INFLUENCE OF PROMOTION AND REBRANDING ON THE UTILIZATION OF INFORMATION RESOURCES IN TERTIARY INSTITUTIONS' LIBRARIES IN CROSS RIVER STATE

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Abstract

The study examined the influence of promotion and rebranding on the utilization of information resources in tertiary institution libraries in Cross River. Two research questions and two hypotheses were formulated to guide the study. Survey research design was used for the study with a population of 362 library staff from six tertiary institutions in Cross River State. A census study was carried out hence the entire population was utilized. Data was analyzed using regression analysis. The findings revealed that there is a significant positive relationship between promotion and rebranding and the utilization of information resources. The study recommended that University management should as a matter of urgency implement brand changes of the library. The university management should also promote their library services by placing their goods and services on some social media platforms.
Keywords*: Promotion, Rebranding, Information resources, Utilization, libraries, Librarians*

Introduction

Information is knowledge, and knowledge is power. Every nation's bedrock is information as it aids in the growth and development of the nation. Library staff organize, process, store, and retrieve information whether print or non-print, and users spread it However, in order to achieve its goal, vision, and philosophy, the library employs techniques in carrying out these function

Rebranding is the process of modifying an organization's corporate image. It is a marketing approach that involves giving an existing brand a new name, symbol, or design update. The goal of rebranding is to differentiate a company's identity from that of its competitors in the market. The branding process is widely perceived to provide a variety of perceived advantages and benefits for both buyers and sellers, including the provision of images and information in large quantities, recognition, reassurance, security. And exclusivity; contribution to brand image and identity; market segmentation; mutual development and strengthening of trading relationships; and legal protection. Rebranding according to Fadhilnor (2020) is the process by which a service or product that was developed in one brand or company is marketed in a different brand name or identity. This involves essential changes

in the brands name, logo, and image, advertising, and marketing strategies. Rebranding is marketing strategies(Kotler,2000) in order to market information systems library in Malaysia because process of giving a product or an organization a new image, in order to make it more attractive and successful. This is attracting to increase consumer loyalty, improve member professionalism, enter a new market trend, create a stronger voice in the industry, increase shareholder value or to reenergize a company. Contradictory opinions exist regarding the process of rebranding. One is that rebranding is essential for business success; to evolve the brands so as to make sure that it keeps abreast of the competition, and meet the consumers ever changing preferences (Kaikati, 2003). The other side of the coin depicts an opinion that rebranding should be avoided at all costs.

Marketing, according to Kotler and Armstrong (2012), is "the process by which library employees create value for users and cultivate strong patron connections; the resources are ordered to collect value from users in return." Marketing library resources and services entails offering the appropriate materials, both print and non-print, as well as raising awareness and creating a favorable environment for using the resources. Because libraries rely on the support of the communities they serve for survival, information professionals must have an understanding of how to effectively advertise their services. According to Kumar (2014), the main function of an academic library is to support its parent organization in achieving the organizational goals and /or objectives. What this means is that academic libraries should be involved in providing support for research and educational activities in their various institutions. This involves content development, acquisition, technical services, and user services, providing institutional repositories, interlibrary loans, and document delivery services.

The following itemize the specific Functions of an Academic Library:

1) Teaching: An academic library is looked upon as aiding teaching in all faculties at a university. This is because teachers rely heavily on library facilities. This dependence became obvious due to high cost of books and other related materials and the multi-disciplinary nature of courses offered at the high level.

2. Publication: Academic library is supposed to publish regularly its research work or activities for readers of users. They could come in the form of handbills, bulletin, newsflash, readers' guide. In some academic libraries, they help researchers to publish their work

3. Interpretation of Ideas and Events: An academic library is expected to be involved in activities of interests to the users such as exhibition of works, artistic works, carving, displays on special occasions, organizing symposia on agriculture, health care, education e.t.c. and publishing group research findings for public use.

4. Research: Academic library is very useful for research. The members of staff in higher institution devote much time to research. The use library materials especially in literature search, review, and background to the study

5. Enhance Information Literacy: especially in the student community, by developing effective

plans aiming at improving student ability:

- Access information effectively and efficiently;
- Evaluate information and its sources critically;
- Understand economic, legal and social issues when using information; and
- Access and use information critically and legally.

