (TwitterX), and WhatsApp more and more to offer real-time, shared reference help. This shift reflects a broader digital transformation in library service delivery, where social media tools are being integrated to enhance accessibility, responsiveness, and user engagement.

Librarians are essential in the development and improvement of digital library systems and platforms to guarantee the effective and efficient provision of digital resources and services. Digital platforms in libraries can improve user experience and accessibility by integrating digital content with the physical environment and immersing users in virtual spaces using technologies such as Augmented Reality (AR) and Virtual Reality (VR) (Panda & Kaur, 2023). Access to digital platforms allows libraries to expand the scope of information available to users, providing them with a wealth of information at their fingertips. Akporhonor and Udorah's (2020) study investigates the attitudes and perceptions of librarians concerning the marketing of library resources and services in colleges of education libraries in south-south Nigeria. The research revealed that librarians demonstrate a negative attitude while retaining a positive perception regarding the marketing of library services. User education, consulting, and lending are the main services that colleges of education libraries offer. In college of education libraries in South-South Nigeria, library services aren't advertised that much. The study discovered a significant correlation between librarians' perceptions of library marketing and their views on the marketing of library services in colleges of education in South-South Nigeria. So, librarians need to work on their attitudes to

make marketing library services work better. They should also get some training.

Many university librarians are having a hard time using and adopting digital platforms to promote library resources and services, even though these platforms are becoming more important. One big problem is that the staff do not have enough training or digital skills, which makes it hard for them to use advanced marketing tools. Also, not having enough money, not being able to connect to the internet reliably, and not having support from the institution make it even harder to carry out digital marketing plans.

The effective use of digital platforms for marketing library resources is often constrained by several critical challenges. Akporhonor and Udorah's (2020) identify privacy concerns, inadequate funding, limited social media expertise, network instability, and low technological adoption as major barriers hindering the integration of digital marketing strategies in libraries. These obstacles significantly limit the ability of libraries to leverage digital tools for broader outreach and service visibility.

Similarly, Ogunbodede and Okwu (2023) report that while university libraries in Bayelsa State actively employ various marketing approaches such as library orientation, user instruction, social media engagement, exhibitions, and resource displays, their efforts are undermined by structural and operational issues. These include insufficient budgetary allocations, poor internet infrastructure, lack of coherent marketing policies, and the absence of dedicated marketing personnel. Collectively, these findings underscore the urgent need for strategic investments, capacity building, and institutional support, to overcome the persistent barriers to digital marketing in academic libraries.

In their study, Dominic and Patrick (2022) found that university libraries in Ghana mainly rely on informal approaches to promote their resources and services, as they typically lack dedicated marketing units and specific budgets for marketing activities. This shows how important it is for university libraries to have marketing departments to get more people to use their services and improve them.

Therefore, libraries, by relying on informal methods, likely engage in ad-hoc or non-structured approaches to promoting their services. This could include word-of-mouth, sporadic social media posts, or reliance on staff initiative rather than coordinated, systematic marketing campaigns. While informal methods can be effective on a small scale, they lack the consistency and reach needed to attract a wider audience. The absence of dedicated marketing units suggests that university libraries are not prioritizing marketing as a formal aspect of their operations. Marketing departments are crucial for developing strategic plans, identifying target audiences, and evaluating the effectiveness of promotional activities. Without such departments, university libraries miss out on opportunities to build stronger relationships with their users and to systematically raise awareness of their services and resources. A lack of budget allocation for marketing further limits the capacity of university libraries to engage in promotional activities. Effective marketing often requires investments in tools, staff training, and promotional materials. Without adequate funding, libraries may struggle to implement modern marketing techniques, such as digital campaigns or targeted outreach efforts. The need for formal marketing departments in libraries is also emphasized as a solution to these challenges.

