MARKETING OF INFORMATION RESOURCES AND SERVICES IN TERTIARY INSTITUTIONLIBRARIES IN KADUNA STATE

BY

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DECLARATION

I hereby declare that this thesis entitled “Marketing of Information Resources and Services in Tertiary Institutions Libraries in Kaduna State” has been written by me under the supervision of Professors Zakari Mohammed and Professor Tijjani Abubakar. All literature consulted and cited were properly acknowledged.

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CERTIFICATION

This is to certify that this thesis entitled "Marketing of Information Resources and Services in Tertiary Institutions Libraries in Kaduna State" has met the requirement for the award of the Masters Degree of Library Science (MLS) of Ahmadu Bello University, Zaria-Nigeria.

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DEDICATION

This research work is dedicated to my wife andchildren, Hauwa Abdulkarim (Ummi), Abdulkadir (Daddy) and Zainab (Ikram)

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LIST OF ABBVEREVIATIONS

NCAT------- **Nigerian College of Aviation Technology.**

NITT-------- **Nigerian Institute of transport technology.**

K.I.L.--------- **Kashim Ibrahim Library.**

COE--------- **College of Education.**

Kadpoly------- **Kaduna Polytechnic**

Kad ------- **Kaduna**

ABSTRACT

This study was carried out to assess the marketing of information resources and services in tertiary institutions libraries in Kaduna State. Five research questions were raised and five hypotheses were formulated and tested at 0.0 5. The research questions sought to find out what type of information resources and service are available and used in tertiary institution libraries in Kaduna state. What types of information resources and services are being marketed by the tertiary institutions libraries in Kaduna state, why do the libraries in the tertiary institutions in Kaduna State market their information resources and services, whatStrategies are adopted by the tertiary institutions libraries in Kaduna state to market their information resources and services , and what channels are used in marketing information resources and services by tertiary institutions in Kaduna State. Survey research design was used for this study. Also stratified random sampling was used to select a sample size of 30 %(124) from a population of 365 staff population and 5 %(250) from a population of 4,078 registered customers. The seven selected tertiary institution libraries were KashimIbrahim library, Leather research and technology Library, Zaria, IsaKaita library Kaduna polytechnic Kaduna, (COE) Gidan waya Kafanchan, Nigerian college of Aviation Technology Zaria (NCAT), Nigerian Institute of transport technology (NITT), and Ameer ShehuIdris College of Health Technology Makarfi. A questionnaire was used to collect data for the study. The Data collected from the research were analyzed using frequencies distribution tables and percentages. While Hypotheses were tested using one-way Analysis of Variance (ANOVA) and a Scheffes Post Hoc Test to further determine the differences among the samples. The study found out that there were more men in library services than women, the research discovered among others that KashimIbrahim Library has the highest number of the staff than other libraries under study, and IsaKaita library Kaduna has the highest number of registered Customers among others. Currentawareness services, selective dissemination of information services, internet, exhibition, television services. Reference services are the major services available in the library's under study. Also among others the research discovered that most of the libraries market their resources, books, journals, Audio visual services, databases are more marketed than services like internet, reference and photographic Services. Whilesocial media, bulks SMS, seminars, exhibition, library bulletin are strategies used in marketing of their resources .The hypotheses tested that there is no significant difference in the types of information resources and services marketed , it was found out that there is no significant difference in the types of strategies adopted in the way they market, on why they market and other channels and methods they used. The research concludes that low level of patronage by the customers and low level of usage of information resources and services in most of the tertiary institutions libraries will be actually a past if marketing concept will be adopted. Lastly, internet, DSTV, bulksms, should be made available in most of these libraries to improve their services other channels such as website, social networking, should also be used to reach out to the library customers to make them aware of the resources and services available in the library for their use.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives(Kotler;1994). It relies heavily on designing the organization's offering in terms of target markets needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets." According to Stanton (nd) "Marketing is a total system of interacting business activities to plan, price, promote and distribute want satisfying products and services, and present to potential customers." It can also be conceived as planning and managing the organization's exchange relations with its clientele.

In order to achieve maximum application or use of available information resources, information services providers need to market their content. Three main factors, namely the information explosion, the technology revolution, and escalating library costs have been identified as being responsible for encouraging the library profession to develop a marketing approach in its operations and services (pincus and Doty;2001).They see marketing as planning and managing the organization's exchange relations with its customers. It consist of studying the target market's need, designing appropriate products and services, and using effective pricing, communication, and distribution to inform, motivate, and serve the market.

Marketing of Information resources and Services

Marketing is important for any organization that provides services to consumers. Marketing allow an organization to inform, remind, or persuade the consumer to maintain a recognizable brand by sharing information about goods or services, community involvement, or societal impact. Simply stated, these efforts encompass anything libraries do to let the community know who they are, what they do, and what they offer. The goal of marketing is to keep the product in the minds of the customer. In the case of libraries, it is to keep the customer aware of the library systems and products, as well as provide them with knowledge about the library's physical features, resources, services, programs, events, and to let them know about the benefits libraries offer. Marketing benefit library by increasing usage, educating users, and increasing or at least maintaining a positive perception of the library.

Marketing of Library and Information Resources and Services

Essentially, Marketing is not so much about "selling "Information products to customers. Rather, it is more about spreading the word about the existing infrastructure and facilities as well as potentially useful new ones, information systems, resources and services. It is also about keeping users informed about library activities and involving them in collection development. (Robert and Timothy; 2006). According to Kendamath, (ND) Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the material goods and culture of a society are transmitted to its members. It is more about integrating new research tools into existing, effective research processes, and in some way enhancing researchers' work, rather than selling

the tool to users as an end in itself. Marketing in a library therefore refers to the instrument through which information are transmitted (both raw and processed).

Promotion of Library and Information Resources and services

Promotion is essentially a means of informing customers which is being done and what can be done. It is the process of communication involving information, persuasion, and influence. Kurz (2010) sees promotion as an important part of marketing mix of a business enterprise. Once a product is developed and its price is determined, the next problem comes to its sales. That is, creating demand for the product which requires promotion activities. Promotion activities are techniques that bring out the special characteristics of a product and service. According to Raja (2007), promotion is one of the four elements of marketing mix: product, price, promotion, and place. It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Promotion includes utilizing persuasive information about general information services and communicating this information to target market segments that are potential users. There are five kinds of promotion: publicity, public relations, personal representatives, advertising, and sales promotion (Kurtz; 2010).The benefits of promoting library services include: increased usage, increased value in the organization, education of users and changed perceptions. Joseph and parameswari (2002) opined that promotion is the activity that covers all aides to offer.

It involves:

- a description of the service requiring publicity;
- description of the audience at which publicity is targeted;

- details of the campaign method to be employed including type of publicity to be used and method(s) of distribution;
- execution of campaign;
- Analysis of campaign performance.

The setting of clear promotional objectives ensure that the success of promotion campaign can be evaluated. It stimulates demand and increases sales. Usually, promotion moves the product toward the customers. It involves mechanisms that inform the target groups about the resources available, services and products objectives. The specification of five promotion elements creates a promotional mix or promotional plan. The elements are: personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories stated above and how much money to budget for each. A promotional plan can have a wide range of objectives such as: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Fundamentally, however, there are three basic objectives of promotion as opined by Kotler (2003)These are:

1. To present information to consumers as well as others
2. To increase demand
3. To differentiate a product.

There are different ways to promote a product in different areas of media. Promoters use Internet advertisement, special events, endorsements, and newspapers to advertise their

products. Many times with the purchase of a product, there is an incentive like discounts, free items, or a contest. This is to increase the sales of a given product.

Librarians should actively market their library resources and services. The basic aim of marketing is to understand what consumers want and then provide it for them (users) in order that the library is able to satisfy their needs or wants in an effective way. Marketing plan is an essential tool that enables librarians to focus their efforts. The market plan should assess where they are now (market research), where they are going (objectives) and how they are going to get there (strategies).

Library and Information Resources and Services in Tertiary institutions

Tertiary institution libraries are established to provide information Systems, resources and services in order to support the purpose of their establishment that is teaching and research. The libraries are set up to serve the students and researchers or staff of that community. Information services can be defined as those activities concerned with ensuring the availability, accessibility and use of information by users. Andrew (1999) noted that information services as provided by the library which draws attention to information possessed in the library in expectations of a demand. This is done by preparing and circulating new sheets, displaying current arrivals, use of notice boards, abstracts headlines of articles in current periodicals etc.

