Library Aesthetics as a Marketing Strategy for Enhanced Users' Patronage in University Libraries in Katsina State – Nigeria

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Abstract

The paper investigated the library aesthetics as a marketing strategy for enhanced users patronage in university libraries in Katsina State. The main objectives of the study was to find out the available library aesthetics facilities for enhanced user patronage in university libraries in Katsina State; the problems facing libraries in the provision of library aesthetics for enhanced user patronage in university studied; and to find out the measures to be taken to overcome the identified problems. The targeted population comprised all the 8,914 registered undergraduate library users (students) of university libraries under study and three university librarians. The study is guided by positivism research paradigm where mixed research method was used and concurrent research design was adopted. Proportionate stratified random sampling technique and purposive sampling techniques were employed. Both questionnaire and interview schedule were used as the instruments for data collection and the data collected was analysed using descriptive and inferential statistics while qualitative data was analysed using thematic analysis. A total number of 370 questionnaires were administered as the instruments for data collection were 249 questionnaires filled and returned. The study found that, available library aesthetics facilities include brighter colour walls & clean environment, painting coloured building. based on the findings, it was discovered that, well angled landscape and good ventilation across the section of the library are incorporated as one of the important aesthetics for facilities in libraries studied; use of inferior or substandard materials and non-involvement of library users during the design of the library building were the problems with library aesthetics in the university libraries studied. It was therefore recommended that showing concern to library building and involving users' interest would be the most important way of overcoming the challenges and use of superior

materials would be manned by the library management for enhanced library users in university libraries among others

Keywords: *Library Aesthetics, Problems, Measures*

Introduction

University library users are a composite of people who visit the library to make use of its collections, its space for academic, social and entertainment activities, and consult the various services that it offers. They are members of the university community, who include the students (undergraduates and postgraduates), staff (academic and non-academic), researchers (internal and external), university alumni, and the entire members of the university host community. Amanze, (2019) posited that the composition of university library users is wide and varied. It includes undergraduates of various age groups, postgraduate students, faculty members, and non-teaching staff members or administrative staff. Moreover, users patronize libraries for various purposes. The purposes could be educational, social or entertainment. Educational purpose is the main reason why users patronize university libraries (Abdulsalami & Efosa, 2020). The educational purposes include reading, learning, studying as individuals or groups, doing assignments, term papers, preparing for exams, writing projects or thesis, carrying out research, study discussion and leisure reading.

This is so because the major information resources in the university revolve around these educational activities. Also, the major objective of being in the university is to pursue academics. Therefore, users of the university library are expected to frequent the library for educational reasons. Users have come to accept the library as the most comfortable space for reading, learning and research being library places of connection not collection (Todd, 2020). Therefore, the library should be designed and beautified in a manner that is appealing, attractive and adoring. In essence, there is need for aesthetic consideration in the design, renovation and refurbishment of new and old libraries.

Aesthetic facilities are those items in academic libraries that add to the beauty and attractiveness of library usage in terms of indoor and outdoor environment such as good landscaping, colour, interior decoration, lighting, ventilation, temperature and signage/direction. The work environment has physical and psychological effects on any worker of an organization. Availability

of aesthetic facilities is one of the environmental factors that could influence use of the library and also help the workers to perform at maximal (Ogbomo, Eserada & Lucky, 2023). In addition to this, Ibrahim and Sokiyo (2015) explained that aesthetic facilities are the attractive facilities made available in the library to arouse the interest of users to come to library regularly. It entails the design and facilities in the library building that makes patrons experience a memorable one and therefore the library building is expected to be designed to accommodate different facilities to be very attractiveness.

Library aesthetics connote the design and facilities in the library building that make users' library experience a memorable one. Library aesthetics is the philosophy of the beauty, refurbishment and art or exhibition of the library. According to Ugwuanyi, Okwor and Ezeji (2021) aesthetics is an important factor in the library building. New library buildings should pay attention to the expression of beauty as representing knowledge and culture. This idea is shown in the combination of such aspect as exterior look, interior layout, artistic design and natural environment. Moreover, effectiveness of the library aesthetics is important for the enhancement of users' library experience, which makes them enjoy their visit to the library and to earn their frequent library patronage. Library aesthetics induces liveliness feeling in users when they enter the library (Kurraz, 2021). Thus, they embrace the library as the most comfortable space to study, learn and research as individuals or groups.