Having dedicated marketing units would allow libraries to adopt a structured approach to promoting their services, ensuring that user engagement strategies are continuous, targeted, and measurable. These units could also advocate for proper budget allocations, which are necessary to implement and sustain effective digital marketing strategies. Finally, the establishment of formal marketing units would

significantly enhance university libraries' ability to foster strong relationships with users. Consistent communication and outreach efforts help to build trust, improve user satisfaction, and increase awareness of available services. Ultimately, this would lead to improved service delivery, as users would be more informed and engaged with the library's offerings.

University libraries need to use good marketing techniques to make sure that people know about the information resources and services they offer. The low level of resource use in Nigerian university libraries may be due to poor marketing, which means that many users don't know about all the services that are available to them. These libraries often have trouble getting students and faculty to use their collections and services, which makes it hard for them to promote them. Librarians are very important for getting people to understand how valuable library resources are and for getting around the problems that make it hard to promote them.

Ogunbodede and Okwu (2023) say that university libraries need to do a lot of marketing to get more people to use their services and meet their needs. Mohammed and Ibrahim (2021) looked at how library services are advertised at a number of technical universities in Ghana, paying special attention to the problems and chances that come with it. Their research showed that these libraries had a hard time promoting their resources and services because they didn't have enough money, good facilities, enough skilled marketing staff, or a clear marketing plan. The study suggested that libraries should spend more money on marketing, hire people with marketing experience, and use good marketing strategies to get the word out about their services.

Libraries have trouble updating their content and don't have enough skilled staff, policies, or training to market effectively on digital platforms. This makes it harder for them to market their services. They have a hard time marketing on digital platforms because the digital world is always changing. In the digital age, it's important to have a website and interact with users in order to be successful. There are problems with using digital platforms for marketing, such as having a limited budget, insufficient knowledge, and having to target a wide range of audiences and measure the success of the marketing (Tsekea & Chigwada, 2023; Acharya & Vagdal, 2023).

Horsfall (2020) asserts that insufficient ICT infrastructure, inadequate funding, limited awareness, inadequate training, and the lack of cohesive marketing strategies collectively impede the effective promotion of library services in the digital era. These limitations prevent libraries from offering new and long-lasting digital marketing programs. He also said that these problems are made worse by librarians not knowing about new digital services, the public not knowing about them, and institutions not investing in them. These studies show that the problems are both structural and human-centered. Libraries need to improve their infrastructure, teach their staff how to use technology better, make sure they have enough money, and use proactive strategies that include following copyright laws and using modern marketing techniques.

The literature reveals that the challenges facing the use of digital platforms in library marketing are both structural and human-centered. Addressing these issues requires a multifaceted approach that includes strengthening ICT infrastructure, investing in staff training and digital literacy, ensuring sustainable funding, and developing clear, strategic marketing frameworks. By tackling these barriers, university libraries can better position themselves to harness the full potential of digital platforms for effective service promotion and user engagement.

Methodology

The study utilised a quantitative methodology using a cross-sectional survey design. The

approach is considered appropriate, since it enables researchers to gather data from the target demographic to evaluate librarians' impressions of the use of digital platforms for marketing library resources and services. The study's target audience consists of 160 librarians chosen from six university libraries in Kano State, who possess a strong online presence. The universities comprise Bayero University Library, Sule-Hamma University Library Northwest University, Kano, Aliko Dangote University of Science and Technology, Wudil. Maryam Abacha American University (Murtala Ramat Library), Skyline University Library, and Khalifa Isyaku Rabiu University (Rabiu Musa Kwankwaso Library). The selection of these institutions was intentional, based on their engagement with digital media for service promotion.

The purposive sampling strategy was utilised to guarantee that only libraries with direct interest or expertise regarding the topic matter were included. Data were gathered through a structured questionnaire aimed at obtaining insights into librarians' perceptions regarding the utilisation of digital platforms for marketing library resources and services.