According to Umar (2010), States that, University libraries are social institutions established to promote variety of products and services through interactions with different segments of their communities (customers). Thus, libraries need to understand and cultivate relationships with

their users since users are the most basic ingredients in a marketing of a library system. Also Adeyemi (1991) opine that Academic libraries should provide the following information services in order to remain competitive and relevant in information profession. These information services include the following:

a. Maintenance of adequate stock- monographic and serials

b. Newspaper clipping,

c. Indexing and abstracting services

d. Reproduction and development of reading list

e. participation in national and international exchange of information resources.

f. Display and exhibition.

The tertiary institutions libraries are developed to include different Systems, resources and services within the libraries for the benefit of its customers that is the staff and students of the respective institutions. Most of the libraries have different systems such as the digitization system and the main library system as a whole. These form what is called a research library For example the Kashim Ibrahim library of the Ahmadu Bello University Zaria has about eight section and other branches or satellite libraries across the University campuses. They render various services to their customers such as the reference service, media services etc. the library housed over one million resources for reading and research.

Information Resources and services

Information Resources is any source that can be consulted or accessed to obtain information. Information is diverse and is made available through a variety of information sources. These range from very specific source(primary source e.g. journals) aimed at specialist in the subject to general sources (tertiary sources e.g. books) aimed at the general public Stephanie(2008), grouped information sources into twenty two categories ,These are: books, journals, and electronic journals, conference proceedings, dictionaries, encyclopedias, newspapers, database, grey literature, company information, market research, theses and dissertations, manuals, web sites, software, open archives, government information, patents standards, discussion lists and professional colleagues.

Feather and Pritchett (1995) see information resources as "materials in any format whether on open access or held in reverse, which have been developed either as general or special resources in terms of depth or coverage, "Mason (1997) commented on what should constitute Information resources in any organization. They include: research reports, technical materials collected from the external environment , taking the forms of books , pamphlets, patent trade literature, government reports, encyclopedia, newspapers, dictionaries, bibliographies, computer online databases, Audiovisuals, CD-ROMs, DVDs, music, maps etc. these are all information resources.

The Internet, according to Wells (2000), is a computer mediated communication tool that provides the individual with access to a broad spectrum of information using unique communication technologies. It is a giant network of computers that connects people and information all over the world. It is one of the newest and most exciting information source. Its huge collection of information is also referred to as the "information superhighway" or a cyberspace" (Sacramento Public Library, 2007). Internet can also be said to be worldwide, publicly accessible network or interconnected computer networks that transmit data by packet switching using the standard Internet protocol (IP).It is a "network of computer networks " that consist of millions of smaller domestic, academic business and government networks, which together carry various information and services.

Information services take a variety of forms Such as: Direct Personal Assistance, Exchange of information culled from a reference source, Reader's Advisory Service, Dissemination of Information in anticipation of users' needs or interests, and provision of access to Electronic Information. These services take into account the information seeking behavior, the information needs, and the service expectations of the members of the institution (Aliyu; 2011). Information services could also be seen as the functions undertaken to ensure availability of information to the intended users. Harrods (1997) defined information service as "a service provided by special library and for a special library which draws attention to information possessed in the library or information department in anticipation of demand " This could be done by providing reference and information desk, preparation and circulation of new materials or resources, sheets and documented results of literature surveys, preparation of bibliographies, inter-library loans, translation, reading lists, indexes and abstracts of articles in

current and non-current periodicals, creation of databases through documentation of information anticipated to be of interest to potential users of the services , photocopying etc.

Tertiary Institution Libraries in Kaduna State

Tertiary institution libraries were established to provide information resources and services to support the purpose of establishing the Institutions. There are Fifteen (15) tertiary institutions in Kaduna State, most of which are either Federal Government or Kaduna State Government owned. These are:

Federal Tertiary Institutions

- Ahmadu Bello University, Zaria
- College of Agriculture, A.B.U.Zaria
- Federal College of Education, Zaria
- Federal College of Forestry, Mando Kaduna
- Kaduna Polytechnic, Kaduna
- Nigerian College of Aviation Technology, Zaria (NCAT)
- Nigerian Defence Academy, Kaduna
- Nigerian Institute of Leather Science and Technology, Zaria
- Nigerian Institute of Transport Technology, Zaria (NITT)

State Tertiary institutions

- Amir Shehu Idris College of Advance studies, Zaria

- Kaduna State College of Nursing, Kafanchan
- Kaduna State College of Education, Gidan Waya
- Kaduna State University, Kaduna
- Nuhu Bamalli polytechnic, Zaria
- Shehu Idris College of Health Technology, Makarfi

These institutions mostly run programs such as Degree, Diploma, Higher Diploma , National Diploma(ND) and Higher National Diploma (HND), National Certificate of Education (NCE), Health Certificate, Agricultural Certificate, Aviation Certificate, etc. offered by the Universities, Polytechnics, Colleges of Education, School of Health Technology etc., respectively.

1.2 Problem Statement

Over the years, marketing is being practiced by profit making organizations to promote demand for their products and services as well as build profitable relationships with their customers. However, due to the growing competition in the information industry, rising customer expectations and widening access to information, libraries have come to realize that application of marketing and promotion are key to realizing their goals and objectives. This is because, marketing allows libraries to identify and target their existing and potential customers so as to provide them with high quality information products and services that will promote and satisfy their needs.

It has been observed that marketing as a concept and as a practice, still seems alien to many library and information personnel within the profession. There is a residual feeling that marketing is somehow inappropriate for a public service institution such as library and also not

for profit establishment's. Madurai (2002) sees marketing of information products and services as an integral part of library administration especially as a means for improving user satisfaction and promoting the use of services by current and potential users.

However, the situation stated above has consequently to a large extent affected the level of patronage and use of libraries and information Centers.. This observation was earlier reported by Ekpenyong (2003) that despite several attempts to improve the University of Ibadan Library's resources and services, the target clientele do not seem to be impressed. The total number of library users (students and staff) continued to fall short of desired expectation. Also, Ugah (2007) reported in his study on evaluating the use of university library that 57 (37%) of the respondents "sometimes" got staff cooperation, while 5 (3.2%) of them lamented that staff never cooperated. However, it is expected that library staff should provide maximum cooperation to library customers in order to make them happy and therefore gain high customer satisfaction. The studies by Igun et al (2007); Kaur and Rani (2007) revealed a low usage of library resources and services and lack of appreciation of the importance of the library systems, resources and services in university libraries in Nigeria and India respectively. In the light of the above, it may be instrumental to speculate whether these anomalies could be due to tertiary institutions libraries not adhering to the philosophy of marketing and promotion of information systems, resources and services. It is on this basis that this research was conceived to investigate the level of marketing of library and information resources and services as in tertiary institution libraries in Kaduna State.

1.3 Research Questions

This research sought to provide answers to the following research questions:

1. What types of information resources and services are available and used in Tertiary institution Libraries in Kaduna State?

2. What types of information resources and services are being marketed by the tertiary institution Libraries in Kaduna State?

3. Why do the libraries in the tertiary institutions in Kaduna State market their information resources and services?

4. What strategies are adopted by the tertiary institution Libraries in Kaduna State to Market their information resources and services?

5. What channels are used in marketing information resources and services by tertiary institutions Libraries in Kaduna State?

1.4 Hypothesis.

HO 1. There is no significant difference among the tertiary institution libraries in Kaduna State in the type of information resources and services they market.

HO 2. There is no significant difference among the tertiary institutions libraries in Kaduna State in the way they market their information resources and Services.

HO 3. There is no significant difference among the tertiary institutions libraries in Kaduna State on why they market their information resources and services to their customers.

HO 4. There is no significant difference among the tertiary institution libraries in Kaduna State in the type of market strategies they adopt for the marketing of information resources and services.

HO 5. There is no significant difference among the tertiary institution libraries in the channels they use to market their information resources and services.

1.5 Objectives of the Study

The objectives of the study are to:

1. Find out the types of information resources and services available and used in tertiary institution libraries in Kaduna State.

2. Identifies the type of information resources and services being marketed by the tertiary institution libraries in Kaduna State.

3. Understand the purpose for marketing of information resources and services in tertiary institution libraries in Kaduna State.

4. Identify the strategies adopted by the tertiary institutions libraries in Kaduna State in marketing information resources and services.

5. Determine the channels used in marketing information resources and services in tertiary institution libraries in Kaduna State.

1.6 Significance of the Study

The findings of this research will be of great importance to the tertiary institutions libraries in Kaduna State and Nigeria in general, especially in the area of marketing of library resources and services.

It is hoped that library managers, the tertiary institutions management and customers would contribute to the repositioning of the tertiary institutions libraries in Kaduna State and in to their right place for proper services to users. It is hoped that the study would add to the Literature on marketing information resources and services for use by students, researchers, and academia as well as for the school administration by making the research findings useful and accessible by the target audience.