A library should communicate and collaborate with its users and funders in order to inform them about the library's activities and to enable the library to learn about the community it serves (Adekunmisi, 2013). This can be accomplished through rebranding, promotion as well as through the effective use of information resources and service delivery. This study was conducted against this backdrop in order to ascertain the implementation of marketing techniques and the exploitation of information resources in the libraries of tertiary institutions in Cross River State, Nigeria.

STATEMENT OF PROBLEM

The essence of marketing techniques is to raise patron awareness of new arrivals, how to use them, and where to get them. Libraries acquire new resources through inter-library loan, purchase, exchange, or gifts and contributions. Despite the importance of marketing techniques, libraries in Cross River State are still at risk of being underutilized by patrons because librarians are not raising awareness, improving promotion, negotiating rates, nor developing effective public relations with patrons. Despite the benefits of library marketing methods, it appears that library resources are prohibitively difficult to access. Staff at the library are less concerned with making a lasting impression on users by providing timely and appropriate service. Some patrons lose interest in visiting the library because library personnel have poor user relationships, and such users have other sources of knowledge, such as the internet, which reduces the library's patronage.

Based on the aforementioned, the research will investigate the influence of promotion and rebranding on the utilization of information resources in tertiary institutions in Cross River State.

PURPOSE OF THE STUDY

1. To Assess the influence of promotion on the utilization of information resources in tertiary institutions' libraries.
2. To Ascertain the influence of rebranding on the utilization of information resources in tertiary institutions' libraries.

Research questions

1. How does promotion influence the utilization of information resources in tertiary institutions' libraries?
2. To what extent does rebranding influence the utilization of information resources in tertiary institutions' libraries?

Statement of hypotheses

1 Promotion does not significantly influence the utilization of information resources in tertiary

institutions' libraries.

2   There is no significant influence of rebranding on the utilization of information resources in tertiary institutions' libraries.

LITERATURE REVIEW

A Promotion involves getting publicity through various modes. Displays in vantage points, participating in fairs and advertising in newspapers, Internet, etc. can help libraries to some extent. However, the best way of promotion is through word-of-mouth. (Anthony and Ishwara,2007). the term promotion found out that utilizing all the aids to enhance sales. Promotion is the process of increasing sales through stimulating demand. Promotion is the phenomenon of presenting the product to the customers that the information centres have to offer them, and this done through a proper mechanism. Promotional tools help academic libraries to promote their services and resources include: Digital media, such as the library's website-mail lists, blogs and podcasts; print materials, such as posters, handouts and giveaways; events such as orientation tours and workshops. Jestin and Parmeswari, 2005).

Abdul salami and Salami (2013) promotion on library and information services established that information resources that are available in most Polytechnics' libraries as books, journals, pamphlets as well as information communication technology. It was recommended that annual promotions through displays and exhibitions of resources were among resources recommended to library resources so as to attract users to library services.

Yi's (2016) conducted a study on effective techniques for promoting library services and resources. It was found out in the findings that librarians employed a number of approaches to promote services and resources. Demographic characteristics, human capital variables, and library variables were all significant predictors of evaluations of the effectiveness of the promotion tactics employed. However, this study indicates that other independent variables such as number of different library professional positions and years involved in all library services made no difference.

Rebranding of library products and utilization of information resources

Rebranding is the process of modifying an organization's corporate image. It is a marketing approach that involves giving an existing brand a new name, symbol, or design update. The goal of rebranding is to differentiate a company's identity from that of its competitors in the market. The branding process is widely perceived to provide a variety of perceived advantages and benefits for both buyers and sellers, including the provision of images and information in large quantities, recognition, reassurance, security, and exclusivity; contribution to brand image and identity; market segmentation; mutual development and strengthening of trading relationships; and legal protection. Fadhilnor (2020) defines rebranding as the process by which a service or product that was developed in one brand or company is marketed in a different brand name or identity. This   involves essential changes in the brands name, logo, and image, advertising, and marketing strategies.