The study population comprised 348 librarians from twelve university libraries. However, six (6) libraries were purposively selected, based on their demonstrated digital presence and engagement, in line with the study's focus on the use of digital platforms for marketing information resources and services. Although purposive sampling is often associated with qualitative research, it is also appropriate in quantitative studies where the selection of a specific, relevant population is required. The sample size for the study was determined using the formula developed by Taro Yamane (1967) at a 0.05 level of precision. Subsequently, a random sampling technique was employed to select respondents from the chosen libraries.

The researchers directly conducted the questionnaire in the six university libraries. Of the 160 questionnaires provided, 149 were properly completed and deemed valid for analysis. The gathered data were examined using the Statistical Products and Service Solutions (SPSS) approach. Descriptive statistics, including frequencies and percentages, were employed to analyse the replies. Therefore, moreover, the validity of the instrument was established through face and content validation by five (5) experts in Library and Information Science and research methodology, to ensure that the items adequately measured the intended constructs.

The reliability of the instrument was determined using Cronbach's Alpha, with the aid of SPSS version 20.0, where the items were grouped according to the variables they were designed to measure. The reliability coefficients obtained were (α 0.850) for "Perception of Librarians on the Use of Digital Platforms" (10 items) and (α 0.744) for "Challenges Faced by Librarians in the Use of Digital Platforms" (7 items), indicating acceptable internal consistency. The collected data were analysed using SPSS, employing descriptive statistics such as frequencies and percentages to summarise the responses. The study also adhered to established ethical standards in social science research, as approval was obtained from the Heads of the six university libraries prior to data collection, informed consent was secured from all participants; participation was voluntary, and confidentiality and anonymity were ensured by not collecting personally identifiable information and reporting data in aggregate form, though no formal IRB reference number was assigned as ethical clearance was granted by university library authorities

Results and Data Analysis

Research Question 1: What perception do Librarians have on the use of digital platforms for marketing information resources and services in the university libraries under study?

Table 1: Perception of Librarians on the use of Digital Platforms for marketing information resources and service in University Libraries

Perception of Librarians	Frequency (%)				
	SA	A	N	D	SD
Digital platforms are effective tools for promoting library services and resources.	106(71.1%)	35(23.5%)	4(2.7%)	3(2.0%)	1(0.7%)
Using digital platforms helps the library connect better with students and faculty.	93(62.4%)	46(30.9%)	8(5.4%)	2(1.3%)	0(0.0%)
Digital marketing enhances the visibility of library information products and services.	90(60.4%)	49(32.9%)	5(3.4%)	4(2.7%)	1(0.7%)
Digital platforms make it easier to reach a larger and more diverse audience.	103(69.1%)	37(24.8%)	6(4.0%)	3(2.0%)	0(0.0%)
The use of digital platforms contributes to improving user engagement with the library.	85(57.0%)	57(38.3%)	7(4.7%)	0(0.0%)	0(0.0%)
Promoting library services online is just as important as doing so physically.	61(40.9%)	55(36.9%)	24(16.1%)	7(4.7%)	2(1.3%)
Using digital platforms reflects innovation and modernization in library service delivery.	84(56.4%)	49(32.9%)	14 (9.4%)	1(0.7%)	1(0.7%)
I feel confident in my ability to use digital platforms effectively for library marketing.	70(47.0%)	65(43.6%)	13 (8.7%)	1(0.7%)	0(0.0%)
Digital marketing helps the library stay relevant in a technology-driven academic environment.	92(61.7%)	44(29.5%)	11 (7.4%)	2(1.3%)	0(0.0%)
The benefits of using digital platforms for marketing outweigh the challenges involved.	55(36.9%)	68(45.6%)	18(12.1%)	7(4.7%)	1(0.7%)

The Table 1 above presents the perception of librarians on the use of digital platforms for marketing information resources and service in university libraries. The findings reveal that digital platforms are widely perceived as effective tools for promoting library resources and services. A vast majority of respondents agreed with this statement, with 106 (71.1%) strongly agreeing and 35 (23.5%) agreeing, making a positive perception. Only a small proportion disagreed 3 (2.0%) or strongly disagreed 1 (0.7%), while 4 (2.7%) were neutral. This overwhelming support demonstrates that librarians strongly recognize the effectiveness of digital platforms in enhancing the visibility and reach of library services.