It is also hoped that the findings and recommendations of this study would contribute to the existing knowledge of marketing of library resources and services in the tertiary institution in Kaduna State and in Nigeria as whole.

1.7 Scope of the Study

The study covered all the libraries both Federal and State owned tertiary institutions in Kaduna State. These are: Ahmadu Bello University, Zaria, Kaduna State University Kaduna; Federal College of Education, Zaria; Amir Shehu Idris College of Advance Studies, Zaria; Kaduna Polytechnic, Kaduna; Kaduna State College of Education, Gidan Waya; Shehu Idris College of Health Technology, Makarfi; Nuhu Bamalli Polytechnic, Zaria; College of Aviation Technology, Zaria; Nigerian Institute of Transport Technology, Zaria; Nigerian Defence Academy (NDA), Kaduna; Kaduna State College of Nursing, Kafanchan,;College of Agriculture, ABU, Zaria; and

College of Forestry, Mando, Kaduna; Nigerian Institute of Leather Science and Technology, Zaria.

1.8 Limitation of the Study

The study did not cover the all of the 15 tertiary institutions Instead, 30% of the population was sampled to represent the entire population due to time and cost implications of carrying out such a task.

1.9 Operational Definition of Terms

The following terms are defined as they were used in the study.

Information Resources: This refers to any source that can be Consulted and accessed to obtain information.

Information Service: This refers to any kind of activity performed in library and information centers to facilitate access and optimum utilization of information resources.

Information Systems: A combination of hardware, software, infrastructure and trained personnel organized to facilitate planning, control, coordination, and decision making in an organization.

Marketing: Simply means the process, strategy and technology used in building and maintaining profitable relationships with a customer by delivering superior customer value and satisfaction.

Promotion: This is the act of furthering the growth or development of something; *especially:* the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting

Tertiary Institution Libraries: This refers to the libraries established in the higher institutions of learning to promote and encourage research and improve academic excellence.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This Chapter presents a review of literature that are related to marketing of Information resources and services in tertiary institutions in Kaduna state. The aim of this review is to examine earlier works or investigations carried out by researchers in these areas. The rationale for this is that a review will help in determining what contributions this study can make in terms of adding new knowledge to the existing ones. The following literature review is done under the following sub headings

2.2 Types of Information, resources and services in tertiary institutions libraries

2.3 Needs for marketing and promotion in Tertiary institutions Libraries

2.4 The Concept of marketing.

2.5 Marketing of Information resources and Services.

2.6 Marketing of Information resources and Services in tertiary institutions/academic libraries.

2.7 Channels of marketing of library and information resources and Services.

2.8 Summary of the Review

2.2 Types of Library and Information Resources and Services

The library has many resources and services that it can market. Each library needs to identify what it wishes to market and how. Marketing is not just about developing and promoting new services and resources but also about bringing awareness to clients of existing

services and products and determining their appropriateness. Library and information science dictionary (2005) States that library services is the objective of organization and administration of the university library is to facilitate the academic community to exploit and harness fully resources of the library for the minimum uses. To this end, the library invites the readers, guide them and provide them with literate. The university library should provide planed services to make it stock easily accessible and conveniently usable fulfilling the reader's needs.

Furthermore, Martin (1997) discusses the issue of library services and define it use and dissemination and knowledge, the activities or programmed carried out in addition or in place or ordinary services with the intention of teaching its community of large". The first quotation clearly refers to the traditional ideas of library services, while the second accord with need to reach out and serve people. Also, Harold Librarian Glossary (2005) define library services as generic team for a library or other organization of which a main role is to collect, analysis, disseminate and presentation of data information. Such information need by held by the organization, assembled and distribute to patron.

Moreover, Mount (1995) says "The most important services that can be expected from a library of any kind is that it should lead books to registered users in order to achieve the aims and objective of the university". Library services also include all effort puts towards making the rights and or relevant information accessible to the users. The services and resources of academic libraries serve to place libraries of which ever type in the context of the total information need of the society, institution or organization in an attempt to meet various several of the services have been developed.

When library is marketing its collections, in particular, the availability of new acquisitions like a new online patent database or a set of electronic journals, must be communicated to clients who need them. Donations of large research collections of potential use to particular disciplinary areas must be publicized. There is an enormous responsibility to ensure that value is received for the significant resource expenditure being made on many of these areas. New services like online versions of examination papers, the development of an e-print archive of institutional research papers, the use of OPAC, databases and thesis submission must all be publicized to potential users. Aina (2007) explains the library services as a store, which stock all kind of knowledge and information careers that meant to be consulted and use by readers with little or no expense on their part. The surveys provided to users of individual libraries depend on the objective of the parent organization. The services provided in a library differ from one library to another but there are certain services that are common to libraries. According to James (2012) in his study library provides different services. These services are reader center. In other words, assistance to reader is the heart of the library services and it takes several forms. It is assumption of the libraries that many people do not find it easy to use the library, with the complexity of the academic library.

However, new products or services, part of the planning must involve the creation of a marketing and promotional strategy and the allocation of responsibility to library staff to ensure that the plan is carried through. Marketing is directly linked to the planning process, having a formalized plan and direction of where the library is going as opposed to being reactive to change and problems that arise, enables managers to successfully develop

marketing strategies and successfully identify new services and products. Part of the planning is development of a suitable mission,(Umar,2010).

2.3 Needs for marketing in tertiary institutions libraries.

The users of academic libraries are diverse with varying information needs. These library users include students (undergraduate and postgraduate), visiting researchers, academic staff and other staff. To a large extent, the library is often regarded as the heart of the intellectual system of the university. Aguolu (2002) states that Academic libraries are integral part of tertiary system. He added that, they should not exist as inertia of knowledge, but as dynamic instrument of education to enable their parent institution to discharge the teaching and research functions. Unfortunately, he also laments that Academic libraries in Nigeria seem to be preoccupied with the problem of acquiring, processing, cataloguing etc. other than give adequate attention to effective use of information resources and services already held by the libraries. The libraries can solve their problem of underutilization of resources and services by applying marketing principles. In Academic libraries application of customer relationship management principles implies: first, the library should identify its objectives; second, identify its target users and their particular needs; i third, develop products and services aimed at matching the needs of the users, fourth, regularly manage delivered customer satisfaction and fifth, focus on instituting customer attraction and retention strategies.

Koontz (2002) notes that libraries have recently recognize an ever-growing competitive environment in which people can and do choose from myriad information sources. She further argues that it is the element of competition that is turning library users into customers that no

longer accept whatever library professional selects and offers. The new concept of library customer is one that demands, selects and chooses among information products. Also, Nelson (1983) argues that "needs assessment is central to any program of product development and essential to establish the targets for any marketing process". Irrespective of the type of the library, the need to develop customer-centered and strategic market planning has now become part of effective library management.

Tertiary Institutions libraries are social institutions established to promote variety of Products, Systems, resources and Services through interactions with different segments of their communities (customers). Thus, libraries need to understand and cultivate relationships with their users since users or customers are the most basic ingredients in a marketing of a library system, a system which brings together a set of interacting or interdependent system components forming an integrated whole or A group of libraries administered in common, for example a central library and its branches or auxiliary outlets. Example Ahmadu Bello University Library Complex, which has various satellite libraries, about eight(8) divisions under it which form what is called the library complex. Academic library is a service organization and primary objective is to provide bibliographic resources that are essential to the fulfillment of the university mission and goals. Aina (2004) notes that the main purpose of academic library is to support the objective of the university system, which is in the areas of learning, teaching, and research and community service.

Also, Aguolu (1983) identified six main functions of Nigerian university as follows:

1. Conservation of knowledge;

2. Pursuit, promotion and dissemination of knowledge through teaching;

3. Advancement of knowledge through research-pure, applied and development-oriented;

4 Provision of intellectual leadership;

5. Development of human resources for meeting manpower needs; and

6. Promotion of social and economic modernization.

Academic libraries on the other hand are set up in order to support the tertiary institutions achieve the above functions/objectives effectively and efficiently. In order to perform this important role, Academic libraries acquire variety of information resources and services for the use of library users. For an Academic library to succeed in supporting the university realize its mission, its information resources must not only be limited to books and journals but also, other information resources such as newspapers, magazines, manuscripts, photographs audio-visual materials microforms, CD-ROMs, online database and access to the internet. This will enable the Academic libraries provide current and up to date information to its numerous customers and this will also encourage library users to always visit and use the library as their major source of information and research, this will enable the Academic libraries provide current and up to date information to its numerous customers and this will also encourage library users to always visit and use the library as their major source of information and research.