Statement of the Problem

The university library is the engine room of any institution and its environment is expected to be conducive and attractive to encourage utilization of resources toward actualizing academic pursuits. Thus, the need for a meaningful utilization of library resources and services by students in tertiary institution require that the environment should be favorable or conducive to the users (Oyedum, 2021). This is owing to the fact that, the environment where the university library is established exerts influence on the intellectual expressions of its benefactors and beneficiaries. According to Ig-Worlu (2021), the obligatory role of any library cannot be achieved without adequate information resources made available in a conducive environment.it has been observed that most libraries do not factor in the aesthetics aspect as a strategy for marketing and patronage when constructing the library, thus this study investigated library aesthetics as a marketing strategy for enhanced users patronage in university libraries in Katsina State to find out the state of the situation in university libraries in Katsina State. There is paucity of information on the subject

matter aesthetics in the libraries studied. Thus, this study investigated library aesthetics as a marketing strategy for enhanced users patronage in university libraries in katsina state in order to fill the gap.

Research Objectives

The aim of this study is to examine library aesthetics as a marketing strategy for enhanced users patronage in university libraries in Katsina State. Specifically, the study sought to:

1. To find out the available library aesthetics facilities for enhanced users patronage in university libraries in Katsina State.
2. To identify the problems facing libraries in the provision of library aesthetics for enhanced users patronage in universities studied.
3. To find out the measures to be taken to overcome the identified problems.

Hypothesis

Ho1: There is no significant relationship between library aesthetics facilities and library users patronage in university libraries in Katsina State.

Literature Review

The term "aesthetics" was first used by a German Philosopher called Alexander Baumgartner. It refers to those principles governing the nature and appreciation of beauty. Aesthetic deals with appearance in a beautiful and attractive nature (Oyovwe, 2020). It deals with the subconscious feeling of admiration of the look and presentation of a phenomenon. Aesthetics according to Kurraz (2021) is one of the most openly creative and flexible human theories that study the aesthetic values of beauty and taste. He further stated that the aesthetic images and artistic structures of beauty in literature emerge between the recipient and the aesthetic space that embraces the aesthetic values and aesthetic experience. Aesthetics is a concept that relates to the beauty in both nature and art, as something that enlivens or invigorates both body and mind, awakening the senses (Pinney & Carroll, 2022). Aesthetics needs to be embedded not only on the library building, but also on the library physical environment or surrounding to invigorate positive perception of users on the library in order to earn their frequent patronage.

Library Aesthetic facilities are those items in academic libraries that add to the beauty and attractiveness of library usage in terms of indoor and outdoor environment such as good landscaping, designated walls, attractive lightening, grighter Colour Walls & Clean Environment,

Decoration & Art Drawing, Painting Coloured Building, Tiled Floor Plan & Ventilation and Designated Shelves Furniture's & Tables. The work environment has physical and psychological effects on any worker of an organization. Availability of aesthetic facilities is one of the environmental factors that could influence use of the library and also help the workers to perform at maximal (Ogbomo, Eserada & Lucky, 2023). In addition to this, Ibrahim and Sokiyo (2015) explained that aesthetic facilities are the attractive facilities made available in the library to arouse the interest of users to come to library regularly. It entails the design and facilities in the library building that makes patrons experience a memorable one and therefore the library building is expected to be designed to accommodate different design facilities to be very attractiveness.