The results also indicated that digital platforms play a significant role in fostering better connections between the library, students, and faculty. Most librarians supported this, with 93 (62.4%) strongly agreeing and 46 (30.9%) agreeing. Very few respondents expressed neutrality 8 (5.4%) or disagreement 2 (1.3%). This strong endorsement highlights librarians' acknowledgment of digital platforms as effective tools for communication and engagement with the academic community. Similarly, digital marketing was widely acknowledged as a tool that enhances the visibility of library information

products and services. Respondents viewed it favorably, with 90 (60.4%) strongly agreeing and 49 (32.9%) agreeing. Only 5 (3.4%) were neutral, while 1 (0.79%) strongly disagree and 4 (2.7%) disagree. This indicates a strong consensus that digital platforms are effective in creating greater awareness of the resources and services offered by libraries. Librarians also expressed strong confidence in the ability of digital platforms to reach larger and more diverse audiences. An overwhelming 103 (69.1%) strongly agreed and 37 (24.8%) agreed. Only a small proportion, 6 (4.0%) were moderate and 3 (2.0) disagreed.

This demonstrates that librarians strongly believe in the capacity of digital platforms to expand outreach beyond traditional user groups and extend services to a wider population. In terms of user engagement, librarians overwhelmingly agreed that digital platforms contribute to improving user engagement with the library. A total of 95.3% of respondents supported this view, with 85 (57.0%) strongly agreeing and 57 (38.3%) agreeing. Only 7 (4.7%) were neutral, and none disagreed. This near-universal consensus demonstrates that librarians value the role of digital platforms in fostering stronger user participation and interaction.

Regarding the question asked whether promoting library services online is just as important as doing so physically, responses were more varied, compared to other items. While 61 (40.9%) strongly agreed and 55 (36.9%) agreed, a notable 24 (16.1%) remained neutral. In addition, a small proportion disagreed 7 (4.7%) or strongly disagreed 2 (1.3%). Although a majority of the respondents supported the idea, these findings suggest that some librarians still attach greater importance to traditional physical promotion methods alongside digital efforts.

Another positive perception was expressed regarding the role of digital platforms in reflecting innovation and modernization in library service delivery. A strong majority agreed, with 84 (56.4%) strongly agreeing and 49 (32.9%) agreeing, giving a positive response. Meanwhile, 14 (9.4%) were neutral, and only 2 (1.4%) disagreed or strongly disagreed. These results positively confirm that most librarians view the integration of digital platforms as a symbol of innovation and modernization within the library environment. Regarding librarians' confidence in their ability to use digital platforms effectively for library marketing, 70 (47.0%) strongly agreed and 65 (43.6%) agreed that they felt capable of using digital platforms effectively for library marketing. A total of 13 (8.7%) were neutral, while less than 1% disagreed. These findings suggest that librarians generally feel competent in applying digital tools to their professional roles.

Additionally, librarians acknowledged the importance of digital marketing in ensuring that libraries remain relevant within a technology-driven academic environment. A total of 91.2% of respondents agreed, with 92 (61.7%) strongly agreeing and 44 (29.5%) agreeing. Only 11(7.4%) were neutral, and 2 (1.3%) disagreed. This shows a strong recognition that adopting digital platforms is essential for maintaining the relevance and competitiveness of academic libraries in today's digital world. Finally, respondents were asked whether the benefits of using digital platforms outweigh the challenges involved. Most librarians agreed with this statement, 68 (45.6%) agreeing and 55 (36.9%) strongly agreeing, giving a total of 82.5% positive perception. However, this item attracted more reservations than others, with 18 (12.1%) of respondents remaining neutral and 7 (4.7%) disagreeing. This indicates that while librarians acknowledge the many benefits of digital platforms, some remain cautious due to challenges such as technical issues, limited funding, and workload demands.