2.4 The Concept of Marketing

Information professionals must understand that it is essential to actively market their services. Library marketing is critical for any information professional in order to spread the

word about their library. It does not matter what library type, it does not matter how large or small the library is, you need to draw attention to your library, that is you need to push it to the users and they will pull it to their side. Your services, your worth to your community, your administration, your staff, and your users. It is important to understand the organization's mission to produce effective marketing strategies and tactics that builds the library's brand and image, drives traffic to your web site, and differentiates your library from its competitors. That's why in this highly competitive industry marketing plays a very important role. Marketing has been viewed differently by different, researchers and scholars in different times particularly with the ever changing needs of the customers. Marketing According to American Marketing Association (AMA) as cited by Kotler et al (2002) and Greenrooms (2006) it is an organizational functions and a set of process for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Also, Kotler and Armstrong (2006) define marketing as the process by which organizations create value for customers and build strong relationships in order to capture value from customers in return.

However, Umar (2010) stress that marketing applies not only to profit oriented organizations but also to thousands of not-for-profit organizations (mosques, churches, libraries hospitals etc.) that offer goods and services. In recent years, marketing has been gaining relevance in libraries throughout the globe as an institution for information service to the society. Contrastingly, marketing of library and information services is an exchange relationship between the library and users (as customers) in an effort to provide the client with relevant information service that satisfy his needs and expectations. In this regard, Academic library

should have a strategic marketing plan which has to be customer centric in order to put the library user first and also support the objectives of the parent organization of promoting, stimulating and encouraging research, scholarship and academic excellence in the University or other tertiary institutions.

While, Gupta and Ashok (2002) argue that marketing as a strategy can help information professionals, which librarians are one, to?

- focus on the users' goals and on helping users articulate their goals at every level;
- focus on providing an environment in which users can study;
- know that each user has unique needs, requirements and expectations when he/she visits the library, and
- Have commitment to helping the user develops skills to acquire information from various sources.

Orava (1997) remarks that marketing library service is not a question of money, but of the philosophy and the attitude of the mind of the entire staff. Every staff member is like a viewing card for the library, even outside working hours". The foregoing presuppose that satisfying the customer is the major concern in the marketing process. Library users will only come back to the library for more information service if they are satisfied. They would certainly look for a different source if not satisfied. Today, libraries and information centers have begun to realize the fact that "marketing of information products and services is an integral part of

administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users"(Joseph and Parameswari ;2002).

Boone and Kurtz (1998) opined that marketing involves analyzing customer needs, securing information needed to design and produce goods or services that match buyer expectations, and creating and maintaining relationships with customers and suppliers. This also shows that marketing is concerned with the in depth and continuous study and analysis customer needs, wants and preferences in order to develop and provide quality and relevant information products and services that will capture the minds of library users.

Similarly marketing also can be seen as management strategies aimed at fulfilling the promises made to customers. To some, it is still primarily equated with selling and the pursuit of sales, rather than customer satisfaction (Gupta; 2003). Many libraries are still reluctant to make the change necessary to focus on the marketplace, even when the need for more active marketing is generally agreed. As such, the developing marketing initiatives of libraries and understanding of the total marketing concept among library and information professionals need some basic marketing frameworks that they have taken so far.

2.5 Marketing of Information Resources and Services.

Many researchers had conducted a lot of research in the area of marketing management; promotion is one of the most important of marketing. Longman Dictionary of contemporary English, define promotion as the activity intended to help sell a products or services or any activity of persuading people to support and idea in a way of doing things. It is the process of communicating information between sellers and buyers of products with the aim of influencing

attitudes and behavior of consumers. The work of marketing manager in promotion is to inform target customers that the right product is available at the right time. Successful companies not only produce high quality services at reasonable price but that also promote the services.

A well planned promotional programme is essential to the success of all marketing organization in theory, once the need of potential market have been identified and a services produced to satisfy those needs. The consumer must be made to know of the product existence. Normally, promotional activity exist or enhance awareness, but of course most promotional programmes are set to do much more than just create awareness, their main aim and objectives like that of all business activities is to create a sale even though consumers or patrons awareness must naturally come first.

Modern marketing however, calls for more instead of developing a good project , price it, and make it accessible to targets customers, users, patrons etc. in its task environment, the organization must communicate effectively with all parties thereby putting them in the roll of communicator and promoter. Promotion as a study is relevant to many different types of organizations. In business circle, it will be well acknowledged that effective promotion may be the most important of marketing mix (product, price and promotion). Promotion is seen as the most important step in promoting libraries and its information services, without it all other marketing steps go for noting promotion has to do with reaching the target market and interviewing middlemen through the various marketing communication media, i.e. personal selling, publicity, sale promotion and advertisement.

Luther (1983) observed that management and marketing library service required attitudes, ability and initiative marketing library services, although not an entirely new idea, is one currently articulated and emphasized. Marketing library services requires an ability, learned skills, it needs an attitude that interprets earlier library thrust, such as outreach readers, advisory services, community services and public relations. The concept together with its application offers a perspective that can stretch over traditional abilities and attitudes. In turn is all about at its most basic. On her program created by her "view of the need of improved communication between the library and the user, she had analyzed the roll of the library vendors. Here reflection on this analysis revealed that discussions with musts sales representative began with identifying library need for good and services. At that point she became aware of the nature of marketing differentiating between it and promotion.

Luther (1983) also sees promotion as "advertising a product on services via a particular medium without determining the audience and its needs. And she defines marketing as a systematic approach to identifying the need of user designing communication and delivering systems to convey goods and services to meet these needs in timely faction. This actively implies an expectation by libraries that people should want to use library services and simply knowing about what library offers provides sufficient motivation.

Beleh (2004) also sees promotion as the coordination of all seller initiated efforts to set up channel of information and persuasive in order to sell goods and services or promote an idea. Implicit communication occurs through the various elements of the marketing mix. Most of an organization communications with the market place take place as part of carefully

planned and controlled program. He reviewed six main tools used to accomplished an organizations communication objectives which are referred to as the promotional mix, these are: advertising, sales promotion, public relation, personal selling, direct marketing, interactive/interact marketing which is a credit to him as the generation of 21st century.

Schews and Smith (2005) reviewed five main tools, namely, advertising, personal selling, sales promotion, public relation and publicity. The component are necessary so as to ensure effective promotion, because of one is used alone without the combination of others, it will be ineffective. But in order to not to forget the list of promotional tools or marketing mix slightly differs from authority to authority. Kotler (1991) observed that promotion include all aspect of the marketing mix that is designed to communicate with an influence by target market. In practical terms, promotion links the seller of product with the buyers or customers. However, for promotional mix to be effective it must fit logically into the overall marketing strategy of the firm over the years. Marketers use promotion as a strategy to sell product in the market promotion as we know it today, encompasses four separate methods, these are: personal selling, advertising, sales promotion and publicity. These methods are discussed below.

Personal Selling: It is refers to as involving direct face to face relationship between sellers and potential buyers or patrons, personal selling involves person to person dialogue between buyers and seller where the aim is to persuade or convince the buyer to take a course of action concerning a product (brand). Kotler (1980) sees personal selling as "Oral presentation in conversation with one or more prospective for the purpose of marketing sales. He went further to say that's it takes several firms as such as calls by, a field preventative (field selling),

assistance by a sales clerk (retail selling) and golf invitation from organization chief executive to another executive selling".

McCarthy (1994) has observed that "personal selling is the best form of promotion, as a result of the importance attached to personal setting, it is necessary for marketing managers to effectively plan their promotion programmes, planning required deciding on the number and kind of sales representatives to employ and how the sales representatives should be adequately marketed after recruitment.

Advertising: This is another element of promotional mix Koffter (1980) defines advertising as "any paid of non-professional presentation and promotion of ideas, goods or service by an identified sponsor through mass media. The objective of advertising according to him is to inform, to create interest, to persuade, to generate immediate sales and to establish favorable company or organizations image.

Sales Promotion: sales promotion as the name implies is one of the components of promotional or marketing mix, sales promotion offers an incentive to buyers not to buy while advertising offers reasons to buy. Another definition was given by the American marketing association, adopted from Stanton (1984) the American marketing Association defines sales promotion as: "Those marketing activities, other personal selling, advertising and publicity, that's stimulates consumers purchasing and dealers effectiveness such as displays, shows and exposition, demonstration, and various non-recurrent selling effort not in the ordinary routine" Sales promotion, therefore, is directed at three primary audience, the consumers, trade, and the sale force.