Thus, the Librarians' Registration Council of Nigeria (LRCN, 2014) stipulated that the library should be made accessible through good network with the environment offering sufficient aesthetic values in terms of good landscaping, and clean environment. Amanze (2019) aesthetics is an important factor in the library building. It concentrates on development and constitution of a viable and enabling learning environment. The designer of the library therefore, should focus more on the aesthetic nature of the building because. Usuka, Nwachukwu and Nwachukwu (2019) observed that library needs to be relevant and be concerned with visual image and with being recognizable even within a system. It also emphasized on the appropriate use of colours and furnishing for both users and staff at the different service points of a library:

There are many constraints to any kind of development in university libraries world over. Aladeniyi and Owokole (2018); Caroline and Adewale (2018) discovered that in recent years, university libraries have been witnessing low patronage by users' community, this low patronage or underutilization has been ascribed to other things to include inadequate space and condition of library building. For libraries to retain their customers/users, it should create the best library atmospherics that would appeal to users' taste. There is need to refurbish the library with the optimal objective to positively influence users' perception and appreciation of the library existence and services. (Oyedum, 2016; 2021; Mapulanga, 2020) also found that there is inadequacy of infrastructural facilities in the library is directly related to user's satisfaction or dissatisfaction. Zitin, (2018) Stated that the library aesthetics in the library has faced varied problems and challenges which may differ from one library to another depending on the disposition of the library to aesthetics application, one challenge was translating design goals into tangible designs while trying to resolve issues of noise mitigation, shared space allocations, providing enough electrical

power for it devices in the university libraries. Another challenge was ensuring effective communication practices with planning teams as well as campus wide constituents throughout projects. Additional challenges included building consensus, compensating for project interruption and inadequate knowledge about both architecture and librarian, and having too few a priori evaluation metrics for linking learning outcomes to goals of the library space projects. Taken together, the success of library learning space projects depends upon shared knowledge and understanding of the sweeping learning, pedagogical, similarly, changes involving librarians and architects to work together to apply their knowledge and understanding to the unique environment and learning and teaching needs of their specific institution.

Ugwuanyi, Okwor, and Ezeji, (2018) highlighted some of the pressing challenges to include library structure, inadequate funding, and maintenance of the library building. The authors however itemized the followings:

    a. Inadequate resources to beatify library environment

    b. Poor maintenance of environmental conditions

    c. Lack of understanding the landscape of changing environment

    d. Difficult in keeping with the latest technology and trends in the library

According to NurHanis (2019), the main output of the research showed that all the characteristics listed, namely bright colours, natural day lighting, informal and interactive furniture arrangement and furnishings are imperative in designing a better academic library for a better learning environment for patrons as agreed by the respondents. Alison (2016) planning and designing academic library learning spaces: expert perspectives of architects, librarians, and library consultants. In the developing nations misappropriation of fund is predominant in practice. Funds mapped out for establishing a new library building with attractive architectural design are usually diverted.   In this era of financial crisis all over the world and couple with management crises, political mischievous, misconception and paying little attention by some principal officers of higher institutions in Nigeria about the acquisition of information resources in library, which has adversely affected library budget or vote in drastically ways; adequate funding and maintenance of information resources in all formats become very difficult (Young, Green, Roehrich Joseph & Gibson 2019) aesthetics of the library could have defects if substandard facilities are used when constructing the library building. Aesthetics facilities depend on quality to guarantee their long-lasting over years. The quality of aesthetics facilities being used in the construction of the library

building draws the attention of users, to make the library beautiful and attractive and for refurbishment qualities. Incorrectly-specified materials could lead to immediate or future building failures as a result of increased loads or owing to the corrosion of foundations from surrounding soil conditions (Essien & Ajayi, 2017). Apparently, Croci, discovered that many structures of the library building are weak, possibly due to the use of inferior construction materials. That is why a section of the main canal collapsed during the test run. Suffice to relate the deteriorating condition of the canal with the library building constructed with inferior materials. Building collapses in South Africa could become more prevalent should there be an escalation in the use of inappropriate or substandard building materials in construction projects Owoeye and Olatunde Yara (2019) noted that the availability of equipment is not enough; it must be functional and efficiently maintained. The equipment must also conform to national and international standards.

Library aesthetics in the academic library holds a unique position on campus (Olatundun, Olatunji, & Adewole, 2017) noted that library building can so symbolically and physically represent the academic heart of an institution. Moreover, academic libraries have particular pressures for continuing growth and change. The library building must be able to accommodate change readily than any other type of academic building in the university. Since the primary goal of effective library to provide aesthetics facility and environmental condition to motivate users and respond to the needs of its service to them at all time.