The data indicated an overwhelmingly positive perception toward digital platforms among librarians. The majority sees them as effective,

innovative, and essential tools that can enhance visibility, improve engagement, and ensure relevance in today's academic environment. While a small minority expressed neutrality or disagreement, the consensus strongly favors the adoption and expansion of digital marketing in university libraries.

Research Question 2: What are the challenges faced by librarians in using digital platforms for marketing information resources and services in the university libraries under study?

5.2 Challenges Faced by Librarians in the Use of Digital Platforms for Marketing Information Resources and Services

A dichotomous response format (Yes/No) was adopted to assess the challenges faced by librarians in the use of digital platforms for marketing library resources and services. This format was considered appropriate because it allows respondents to indicate the presence or absence of specific challenges in a clear and straightforward manner.

Table 2: Present Respondents Response

Challenges	YES	NO
The technical skills of our staff are insufficient, which presents challenges for our library.	93 (62.8%)	55 (37.2%)
The library's infrastructure is insufficient to facilitate the utilization of digital platforms	91 (61.1%)	58 (38.9%)
Institutional support is inadequate to completely capitalize on digital platforms for marketing purposes.	101 (67.8%)	48 (32.2%)
The digital platforms that are accessible to users are not entirely comprehended	111 (74.5%)	38 (25.5%)
The expense of sustaining digital marketing platforms poses a challenge for the library	117 (78.5%)	32 (21.5%)
Librarians don't have enough training on how to use digital platforms to market library tools and services	96 (64.4%)	53 (35.6%)
Insufficient digital infrastructure for promoting library resources and services	98 (65.8%)	51 (34.2%)
Others specify	9 (6.0%)	140(94.0%)

The most significant challenge reported by librarians on the adoption of digital platforms was the high cost of maintaining digital marketing platforms, with 117 (78.5%) respondents agreeing, compared to 32 (21.5%) who disagreed. Closely following this was the lack of user awareness of available digital platforms, as 111 (74.5%) librarians acknowledged this challenge, while 38 (25.5%) disagreed. Another major issue identified was inadequate digital facilities, with 98 (65.8%) respondents confirming this problem against 51 (34.2%) who did not. Similarly, insufficient training opportunities were highlighted, with 96 (64.4%) librarians agreeing that staff are not adequately trained, while 53 (35.6%) disagreed. Institutional support also emerged as a concern, with 101 (67.8%) librarians noting insufficient backing compared to 48 (32.2%) who disagreed.

In addition, inadequate technical skills among staff were identified by 93 (62.8%) respondents, while 55 (37.2%) disagreed. Infrastructure-related challenges were also evident, as 91 (61.1%) librarians reported inadequate infrastructure, compared to 58 (38.9%) who disagreed. Meanwhile, only a small fraction of 9 (6.0%) respondents reported "others" as challenges.

However, many of the issues they listed overlapped, with existing categories, such as unreliable or inadequate power supply, lack of internet connectivity, insufficient training, lack of technical know-how, and limited commitment to adopt new technology. Additional concerns included cyber security risks and the absence of regular capacity-building programs. Overall, these findings show that financial constraints, low user awareness, inadequate facilities, insufficient training, and weak institutional support are the most pressing challenges limiting the adoption and effective use of digital platforms for marketing library information resources and services.