- Customers sales promotion as the suggest, this is directed as customers and is aimed to

enticed non users to try the product, reassured users for their loyalty (therefore monitoring market share) to increase perception of brand differentiation in market where products are basically similar to encourage impulse purchase to create executive and promote off sessions product. Some of the promotional tactics used to achieve the above objectives are: price, promotions, rebates, contest, samples premium and joint promotions.

- Trade promotion: this is the second type of sales promotion, trade promotion spur action on the point of channel members by pushing the product to retailer. The following are commonly used tactic for trade promotion, price, off contest, trade shows, comparative advertising. Promotion is among the four product of strategy of marketing.
- Sale force promotion: this is aimed at the sales staffs, sales staffs are those who are engage in sale for goods and products, incentives is given to them items of wining competition, prizes for sales man/woman and his or her family or they can be taken a holiday somewhere. The objectives of sales promotion are as follows:

a. To bring about repeal purchases
b. To promote off season products
c. Use to give tactical objectives such as retailed to stock
d. Getting customers to sample on attempting to raise sales off a plateau other objectives of sales promotion includes:
e. To build customers loyalty
f. To complement other element of promotional mix

g. To include non-user to try the product/services. Wilmshirts(1985)

According to Encyclopedia Britannica promotion is the fourth marketing mix element, consists of several methods of communicating with an influencing customers. The major tools are sales force, advertising, sales promotion and public relation. Sales representatives are the most expensive means of promotion, because they require income, expenses, and supplementary benefits. Their ability to personalize the promotion process makes sales people most effective at selling complex goods, big ticket items, and highly personal goods for example, those related to religion or insurance. Sales people are trained to make presentations, answer objection, gain commitments to purchase, and manage account growth. Some companies have successfully reduced their sales force costs by replacing certain functions for example finding new customers with less expensive methods such as direct mail and telemarketing.

Advertising includes all forms of paid, non-personal communication and promotion of product, services, or ideas by a specified sponsor. Advertising appears in such media as print (newspapers, magazines, billboard, and flyers) or broadcast (radio, television). Print advertisement typically consists of a picture, headline information about the product and services and occasionally a response coupon. Broadcast advertisement consist of an audio or video narrative that can range from short 15 second sport to longer segments know as infomercial, which generally last 30 or 60 minutes.

According to the Dictionary for library and information science, promotion is an advertisement of a librarian or other library staff member to a higher rank within the same library or library system. Usually on the basis of favorable performance evaluation and

accompanied by an increase in salary or wages. A change of position can be a promotion if it involves more responsibilities and authority. In libraries in which employment is governed by collective bargaining agreement, eligibility for promotion and method of evaluation may be determined by contract, compare with tenure. Promotion is also refers to the activity of marketing a product, services or institution to people in a position to buy, use or support it.

To promote a library's resources and information services is not difficult. Wolfe's (2005) observed that "Library public relations, promotions, and communications: a how-to-do-it manual" is a very useful guide for library marketing. Here are a few suggestions for promoting the library resources and services to the readers: create a library web page for the users. A web page is a good way of promoting library information services and resources. Emails containing new library resources and tips on finding information are of great value at the critical stage. Also, for a university library to retain its customers, it has to adopt several strategies among which is to identify exactly what the preferences, needs and desires of its customers are and adjust its offers accordingly towards meeting those needs, preferences and desires, Vogt, (2004). According to Nicholas (1999) states that in promotion of library and information services, the organization should motivate exhibition of information, workshop, seminars etc. according to her, essentially promotion is the means of information your users what you do and what you can do, the benefit for those who promote their library services include: increase usage, increase value in the organization, education of users and change perceptions.

2.6 Marketing of Information Resources and Services in Academic Libraries

Dugan (1994) sees public relations for educational institutions as “efforts to obtain favorable interest in the institution and/or its programs, typically through planting significant news about them in publications; through obtaining favorable unpaid presentation on radio, television, or in other media; or through the institution’s own activities or events.” This is particularly useful if a strong public relations program is, in fact, a necessity for academic libraries, why have these institutions been sometimes reluctant or hesitant to embrace public relations efforts? Kotler and Karen (1995) respond by pushing the blames of this reluctance on several misconceptions. One of these is the argument that academic libraries have a ‘captive audience’ in members of the academic community who need to use the library in order to be successful in their academic areas of teaching and research.” They went further to list additional rationalizations: the belief that library funding is not a concern because it is linked to overall institutional funding, that promotion is not a part of the library’s purpose, that promotion of the library and its services will create expectations and demand that are beyond the library’s capabilities, and that reliance on the university’s communication or development office to perform a public relations role will suffice.

University of Queensland library (1999) states that “too often, the attitude that ‘we have a captive audience’ or ‘public relations is beneath us’ interferes with a commitment to creative, relevant programming.” Their informal survey of 10 libraries found that only two observed National Library Week, probably the easiest library-related event to publicize. The groups served by academic libraries are often clearly defined as the faculty, staff, and students of the institution. Many libraries, however, do, in fact, serve a larger population. Academic libraries located in small communities frequently do so, for example, because access to information

resources is limited. Other institutions have formally adopted a mission of service to the residents of their community, region, or state. Also, some institutions simply see the benefits of serving all who are willing to make the effort to use their collection. Although there are legitimate concerns that the library maintain its commitment to and emphasis on serving the information needs of its academic community, there is some evidence that the relatively small step of providing service to those who are not directly affiliated with the institution brings tremendous public relations benefits to the library. The experiences of a community College library in North Carolina as presented by Schmidt (2000) are illustrative. Its efforts to provide information for local businesses as a means to support the local economy were so successful that the college administration even increased the library's budget. Libraries have successfully employed public relations techniques as part of larger fund-raising campaigns. To some extent, all public relations efforts have an impact on the library's finances. In their article "The Ten Principles for Successful Fundraising," Hunt and Lee (1992) maintain that the first step in fund-raising is to develop a positive image. Not only is a good image important, but the library "must take steps to communicate the library's accomplishments to the public in order to prepare the way for successful fundraising." Olsen (1996) found a positive correlation between public relations activities and budget allocation in public libraries. In addition, she learned that employment patterns such as a public relations expert on staff and a high involvement of directors and trustees further increased funding levels. While her research looked at public libraries instead of academic institutions, it is clear that there could be some positive financial gain from an aggressive, well-planned public relations effort.

University of Queensland library survey (1999) see library services as being highly respected and well-used, the surveys also revealed a lack of awareness about those services. Communicating what libraries do has always been a challenge. It has become even more difficult now that many users do not come to the Library physically as frequently (or at all). According to Besant and Sharp (2001), communicating to the University's key players, academic staff, and senior university management is vital. After all, it is academic staff that encourages student use of the Library and senior university management who allocates budgets. Selling and communication strategies involve all library staff. While the University Librarian and senior library staff are particularly involved in dealing with senior administrative staff within the University, all library staff are involved at all levels in dealing with customers. Simple strategies like name badges and uniforms clearly identify service staff. Kotler (2000) advised that management should reduce the number of people with whom each customer is involved, as being directed from one to another can be frustrating. Recruiting staff that are highly service-oriented is paramount. He further affirmed that Librarians have all too frequently been characterized as fearsome and guardians who occasionally assist users - rigid enforcers of rules, more interested in themselves than the customers. What is needed are bright, cheerful, intelligent, friendly professionals providing quality services to all. Besant and Sharp (2000) opines that at the librarian level and above, an academic staff library user should be included on library's employment interviewing committee. Applicants should be asked to give a five minute presentation on a set topic to demonstrate communication skills. To ensure that all staff are able to promote the library and communicate effectively, there must be appropriate induction programs, which include customer service techniques. The Library should also

monitor customer services desk with the aim of developing a video of several customer service situations for use in its training, allowing staff to reflect on the various situations where problems have been dealt with in different ways. Ongoing training is be used to continue to update staff and provide new techniques. Satellite library staff is expected to play a liaison role in their various places of assignments. This has always been an important marketing strategy. A research by the University of Queensland Library (2004) reveals that when library staff performs badly, a direct consequence of such is eminent. The marketing literature clearly says that every person who receives poor services mentions it to at least seven other people. Unfortunately, good service frequently goes unremarked. At the same University, the website has a suggestion box and there are physical suggestion boxes in each branch library. All letters of complaint and all suggestions are investigated and responded to – promptly. Library staff do make mistakes and an apology never goes astray (Schmidt, 2000).