Ashwarya (2021) stressed that library building must be able to accommodate and change readily since its primary goal is to provide an effective library with aesthetics and landscape facility and its environmental condition must motivate the users and respond to the service such as natural lighting, personal space, motivational quotes, computer access, warm lighting, and tech- rich facilities play an important role in learning space whereas other includes parking space interior and exterior design, black and white (color scheme), and traditional and cultural art styles are least preferred in present time of the library.

Studies conducted by Chijioke, Roseline & Emmanuel (2019) stated that, collaboration of librarians, architects and users will produce elegant and functional design that supports space management and new purposes. Considering the emerging university library building/services and the new roles of the academic librarians in an ever changing and knowledge-intensive environment, there is a call for renaissance in library buildings. A modern library building should be designed and operates with the features of openness, flexibility, multifunctional and artistry is

recommended for every university library to stays sustainable. Moreover, Ig-Worlu (2021) in his submission recommends that Library aesthetics should be redesigned by the university authorities to enhance information resources in university libraries. The Library physical facilities should be provided through jointly funding by public/private partnership strategy to improve library aesthetics in university libraries. This further enhances the provision of adequate maintenance of library aesthetics and physical facilities as the libraries enhance the utilization of information resources services in university libraries.

Methodology

The study uses the descriptive survey method of the correlational type to investigate how library aesthetics enhanced users patronage in three universities in Katsina State, Umaru Musa Yar'adua University, Katsina, Federal University, Dutsinma and Al-Qalam University, Katsina. The questionnaire was the instrument used for data collection. The reliability of the instrument was tested with Cronbach Alpha giving a mean of .721. A closed ended structured questionnaire was constructed. The questionnaire was distributed to the respected students universities through the help of research assistants. The population of the study consists of 8,914 students and three university librarians from under studied universities. The stratified random sampling technique was adopted using Krejice and Morgan 2006 table to arrive at the sample size. 370 questionnaires were administered to the respondents of the universities under study. 249 respondents completed the questionnaire and data was analyzed using simple statistics of frequency and percentage, mean, and standard deviation. Spearman Correlation was used to test the hypothesis put forward, at 0.05 level of significance.

Findings of the study

Distribution of the Participants is provided in table 1.

Table 1: Distribution of the participants:

S/N	Name of University	No. of Participant	Time Spent	Code Given	Gender	Working Experience	Educational Qualification
1	Bilya Sanda (Khadimul Islam) Library	1	33 Minutes	P1	M	15 Years	PhD.
2	Professor Bello Daura Library	1	30 Minutes	P2	M	17 Years	PhD.
3	FUDMA University	1	29 Minutes	P3	M	14 Years	PhD.

Data in table 1 above revealed that the studied universities in Katsina State with three participants coded from P1 to P3. Genders of the participants are males. It showed that the years of working experience with the highest of 17, followed by 15 years and less of 14 years. The study also indicated that the participants possessed PhD. in Library and Information Science. The table also presented the time of each interview.

Demographic information of the respondents is provided in 2.

Table 2: Demographic Information of the Respondents (N=249)

Measures	Items	Frequency	Percentage
Gender	Male	146	58.6
	Female	103	41.4
Age of Respondents	18-25 years	91	36.5
	26-30 years	69	27.7
	31-40 years	53	21.3
	40 Years and Above	36	14.5
Level	100 Level	61	24.5
	200 Level	69	27.7
	300 Level	75	30.1
	400 Level	37	14.9
	Others	7	2.8

Table the 2 above, indicated that the respondents are Gender with 146 of male students with 56.6% and females with 41.4% of the total respondents, followed by age with frequency and percentage

of 36.5%, 27.7%, 21.3 and 14.4 percent however, the data indicated that majority of respondents were in the age class of 18-25. While level of respondents are 24.5%, 27.7%, 30.1%, 14.8 and 2.8 percent.

Interview result from the participants:

Research Question 1: To find out the available library aesthetics facilities for enhanced users patronage in university libraries in Katsina State.