The challenges identified in this study, ranging from inadequate technical skills and insufficient training, to infrastructural deficiencies, financial constraints, and low user awareness, are well supported by existing literature. Horsfall (2020) emphasizes that lack of ICT competence, limited expertise in social media, and inadequate professional development hinder librarians from fully exploiting digital platforms. Similarly, infrastructural challenges such as unreliable internet connectivity, inadequate ICT facilities, and unstable power supply, which were reported in this study, align with the findings of Mohammed and Ibrahim (2021) and Tsekea and Chigwada (2023), who note that such deficiencies critically undermine the smooth adoption of digital tools. Financial limitations and weak institutional support, also highlighted by respondents, are consistent with Ogunbodede and Okwu (2023) and Dominic and Patrick (2022), who argue that poor budgetary allocations, lack of marketing policies, and absence of dedicated marketing units reduce libraries' capacity to sustain digital initiatives. Finally, the problem of low user awareness, as revealed in this study, echoes Nowrin et al. (2020), who found that poor publicity and underutilization of marketing strategies often result in minimal engagement with digital platforms. Taken together, both the findings and the literature clearly demonstrate that these multifaceted challenges significantly constrain the ability of libraries to effectively market their resources and services in the digital age.

Discussion of Findings

The findings indicate that most librarians view digital platforms as powerful tools for improving visibility, communication, and user engagement in academic libraries. More than 90% of respondents expressed positive perceptions, suggesting a strong belief in the value of digital platforms for modern library marketing. This positive outlook is consistent with earlier studies by Luo, Wang, and Han (2021), which identified platforms such as Facebook, X (TwitterX), and YouTube as important channels for library promotion. Similarly, Islam, Sultana, and Mostofa (2024) examined students' perception and utilization of social media in enhancing academic library services. Their findings indicated that the majority of library users actively disseminate content using digital platforms such as facebook, Google+, X (TwitterX), LinkedIn and Academia. These reservations reflect concerns raised in previous Udorah (2020), which reported issues such as underutilization of digital tools, infrastructural limitations, and inadequate training. Overall, while the literature largely supports the positive perceptions observed in this study, it also points to ongoing challenges that limit the full adoption of digital platforms for library marketing.

Further analysis of the challenges shows that librarians face several practical barriers that affect their ability to effectively use digital platforms. Many respondents identified gaps in technical skills and training, with a significant number acknowledging that staff lack the necessary competencies to manage and use digital tools confidently. This finding supports earlier studies by Horsfall (2020) which identified limited ICT skills and inadequate social media expertise as major obstacles to digital engagement in libraries.

In addition, infrastructural challenges remain a serious concern. Many librarians reported

inadequate ICT facilities and poor digital infrastructure, including unreliable internet access, which continues to hinder the effective use of digital platforms. These challenges are consistent with the findings of Mohammed and Ibrahim (2021), as well as Tsekea and Chigwada (2023), who similarly observed that insufficient ICT tools and unstable connectivity limit digital innovation in academic libraries.

Financial and institutional challenges further compound these difficulties. A large proportion of respondents pointed to the high cost of maintaining digital platforms and limited institutional support as major constraints. This aligns with studies by Ogunbodede and Okwu (2023) and Dominic and Patrick (2022), which highlighted poor funding, the absence of dedicated marketing units, and weak policy frameworks as significant barriers to digital marketing in libraries. Finally, user-related issues also persist, as many librarians noted that low user awareness reduces the effectiveness of digital platforms. This finding mirrors earlier research by Nowrin et al. (2020), which reported weak publicity efforts and the continued underutilization of library resources.

Conclusion

The study underscores the growing importance of digital platforms in enhancing the visibility, accessibility, and user engagement of library information resources in university libraries across Kano State. The findings reveal that librarians are increasingly aware of digital platforms and generally hold positive perceptions regarding their use in promoting library services. Social media tools such as Facebook, WhatsApp, X (TwitterX), and Instagram were identified as the most commonly used platforms for disseminating and marketing library resources and services.