Umar (2010) added that, University libraries need to further develop their offerings for the readers by way of collecting input from their numerous customers. This could be made possible through the use of focused group discussions/forums, instituting complaint management system and conducting periodic customer satisfaction surveys. The library can display different language study tools such as bilingual dictionaries, English thesaurus, dictionary of synonyms and antonyms, subject-related dictionaries and encyclopedias. Attend student's orientation, academic lectures or seminars. Librarians can meet users to discuss and gather information about their needs as well as to promote the offered information services. For the library to remain competitive, or even more fundamentally, to remain relevant, it has to change its

image. It has to shed the image of a highly fortified storehouse of knowledge guarded by staff and security devices, a treasure house where the borrower is a nuisance or a potential thief.

2.7 Marketing Strategies.

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Also strategies can be said to be set of procedures adopted by individuals or organization for the attainment of the set objectives. Baker,(2008). Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives. Homburg, etal (2009).

Strategies are set of procedures adopted by individual or organization for the attainment set objectives. Ansoff (1984) defines strategy as a mechanism for coping with a complex and changing environment. Also, Mintzberg (1980) views strategy in five different ways as: a plan (rules leading to a goal); a ploy (a trick to beat competitors); a pattern (a way of behaving); a position (a safe place); and a perspective (a vision, a set of assumptions). In general, the concept of strategy relates to corporate/organizational strategy that guides the corporation or organization as a whole towards the attainment of its goals.

2.7.1 Types of Strategies

Marketing strategies may differ depending on the unique situation of the individual business. However, there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

Strategies Based on Market Dominance; in this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies: Leader, Challenger, Follower, and Nicher.

Porter Generic Strategies; strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The Generic Strategy Framework Porter (1984) comprises two alternatives each with two alternative scopes. These are Differentiation and low-cost leadership each with a dimension of Focus-broad or narrow, Product differentiation, Cost leadership, Market segmentation. Innovation strategies. This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types: Pioneers, Close followers, late followers. Growth strategies, in this scheme we ask the question, "How should the firm grow". There are a number of different ways of answering that question, but the most common gives four answers they are: Horizontal integration, Vertical integration, Diversification, Intensification. A more detailed scheme uses the categories. Miles, (2003). Prospector, Analyzer, Defender, Reactor. Marketing warfare strategies this scheme draws parallels between marketing strategies and military strategies.

2.8 Channels of Marketing of Library and Information Resources and Services.

There are different types of channels that could be used for marketing of library resources and services in our libraries. Marketing activities can take many forms and the promotional channels will depend on the nature of the target audience and on promotional objectives. Some of the channels used in marketing of library resources and services are:

E-mail

Where a large proportion of the users are on e-mail it is an easy way of reaching them, quickly and cheaply. It can be targeted more precisely than most other methods and so are effective at reaching specific audiences. The staff responds quicker to e-mails than any other medium. By maintaining up-to-date address lists different user groups can be targeted with different versions of the advertising 'message'

Internet

The Internet has the power to improve the library's image and to allow the library to offer enhanced services. Although it takes time to set up and maintain services on the Internet, it can reap rewards in terms of user satisfaction and recognition. A library Web home page serves as a promotional tool advertising in-house library services and electronic information resources on the web. The pages should include an e-mail link to the library making it easy to the librarian. According to wells (2000),the internet is a computer mediated communication tool providing the individual with access to a broad spectrum of information using unique communication technologies.

Newslaters and Leaflets

Newsletters and leaflets are both a means of delivering information. A newsletter can be used to list interesting new web sites, new journals and online services, and perhaps more general science news of interest. It does not have to be long but should be produced on a regular basis. Leaflets and guides can be handed out, and displayed on notice boards. The library notice board should be in a prominent place.

Web 2.0/Social Networking

Many information professionals use social media to promote library systems, resources and services, build new relationships and connect with users through the internet tools, such as blogs, wikis, Bookmarking, Facebook, mobile and Smartphone access, YouTube, Twitter, RSSfeed, and virtual worlds, are increasingly being used to build social connections, collaboration, affinity, and friendships/relationships. Collectively, this new generation of tools, applications, and approaches is referred to as Web 2.0. While variations on its definition exist, a fundamental principle of Web 2.0 is that users add value by generating content (themselves) through these applications, resulting in network effects among the community of users. Kotler et al (2002) observed that companies are using the Internet to link employees in remote offices, distribute sales information more quickly, and build closer relationships with customers and suppliers. In this perspective, a University library may adopt the Internet platform and architecture to build a website and portals which can be used to connect with numerous categories of library customers.

Television (**TV**) is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or colored, with or without accompanying sound. "Television" may also refer specifically to a television set, television programming, or television transmission.

Radio is the transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light, in the radio frequency range, from about 3 kHz to 300 GHz. This radiation is transmitted as a wave, colloquially called a radio wave. Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. This can be used to inform the public on what the library has for the public or the customers, how they get it and how to use it, through the community radios or the campus F.M available.

Newspaper: - is a scheduled publication containing news of current events, informative articles, diverse features, editorials, and advertising. It usually is printed on relatively inexpensive, low-grade paper such as newsprint.

Online Advertising: - Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

2.8 Summary of the Review

The chapter has reviewed the literature that are related to the area of the study. The review highlighted the Types of information resources and services in tertiary institution libraries, tertiary institution libraries customers and needs, the concept of marketing of information resources and services. Marketing of library resources and services in tertiary institutions. Finally application of media in marketing of information resources and services was also discussed. Being considered a must in an ever changing competitive library and information service, marketing in Nigeria's academic environment, when applied to marketing of resources and services this will assist in promoting the library, resources and services in our tertiary institution of Kaduna state.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the methodology adopted and procedures employed in conducting the research. The chapter is based on the following sub-headings:

3.1 Research Method Adopted

3.2 Population of the Study

3.3 Sample and Sampling Techniques Adopted

3.4 Instruments for Data Collection

3.5 Reliability of the Instrument

3.6 Procedure for Data Collection

3.7 Procedure for Data Analysis.

3.1 Research Method Adopted for the Study

A survey research method was adopted for the study. This is because of the numerous advantages attributed to it .According to Mohammed (2005), a research design is said to be a survey design if it has no control group. While Busha and Harter (1980) Osuala (1993), Aina and Ajiferuke (2002), argued that, survey design could be conveniently used in the study of large and small population without sacrificing efficiency in addition to time and money saving and accuracy. Chava (1992) is of the opinion that a survey design provides a qualitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. This research design is found to be relatively cheaper and fastest way of collecting

information and data on the marketing and promotion of information systems, resources and services in tertiary institutions in Kaduna State.

3.2 Population of the Study

The population of this study consisted of Fifteen (15) tertiary institutions libraries in Kaduna State. The total population of the staff of the institutions is (**647)** while that of registered users/ customers was (**6062**). This information is for the year 2011/2013 academic sessions.

The subject of the study comprised the library staff and registered library customers of the tertiary institutions libraries under study. The choice of the library staff in these libraries was because of the fact that, they are the ones in charge of the operation of the libraries. A survey conducted on the tertiary institutions libraries showed that there are fifteen (15) tertiary institutions in the State, and each institution has a library. Below is the breakdown of the number of library staff and registered customers in the institution libraries under study.

Table 3.1-Total Number of Library Staff and Registered Library Users in Fourteen Tertiary Institutions Libraries in Kaduna State.

S/N	Institution Library's	Number of Library Staff	Number of Registered Library Customers/ Users
1	Kashim Ibrahim Library, Ahmadu Bello University Zaria	**216**	**356**
2	Nigerian Defence Academy, Kaduna	**40**	**345**
3	Isa Kaita Library, Kaduna Polytechnic Kaduna	**76**	**2000**
4	Federal College Of Education Zaria, Library.	**73**	**176**
5	Ameer Shehu Idris College of Health Technology, Makarfi, Library.	**32**	**1333**
6	Amb.Yahaya Aliyu Library, Nuhu Bamalli Polytechnic Zaria.	**26**	**652**
7	Kaduna State College of Education Gidan waya, Library.	**59**	**212**
8	Kaduna State University Library, Kaduna.	**54**	**277**
9	Nigerian College Of Aviation Technology Zaria. (NCAT) Library.	**15**	**52**
10	Nigerian Institute of Transport Technology Zaria (NITT). Library.	**11**	**98**
11	Amir Shehu Idris College of Advance Studies Zaria. Library	**4**	**122**
12	College of Forestry Mando, Kaduna. Library	**8**	**-**
13	Kaduna State College of Nursing Kafanchan	**5**	**130**
14	College of Agriculture,ABU,Zaria	**23**	**200**
15	Nigerian Institute of Leather Science and Technology, Zaria	**5**	**109**
TOTAL		**647**	**6062**

Source: Library Management as at 2011-13 Session.