Answer to Research Questions 1 from the Participants:

P1: Responded that the university library has beautiful painting and colour, well angled landscape and available modern furniture.

P2: The central library positioned in right place consisting attractive and beautiful colour, equipped with modern pieces of furniture and equipment as well as well angled landscape and good ventilation across the library.

P3: The university library structured required a well positioning landscape and required its renovated painting to beautify its colour.

Based on the participant verbatim responses, the study indicated that most of the participants were in agreement with the opinions that the university libraries have beautiful painting and colour, well angled landscape and modern furniture are among the library aesthetic facilities available for users' attraction and patronage. The only exception was one participant who did not acknowledge well angled landscape as one of the available library aesthetic facilities but included good ventilation across the section of the library as another aesthetic facilities made available to users for library patronage.

Research Question 2: To identify the problems facing libraries in the provision of library aesthetics for enhanced users patronage in universities studied.

P1: Identified several problems linked to providing aesthetic facilities for library services. These include financial constraints, inadequate of resources for creating an appealing environment, and the struggle to stay current with evolving technologies and design trends that enhance aesthetic appeal.

P2: Highlighted several problems in providing aesthetic facilities for library services, including: insufficient funding for implementing and maintaining visually appealing and engaging environments and difficulty in accessing the necessary resources to beautify library spaces.

P3: Emphasized the key hurdles faced in delivering aesthetic library services, such as budgetary constraints, limited access to beautification resources, and the struggle to keep pace with rapidly advancing technologies and design trends that contribute to creating attractive and user-friendly library environments.

Research Question 3: To find out the measures to be taken to overcome the identified problems.

P1: provision of aesthetics facilities for library services. These include financing libraries, adequate resources to create appealing environment, and the struggle libraries to stay current with evolving technologies and design trends.

P2: providing aesthetics facilities for library services, including: sufficient funding for implementing and maintaining visually appealing and engaging environments. Making all necessary in beautifying libraries spaces.

P3: Stressed the key hurdles in delivering aesthetics in libraries, such as budgetary, limited access to beautification libraries, and the struggle to keep pace with rapid advancing technologies and design trends that contribute in creating attractive and user-friendly library environments.

Answer to Research Questions from the respondents

Research Question 1: To find out the available library aesthetics facilities for enhanced users patronage in university libraries in Katsina State.

Answer to Research Questions 1 is shown in table 3;

Table 3: Available library aesthetics facilities:

Items	SD		D		UD		A		SA		Mean	STD
	F	%	F	%	F	%	F	%	F	%		
Good Landscaping	44	15.7	60	21.4	5	1.8	100	35.7	40	14.3	3.12	1.40
Designated Walls	75	26.8	29	10.4	10	3.6	115	41.1	20	7.1	2.90	1.45
Attractive Lightening	90	32.1	14	5.0	10	3.6	110	39.3	25	8.9	2.86	1.52
Brighter Colour Walls & Clean Environment	44	15.7	40	14.5	15	5.4	110	39.3	40	14.3	3.24	1.37
Decoration & Art Drawing	54	19.3	40	14.3	5	1.8	90	32.1	60	21.4	3.24	1.51
Painting Coloured Building	34	12.1	50	17.9	20	7.1	100	35.7	45	16.1	3.28	1.33
Tiled Floor Plan & Ventilation	44	15.7	60	21.4	10	3.6	110	39.3	25	8.9	3.04	1.34
Designated Shelves Furniture's & Tables	70	25.0	29	10.4	15	5.4	115	41.1	20	7.1	2.94	1.42

Table 3 above shows the available library aesthetics facilities enhanced library patronage in university libraries in Katsina State. The result in table demonstrates that the available library aesthetics are brighter colour walls & clean environment with mean deviation of 3.24 and clustering standard deviation of 1.37. This is followed painting coloured building with a mean of deviation of 3.28 and standard deviation of 1.33. The least of available library aesthetics for enhanced users patronage in university libraries are that the attractive Lightening with a mean deviation of 2.86 with a clustering standard deviation of 1.52. The implication of having low available library aesthetics for enhanced users patronage in university libraries by users of library was lead to non-patronage of library users, which could lead to lack of engagement with librarian and university management. However, when the library is becoming available in terms of

aesthetics the use of information resources is increased which have impact the library's usage and ultimately libraries have ability to provide quality aesthetics to enhanced patronage of library users.