Nikhashemu, Paim, Osman and Sidin (2015) established the importance of customer brand identification in the creation of brand loyalty in metropolitan Kuala Lumpur, Malaysia. the study's findings, brand trust and word-of-mouth communication totally mitigate the influence of client brand identification on brand loyalty.

METHODOLOGY

The population of the study should comprise of 362 library staff in six tertiary institutions' libraries in Cross River State as shown in Table 1. The census enumeration technique is important in this study because its coverage is universal and provides an important sampling frame for subsequent surveys and studies, it also serve as a useful tool for nation-building, by involving the entire population and also avoids the sampling errors that can occur with sample data. Questionnaire collection was used as instrument for the data.

The instrument entitled ''Marketing Strategies and the Utilization of Information Resources Questionnaire'' (MSUIRQ) which contained three sections (A,B&C) was used for data collection. Section A focused on personal information about demographic data of the respondents and sections B and C of the instrument which dealt on the dimensions of marketing strategies and utilization of information resources using a modified 4-point scale. The instrument is 20 items which consists of Strongly Agree(SA),Disagree(D),Strongly Disagree (SD),Disagree(D) .and weighed value of 1-4.The questionnaire was validated using 40 library employees which was not bone of the institutions but was shared in the study population(library staff) with Cronbach alpha value of o.75 and 0.95 and it was noticed that information resource utilization instrument were amended and the remaining 362 items were accepted for administration

TABLE 1

Population distribution of library staff in tertiary institutions in Cross River State

S/N	Tertiary institutions	Male	Female	Total
1	University of Calabar library	134	102	236
2	University of Cross River State library, Calabar	20	29	49
3	Federal College of Education library, Obudu	23	29	52
4	College of Education library, Akamkpa	3	5	8
5	Institute of Management and Technology library, Ugep	1	1	2

6	Collage of Health Technology library, Calabar	9	6	15
		190	172	362

Source: Offices of the Librarian, 2021

From table 1 shows that the entire population of 362 library staff was used since the population was not too large. Therefore the entire library staff from the six tertiary institutions in Cross River State was used for the study

According to this research hypothesis, promotion does not significantly predict the utilization of information resources. On this hypothesis, promotion was the independent variable, whereas utilization of information resource was the dependent variable. The hypothesis was tested using simple regression statistics, and the findings are shown in Table 2.

The adjusted R^2 of .058 was obtained from the simple linear regression analysis in Table 9 on the role of promotion in predicting the consumption of information resources in libraries. This suggests that the utilization of library information resources can only predict 5.8 percent of the variation in promotion. The F-value value of 23.609 derived from the regression table, along with a p-value of.000 to 1 and 347 degrees of freedom at the.05 level of significance, indicated that the null hypothis was rejected. As a result, the findings suggested that promotion had a considerable impact on the utilization of library information resources.

TABLE 2

Summary of data and simple linear regression analysis on the influence of promotion on the utilization of information resources

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1071.838	1	1071.838	23.609	.000
	Residual	15753.423	347	45.399		
	Total	16825.261	348			
		B	Std. Error	Beta	T	Sig
	(Constant)	16.969	.950		17.869	.000
	Promotion	.410	.084	.252	4.859	.000

R = .206; R square = .062; Adjusted R Square = .058; Std. Error of the Estimate = 6.83788

According to this research hypothesis, rebranding does not significantly predict the utilization of information resources. The hypothesis was tested using simple regression statistics, and the findings are shown in Table 3.

The adjusted R2 of .032 was obtained from the simple linear regression analysis in Table 2 on the role of rebranding in predicting the consumption of information resources in libraries. This suggests that based on information resource consumption in libraries, only 3,2 percent of the volatility

in rebranding of library products can be predicted. The F-value value of 12.591 obtained from the regression table of the Analysis of Variance (ANOVA) with a p-value of.000 with 1 and 347 degrees of freedom at the.05 level of significance indicated that the null hypothesis was rejected. As a result of the research, rebranding library items had a substantial impact on the use of information resources.