3.3 Sample and Sampling Technique

Stratified random Sampling was adopted to select the respondents of the study. According to Fienberg (2003) stratified random sampling is the process of dividing the population into distinct subpopulations called strata, and within each stratum a separate random sampling is selected. Based on this the institutions were divided into four groups that is Universities, Polytechnics, Colleges of Education and Monotechnics, to represent each strataum or group respectively. But in order to have a fair representation Seven(7) tertiary institutions libraries were then selected randomly one from each group, four (4) out of fifteen (15) tertiary institutions libraries represent thirty (30%) of the total number of tertiary institutions libraries available in Kaduna State. But to be fair and have equal representation of each group, and since the State has three Senatorial Zones, the number of institutions were increased to seven that is half of the institution available in the State.

However, a total of one hundred and twenty-four (124) library staff were selected randomly as sample size. This figure was considered adequate because it represents thirty percent (30%) of the total number of library staff from the selected tertiary institutions libraries. Afolabi (1993) argued that a sample of 30% is a good representation of the entire population. In the same vain, a total of two hundred and fifty(250) registered users/customers were used from the seven (7) selected tertiary institutions to sample as the registered Customers/users. The figure represents 5% of the total number of the registered users/customers in the sampled tertiary institutions libraries. This figure was considered adequate due to the fact that the research requires not too many customers to answer some

few questions. Table 3.2 below shows the sample size of the library staff and customers/users of the seven selected tertiary institutions libraries.

Table 3.2: Distribution of Sample Size of Library Staff and Registered Library Users/ Customers.

S/N	Name of Institutions Libraries	Number of staff	Sample 30%	Number of registered customers	Sample 5%
1	Kashim Ibrahim Library, A.B.U.Zaria	216	70	356	20
2	ISA Kaita Library, Kaduna Polytechnic, Kaduna	76	25	2000	108
3	Nigerian Institute of Transport Technology, Zaria (NITT)Library.	11	3	98	6
4	Kaduna State College of Education Gidan waya, Library.	10	3	130	8
5	Nigerian Institute of Leather, science and Technology, Zaria.	5	2	109	8
6	Ameer Shehu Idris College of Health Technology Makarfi, Library.	32	10	1,333	72
7	Nigerian College of Aviation Technology, Zaria (NCAT) Library.	15	5	52	4
TOTAL		**365**	**124**	**4078**	**250**

3.4 Instrument for Data Collection

The researcher has adopted the use of questionnaire as instrument for the study because of the type of data required for the study will largely be quantitative and descriptive in nature. Questionnaire was designed essentially for collecting data on the marketing of information resources and services in tertiary institutions Libraries in Kaduna State. On the significance of questionnaire, Osuala (1993) and Sambo (2005) argued that questionnaire is more economical for reasons of time and funds; and are directly associated to survey research

design. Also, Borg and Gall (1983) described the adoption of questionnaire as the most common instrument for data collection in survey research. Questionnaire was used to collect data that provide answers to the research questions and hypotheses raised in the study. One set of structured questionnaire was constructed for both library staff and the registered Customers/Users.

The questionnaire used was divided into two (2) parts; .one for staff and the second for registered customers, with different sections. Section A, Personal data of the respondents,: and section B consisted of data relating to the issue under study. The Section B was further divided into five sections, with each section targeted at the type of information, resources and services available, and being used, information, resources and services being marketed and reasons for marketing information, resources and services, strategies adopted and used for marketing, and Channels adopted and used in marketing of information, resources and services. The Likert scale given score ring arrangement was used in the questionnaire for the respondents to indicate their responses accordingly.

3.5 Validation of the Instrument

In order to ensure that the questionnaire is capable of eliciting the required data and information from the respondents, the instrument was subjected to validation. This is where a draft instrument was presented to research experts to check and make necessary observations, corrections, and amendments to strengthen the instrument.

3.6 Reliability of the instrument

In order to determine consistency of the instrument for data collection, a pilot study was carried out using library staff both professional and Para- professional and the registered library customers of Umar Musa Yar'adua University Library.

However, the questionnaire was subjected to the test of reliability using the Split-Half method. This method randomly splits the data set into two. A score for each participant is then calculated based on each half of the scale should be the same (or similar) to their score on the other half. Thus, across several participants scores from the two halves of the questionnaire should correlate perfectly well. The correlation between the two halves

is the static computed in the split half method, with large correlations being a sign of reliability using Cranach's alpha which is the most common measure of reliability. The reliability coefficient of the questionnaire was found to be 0.7769, which guaranteed the instrument. According to Leedy and Ormrod (2005) recommend that a researcher may sometimes need to do a brief exploratory investigation, or pilot study, to try out procedures, measurement instruments, or method of analysis. They state that a pilot study is an excellent way to determine the feasibility of a study.

3.7 Procedure for Data Collection

The researcher solicited for the cooperation and support of the authorities of the tertiary institutions studied. Copies of the questionnaire were distributed to staff of the selected tertiary institution libraries and registered customers to complete. Also, the researcher personally administered the questionnaires on the respondents With the assistance of research assistants.

However, the respondents were given fourteen days that is two weeks to fill in the questionnaire. The researcher spent about three weeks to distribute the questionnaires in the selected tertiary institution libraries. This was because of the strike going on at that time in some of the institutions within the State. Also, about five (5) weeks were spent to administer the questionnaires and a week to retrieve them.

3.8 Procedure for Data Analysis

The data collected for this research were collected and analyzed using descriptive statistics and inferential statistics in order to obtain answers to the research questions formulated and also test the hypotheses respectively. In this regard, frequency distribution tables, simple percentages and one way Analysis of Variance (ANOVA) was used to analyze the data. The One Way Analysis of Variance was used to test all the hypotheses. ANOVA was used because the study involved more than 2 samples.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presented the data collected for analysis and discussions of the findings. The chapter was presented in the following sub-headings:

4.2 Response Rate of the Library Staff and Registered Library Customers

4.3 Data Analysis and Discussion

4.3.1 Descriptive Analysis

4.3.2 Inferential Analysis

4.2 Response Rate of the Respondents

A total of 374 copies of questionnaire were distributed to the respondents; out of which 319 copies were returned completed and found usable for the study. 55 copies of the questionnaires were not returned. By category, 111 copies of the questionnaire for library staff were returned out of the 124 distributed to them. This represents 89.5% response rate. 228 copies of the questionnaire for the library customers were returned out of 250 copies distributed to them, this represents 90.2%. The high response rate was realized due to the fact that most of the research assistants employed were working in the libraries under study. Only few non library staff were used especially in NITT and NCAT. The respondents were given two weeks that is fourteen days to complete and returned the questionnaires, But in some places, it took them six to eight weeks due to the strike that affected their respective institutions. The response rate of the library staff and registered customers according to their respective institution libraries is shown in Table 4.1 below.

Table 4.1: Response Rate of the Library Staff and Customers According to Institution Libraries

Institution libraries	Staff of the libraries			Library customers		
	No of Questionn. Administerd	No of Question Returned	Percentage	No of Question. Administerd	No of Questio. Aeturnd	Percentage
ABU	70	65	52.4	44	40	14.2
Kaduna Polytechnic	25	23	18.5	108	100	40.0
NITT	4	3	2.4	6	5	2.0
College of Education GidanWaya	4	3	2.4	8	7	2.8
Leather Science and Technology	3	2	1.6	8	6	2.4
Ameer Shehu idris College of Health Technology	12	10	8.06	72	69	27.6
Nigerian College of Aviation Technology	6	5	4.03	4	3	1.2
Total	124	111	89.39	250	228	90.2

The Table 4.1 above showed that Kashim Ibrahim Library (ABU) has the highest number of library staff with 70 respondents (52.4%)while of the Leather Research Institute of Science and Technology, Zaria has the least number of staff with 2 respondents (1.6%). This may be attributed to the size of the Kashim Ibrahim Library compared to the others studied. As for the registered library customers, Isa Kaita Polytechnic Library has the highest number of registered customers as shown in the Table while the Nigerian College of Aviation Technology has the least number of registered customer's with only 4 respondents. The reasons for the high number of registered customers of the Isa Kaita Library this is attributed to the way in which some institutions give certain instructions to compel their students to register with the library or face punishment. Again some institutions like Kaduna Polytechnic, and College of Education Gidan Waya, register their customers by a way of registration with the institutions, from the time you gain admission into the institution as you are doing your registration you do it with

the library registration together, you don't have to do the library registration separately as it is been done in some institutions like Ahmadu Bello University. The University has the largest number of students but in terms of registering with the library they are very low.