Research Question 2: To identify the problems facing libraries in the provision of library aesthetics for enhanced users patronage in universities studied.

Table 4: Showing the responses of the respondents about problems facing in the provision of library aesthetics in university libraries.

Table 4: problems facing libraries in the provision of library aesthetics:

Items	Yes		No		Mean	STD
	F	%	F	%		
Lack of proper maintenance of the aesthetic and design features of the library	65	23.2	184	65.7	1.73	.440
Use of Inferior or Substandard Materials	180	64.3	69	24.6	1.27	.448
Neglect of aesthetic consideration in the design of the library building	65	23.2	184	65.7	1.73	.440
Neglect of the library building	85	30.4	164	58.6	1.65	.475
Non-involvement of library users during the design of the library building	155	55.4	94	33.6	1.37	.485
Library users don't appreciate the beauty of the library	50	17.9	199	71.1	1.79	.401

Result from table 4 above showed the problems with most library aesthetics in libraries studied. The table showed that the greatest problem with the 64.3 percent of respondents was the use of inferior or substandard materials. In addition, about 55.4 percent of the respondents indicated that non-involvement of library users during the design of the library building was the biggest challenge. Therefore, from the finding, it can be deduced that the libraries have to find the way forward towards solving the aforementioned problems encountered by the users so as to make libraries very pleasant and attractive.

Research Question 3: To find out the measures to be taken to overcome the identified problems.

Table 5: Showing the responses of the respondents about to be taken to overcome the identified problems.

Table 5: Measures to be taken to overcome the identified problems:

Items	Yes		No		Mean	STD
	F	%	F	%		
Proper Maintenance of the Aesthetics and Design Features of the Library Building	160	57.1	89	31.8	1.35	.480
Use of Standard Materials	170	60.7	79	28.2	1.31	.466
Consideration of Aesthetics in the Design of the Library Building	160	57.1	89	31.8	1.35	.480
Show Concern to Library Building	215	76.8	34	12.1	1.13	.344
Involvement of Library Users During the Design of the Library Building	215	76.8	34	12.1	1.13	.344
Appreciation of Library Beauty by Users	95	33.9	154	55.0	1.61	.486

Results from table 5 showed that majority or 76.8 percent of respondents believed that showing concern to library building and involving users' interest would be the most important way of overcoming the problems of library aesthetics in university libraries under study. Use of standard materials, proper maintenance of the aesthetics and design features of the library building and consideration of aesthetic in the design of the library building were next most important ways to overcome the challenges with 60.7% and 57.1% respectively.

Ho1: There is no significant relationship between library aesthetics facilities and library users patronage in university libraries in Katsina State.

The correlation between library aesthetics and users patronage is shown in the table 5.

Table 6: Summary Table Showing Spearman Correlation between library aesthetics on user patronage.

N	R	P	Remark
504	**.625**	**.000**	**Sig**

The result in Table 6 shows that there is a significant relationship between library aesthetics and users patronage (r = .625**, N = 504, P < .05). The implication of this is that 5% change in library aesthetics will result in 62.5% change in users patronage. It also indicates a strong positive relationship between library aesthetics and users patronage. This implies that an increase in library aesthetics will yield a corresponding effect on the dependent variable, causing an increase in users patronage in academic library. Hence, it could be deduced that aesthetics in the three university libraries enhanced user's patronage in academic libraries in the study. Therefore, the null hypothesis is rejected.