However, despite this positive disposition, the effective utilization of digital platforms is constrained by several challenges. These include inadequate technical skills among librarians, limited training opportunities, unreliable ICT infrastructure, insufficient funding, and weak institutional support. Furthermore, low user awareness of available digital services significantly limits the extent to which these platforms can achieve their intended impact. Collectively, these challenges reflect broader structural and operational deficiencies within university library systems and highlight the urgent need for sustained investment, continuous capacity development, and the establishment of clear institutional policies to support effective digital engagement

Recommendations

Based on the findings of the study, which identified key challenges such as inadequate technical skills, limited training opportunities, poor digital infrastructure, high cost of maintaining digital platforms, insufficient funding, weak institutional support, and low user awareness, the following specific recommendations are made:

Strengthening technical skills of library staff: Management should organize regular ICT and digital marketing training workshops, focusing on the use of social media platforms and content creation tools.

Improving training opportunities and professional development: University libraries should institutionalize structured professional development programs for librarians. This may include sponsorship for conferences, online certification courses, and in-house refresher training.

Enhancing digital infrastructure: Library management should invest in reliable internet connectivity, updated computer systems, library management software, and stable power supply. Libraries should also explore partnerships with ICT firms and development agencies to support infrastructure upgrades.

Addressing high cost of digital platform maintenance: To reduce the financial burden associated with digital platforms, universities should adopt cost-sharing and centralized funding models for digital library services. Management should also prioritize budget allocation for ICT development in the annual institutional budget.

Strengthening institutional support: Library leadership should develop clear policies that prioritize digital transformation in libraries. This includes integrating digital library development into the university's strategic plan and ensuring that library units are adequately represented in ICT decision-making processes.

Increasing user swareness of digital services: Libraries should intensify outreach and awareness campaigns through orientation programs, social media engagement, posters, email newsletters, and academic department collaborations. Librarians should actively promote available digital services to students and staff, to improve visibility and usage.

Theoretical Implications/ Policy Implications:

This study contributes to existing knowledge on digital library adoption by reinforcing and extending key technology adoption theories such as the Technology Acceptance Model (TAM) and related digital adoption frameworks.

The findings support the assumption of TAM that perceived usefulness and ease of use influence technology adoption, as librarians' technical skills and training levels were found to significantly affect their use of digital platforms. However, the study further extends TAM by demonstrating that institutional factors such as funding, infrastructure, and administrative support play a critical role in adoption within university library settings in Nigeria.

This indicates that technology acceptance in library environments is not only an individual-level phenomenon but is also strongly shaped by organizational and environmental conditions. Therefore, the study expands existing theoretical understanding by integrating contextual realities of developing-country library systems into digital adoption models.

The findings have important implications for library and higher education policy formulation. University management and library governing bodies should develop formal digital transformation policies that ensure sustained investment in ICT infrastructure and staff development.

In addition, the Nigerian Library Association (NLA) and other professional bodies should establish national guidelines for digital skill development and minimum ICT standards for academic libraries. Policymakers in higher education should also ensure that digital library development is included in institutional accreditation requirements, to promote uniform adoption across universities. Therefore, this study highlights the need for libraries to move from traditional service delivery models to digitally driven, user-centered services. Librarians must become proactive digital content managers and educators, while libraries should adopt more interactive platforms for service delivery, including social media and online reference tools.

Directions for Future Research

Future studies should expand this research in several ways. First, research could investigate the impact of artificial intelligence tools and automation in academic library digital services. Second, comparative studies across different geopolitical zones in Nigeria or other developing countries would provide broader insights into regional disparities.

Conflicts of Interest

The authors declare that there are no conflicts of interest associated with this study. The research was conducted independently, and no financial, professional, or personal relationships influenced the findings or interpretation of the data.

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AI Use Declaration

The authors declare that artificial intelligence (AI) tools were used solely to support language editing and manuscript refinement during the preparation of this article. Specifically, QuillBot was used for paraphrasing, summarization and improving sentence clarity and readability. Plagiarism check was conducted on all AI-paraphrased content. No AI-based tools were used for data collection, statistical analysis, interpretation of findings, or formulation of conclusions. All intellectual contributions, including the research design, data analysis, interpretation, and final conclusions, are entirely the responsibility of the authors. The authors further confirm that the manuscript has been critically reviewed and validated to ensure academic integrity and originality.

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