Table 3
Summary of data and simple linear regression analysis on the influence of rebranding on the utilization of information resources

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	589.141	1	589.141	12.591	.000
Residual	16236.120	347	46.790		
Total	16825.261	348			
	B	Std. Error	Beta	T	Sig
(Constant)	18.128	.950		19.083	.000
Rebranding	.294	.083	.187	3.548	.000

R = .187; R square = .035; Adjusted R Square = .032; Std. Error ofthe Estimate=6.84032

DISCUSSION OF FINDINGS
Promotion of Library Products and Utilization of Information Resources
The findings revealed that there is a significant positive relationship between promotion and utilization of information resources. The finding in this aspect of the study revealed the influence of promotion on the utilization of information resources. This result agrees with the views of Asaolu *et al.* (2015) who conducted a study to investigate the library exhibition: a veritable tool for promoting collections and services in Nigeria libraries. The result revealed that customer satisfaction significantly affects customers' loyalty. Also, the factors of perceived quality, brand image and price fairness are almost equal to build up the satisfaction.

The findings of the study are also in line with Shripad and Chandrate (2015) revealed that brand is the name, term, design, symbol, or any other feature that identifies one's seller's good or service as distinct from those of other sellers. Hence the library brand carries all the associated issues from service quality and cost, through to positioning and growth branding.

The findings of the study are also in line with Abdulsalami and Salami (2013) conducted a study on promotion of library and information services prevalent in Polytechnics Libraries in six geographical zones in Nigeria Polytechnics. The study revealed that library orientation and current awareness services are mostly used in marketing their resources and services. The findings conform with Yi (2016) who opined that promotion of library services and resources. The findings revealed that the Librarians used a variety of techniques to promote services and resources. The findings of the study are also in line with Asaolu *et al.* (2015). Promotion of library products are creating awareness of the available library resources, services and information products to improve usage. The aim of

the promotion is to increase awareness, create interest, generate sales or create brand/tactics you implement in your marketing plan to increase your product or service demand.

Rebranding and the Utilization of Information Resources

The first hypothesis revealed a significant positive relationship between rebranding and the utilization of information resources in tertiary institutions. The study's findings indicated the influence of rebranding on information resource utilization and revealed that there was a considerable influence of rebranding on information resource utilization. Rebranding can give library products and services, new life and keep them from being overshadowed by competitors. This entails significant changes to the brand name, logo, image, advertising, and marketing strategies.

Rebranding is the symbolic representation of all information about a product, service, or library. A brand, like a person, has a distinct name, identity, character, and personality. A good library rebranding includes characteristics such as providing appropriate library information about its products and services, confirming credibility, connecting with prospects, maintaining relationships with existing members, and attracting potential business opportunities. The study's findings are similarly consistent with those of Nikhashemu, Nwachukwu and Salami (2015), who conducted a study on the importance of customer brand identification in the development of brand loyalty in metropolitan Kuala Lumpur, Malaysia. According to the study's findings, brand trust and word-of-mouth communication totally mitigate the influence of client brand identification on brand loyalty.

The study's conclusions are consistent with those of Benson *et al.* (2016). The study was conducted to investigate the tactics utilized in rebranding and marketing library and information services in Imo State tertiary institutions. The findings revealed that the most prevalent forms of techniques utilized in marketing information products and services include the use of library notice boards, face-to-face connection with the user community, seminar/workshop, usage of institutional websites, and networking among professional peers. Inadequate finance, a lack of awareness about the use of ICT in marketing information products, and a lack of collaboration among librarians and libraries was also cited as issues influencing the marketing of library and information products and services.

CONCLUSION

Based on the study, it was concluded that rebranding of library products increases library awareness of library resources and promotes the public image of the library while promotion of library resources and services provides appropriate information to library staff as well as create awareness to users.

RECOMMENDATIONS

On the basis of the findings of the study, the following recommendations were made:

1. The University Management should as a matter of urgency implement the brand changes of the

library by transiting their brand to their logo, products, and so on in accordance with their established plan, update their service cards, letterhead, website and social media profiles as needed to increase in library usage.

2. The University Management should promote their library services by placing their goods and services on some social media platforms such as Facebook, WhatsApp, Twitter and so on in order to increase library usage.

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