Discussion of Findings

The findings of this study are discussed under the following subheadings:

1. **Available library aesthetics facilities for enhanced users patronage in university libraries in Katsina State.** The finding of the study revealed that the aesthetics facilities included designated Walls, Attractive Lightening, Brighter Colour Walls & Clean Environment, Decoration & Art Drawing, Painting Coloured Building, Tiled Floor Plan & Ventilation and Designated Shelves Furniture's & Tables. In the congruencies with the finding of the study, Daniel (2015) reported that university of Lagos library has employed library aesthetics facilities by providing interior and exterior decoration such as good landscaping colour, interior decoration, lightening, ventilation, temperature and signage/direction. Head (2016) found that university libraries of South African, have high library aesthetics like interior of the library, aesthetically beautiful and comfortable, conducive atmosphere, air-conditioners, fans are installed into the existing reading rooms. The libraries have provided a good looking, inviting landscape and adequate parking space for the libraries teeming users. In congruencies with the theoretical assumption of the aesthetic theory revealed that library's buildings, such as landscape, colour, interior design, signage/direction, etc., are crucial elements in designing and building libraries to enhance their beauty and alluring view both from inside and outside.

2. **The problems facing libraries in the provision of library aesthetics for enhanced users patronage in universities studied.** The finding indicated that use of Inferior or Substandard Materials and Non-involvement of library users during the design of the library building were the problems associated with the library aesthetic facilities relating to the use of information resources and services to the users. Contrastingly, Abdulsalami and Efosa (2020); Oyedum (2021) in their different studies found that no serious action of librarians toward aesthetics application, unawareness, lack of interest, lack of proper allocation by the university management to library and librarians and inadequacy of proper plans are some of the issues affecting the aesthetics application and implementation in libraries. Oyedum (2021) found that some of the libraries in tertiary institutions in South-west, Nigeria are not providing conducive

reading chairs and tables as well as bright lighting system to encourage and enhance learning and research. (Oyedum, 2016; 2021; Mapulanga, 2020) reported that non-use of library by library users in Nigeria resulted as a result of a good library aesthetic facilities such as furniture and equipment's, library building and designs and among others

3. **Measures to be taken to overcome the identified problems:** The finding of the study showed that, showing concern to library building and involving users' interest would be the most important way of overcoming the problems of library aesthetic in relation to use of information resources and services among the libraries under study. Use of standard materials, proper maintenance of the aesthetics and well-designed features of the library building and consideration of aesthetic in the design of the library building were next most important ways to overcome the problems. In differing with the finding of this study, Medford and Hughes (2021) identified measures to be taken in addressing the problems in African countries include providing available adored of pricey with lightning facilities; and which much consideration and implementation of natural lightning of the library, because natural lightning adores reading and learning. Conducive ventilation; interpretative and meaningful artistry drawings on the wall and; lucid and easy to decipher signage/way finding tools also needs to be taken into consideration. Also, (Oyedum, 2016; 2021; Mapulanga, 2020) found that the library in the university setting should have furniture appropriately chosen to suit the needs of users and promote their level of patronage.

Conclusion

This study concludes that library aesthetics greatly influences user patronage. There are library aesthetics facilities such as Designated Walls, Brighter Color Walls & Clean Environment, Decoration & Art Drawing, Painting Colored Building, Tiled Floor Plan & Ventilation, Designated Shelves Furniture's & Tables in three University Libraries. These aesthetics are also tied with others such as attractive and beautiful color, well angled landscape, available modern furniture, well angled landscape and good ventilation across the library. The study also showed that the students had a very good sensitivity of the available aesthetics facilities in the library and that these aesthetics enhanced user patronage in the university libraries.

Recommendations

The following recommendations were made based on the findings of the study:

1. The study recommends that the University library management should enhance beautiful landscape in library environment, improve the interior decoration of the library, provide enough ventilation,

conducive library temperature should be maintained, beautiful art decorations would provide, attractive environment should be provided for students to patronize and enjoyed using the library among others.

2. The study recommends that university library management should provide concise and understandable wayfinding materials, tastefully and professionally library designed, the library's walls should be covered in imaginative and motivational paintings, stylish layout floor design, lovely and comfortable clean restroom facilities should be provided in library and among others.

3. The study recommends that university library management should improve beautiful setting that fosters a positive learning environment, decoration and enjoyable researching rooms, attractive features and facilities, pleasant peaceful and comfortable reading environment, nicely decorated and organized shelves and among others should be provided to further enhance the library's welcoming environment for social gatherings.

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