Table 4.2 Analysis of Demographic Characteristics and Classification of the Respondents By Gender

Institution Libraries	Library Staff						Library customers					
	Male		Female		Total		Male		Female		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
KIL ABU	40	61.5	25	38.5	65	100.0	10	4.8	8	3.8	18	8.7
Isa KaitaKad	19	82.6	4	17.4	23	100.0	81	38.9	19	9.1	10	48.1
NITT	3	100.0	0	0	3	100.0	5	2.4	0	0.0	5	2.4
COE G/Waya	3	100.0	0	0	3	100.0	6	2.9	1	0.5	7	3.4
Leather .S.T	2	100.0	0	0	2	100.0	6	2.9	0	0.0	6	2.9
A.S. Health.	9	90.0	1	10.0	10	100.0	46	22.1	23	11.1	69	33.1
NCAT	4	80.0	1	20.0	5	100.0	3	1.4	0	11.1	3	1.4
Total	80	72.1	31	27.9	111	100.0	157	75.5	51	24.5	118	100.0

The table 4.2 above Indicated that 80 (72.1%) of the staff are males. While 31 (27.9%) are females. Also, 157 (75.5%) of the respondents are male registered customers while 51 (24.5%) of the respondents are female registered customers. This showed that male staffs are more than the females staff in most of the institutional libraries studied. Going by the findings from the tertiary institutions studied, there are more male staff than female staff. However, in the area of registered customers of the libraries, there are more female registered customers in most of the libraries studied. It has been noted that male and female library customers have equal stake in education. The implication here is that marketing of information resources and services has no problem with gender issues; What is most important to let the

customers be aware of what the library has irrespective of gender, for maximum utilization of library resources and services.

4.3 Data Analysis and Discussion

This section analyses and discussed the data collected for the study. This is done first through descriptive analysis and inferential analysis. The descriptive statistics was used to organize and analyze the research questions raised for the study while the inferential statistics was used to test the hypotheses generated.

4.3.1 Descriptive Analysis

Under this section, the data collected with respect to the research questions raised in the study were analyzed and discussed as follows:

4.3.1.1 Types of Information Resources Available and Used by the Tertiary Institution Libraries in Kaduna State

The research was aimed at identifying the types of information resources available and used by the tertiary institutions' libraries in Kaduna State. In order to achieve this, a list of information resources outlined for the respondents to tick as many resources Available and use as possible in their respective libraries. Below is Table 4.3a & b showing the types of information resources provided by the tertiary institutions libraries studied:-

Table 4.3a: Respondents' Opinion on type of Information Resources Available and Used in the Tertiary Institutions Libraries.

	INSTITUTIONAL LIBRARIES															
Information resources available	KIL		KAD POLY		NITT		COE/ Gidan WAYA		LEATHER		AMEER		NCAT		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Text books	44	67.7	11	47.8	3	100.0	3	100.0	2	100.0	5	50.0	2	40.0	67	60.4
Journals	43	66.2	10	43.5	1	33.3	3	100.0	2	100.0	6	60.0	2	40.0	67	60.4
Newspaper	36	55.4	7	30.4	1	33.3	0	0.0	1	50.0	6	60.0	3	60.0	54	48.6
CDS/DVDS	34	52.3	8	34.8	3	100.0	1	33.3	1	50.0	5	50.0	3	60.0	55	47.8
Posters	39	60.0	8	34.8	1	33.3	1	33.3	1	50.0	6	60.0	3	60.0	59	53.2
A/v materials	52	80.0	14	60.9	2	66.7	3	100.0	1	50.0	7	70.0	4	80.0	83	74.8
Databases	37	56.9	5	21.7	1	33.3	1	33.3	1	50.0	5	50.0	3	60.0	53	47.7

Table 4.3a above showed that books, journals, audiovisual materials, databases, CDs/DVDs, were the major library resources available and used in all the tertiary institution libraries studied with over 50% responses. However, there are some information resources that are unavailable in some of the tertiary institutional libraries studied with less than 50% responses. These are those of the NITT, Kadpoly, and COE Gidanwaya libraries with less than 50% responses, Which indicated less availability and use of these resources like, newspapers and CDs/DVDs, This is as a result of either lack of funds from the management or due to non interest from the library or management of the parent institution. This implies that most of the resources are available and used in the libraries studied, with the exception of few that are less supplied in some libraries due to insufficient funds to purchase them, from the respective library management or parent organizations of the tertiary institution studied especially Kashim

Ibrahim Library; these are the Newspapers, Databases and CDs/DVDs. That is the Audio/Visual materials.

Table 4.3b: Type of Information Services Available and Used in the Tertiary Institutions Libraries in Kaduna State.

	INSTITUTIONAL LIBRARIES															
Information Services Available & Used	KIL		KAD POLY		NITT		GIDAN WAYA		LEATHER		AMEER		NCAT		Total	
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
C.A. Services	56	86.2	22	95.7	3	100.0	3	100.0	2	100.0	06	60.0	5	100.0	97	87.4
(SDI)	58	89.2	23	100.0	3	100.0	2	66.7	2	100.0	10	100.0	5	100.0	103	92.8
CD-ROM ser.	57	87.7	20	87.0	2	66.7	3	100.0	2	100.0	09	90.0	4	80.0	97	87.4
Internet ser.	60	92.3	23	100.0	3	100.0	3	100.0	2	100.0	10	100.0	5	100.0	106	95.5
Refer. Serv.	46	70.8	16	69.6	2	66.7	3	100.0	2	100.0	06	60.0	4	80.0	79	71.2
User educ.	58	89.2	23	100.0	1	33.3	3	100.0	2	100.0	10	100.0	4	80.0	101	91.0
Indexing ser.	59	90.8	21	91.3	3	100.0	3	100.0	2	100.0	07	70.0	5	100.0	100	90.1
Abstracting	58	89.2	21	91.3	2	66.7	3	100.0	2	100.0	09	90.0	5	100.0	100	90.1
Exhibition services	59	90.8	21	91.3	2	66.7	3	100.0	2	100.0	09	90.0	5	100.0	101	91.0
Lending serv	58	89.2	21	91.3	1	33.3	3	100.0	2	100.0	08	80.0	5	100.0	98	88.3
TV. viewing services	49	75.4	18	78.3	2	66.7	3	100.0	1	50.0	06	60.0	5	100.0	84	75.7
A/Visual serv.	40	61.5	09	39.1	1	33.3	3	100.0	2	100.0	08	80.0	3	60.0	66	59.5

Table 4.3b above showed that selective dissemination of information (SDI), Current Awareness Services(CAS), (CDROM) services, Internet Services, Reference and Information Services, Indexing Services, Exhibition Display Services, Lending Services, and Television services, were the services available and used with over 50% responses in most of the tertiary institutions studied. It was also discovered that A/visual services, Lending services and user

education were very much utilized in most of the tertiary institution libraries especially in Kashim Ibrahim library, Isa Kaita Library Kadpoly, COE Gidan waya, Leather research institute, and Ameer Shehu College of Health Technology Makarfi respectively. This finding is in agreement with the Morei (2004) on the relevance of exhibitions, user education, and Internet services in satisfying the needs and expectations of library users. The implication of these findings is that most of the services listed are available and used in the libraries studied with the exception of few in some selected institutional libraries . The few ones that are not available it is due to the unavailability of such services around the institutions campuses studied.

4.3.1.2 Information Resources and Services Being Marketed in Tertiary Institutions Libraries.

This research tried to identify the type of information resources and services being marketed by the tertiary institution libraries in Kaduna State. In order to do this, a list of information resources and services was drawn for the respondents to tick as many as relevant resources marketed. This is shown in the tables below.

Table 4.4a: Reponses of Staff on Type of Information Resources Marketed by the Libraries

	INSTITUTIONAL LIBRARIES															
Information Resources marketed	KIL		I.K.Libry KAdpoly		NITT		COEGIDAN WAYA		LEATHER		AMEER		NCAT		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Text books	60	92.3	22	95.7	3	100.0	3	100.0	2	100.0	10	100.0	4	80.0	104	93.7
Journals	51	78.5	20	87.0	2	66.7	3	100.0	2	100.0	10	100.0	4	80.0	92	82.9
Newspapers	56	86.2	19	82.6	1	33.3	0	0.0	2	100.0	06	60.0	4	80.0	88	79.3
CDS/DVDS	63	96.9	21	91.3	3	100.0	3	100.0	2	100.0	10	100.0	4	80.0	106	95.5
Posters	54	83.1	22	95.7	1	33.3	2	66.7	2	100.0	10	100.0	5	100	96	86.5
Audio visual materials	52	80.0	20	87.0	1	33.3	2	66.7	2	100.0	08	80.0	5	100	96	81.1

Databases	52	80.0	23	100	3	100.0	3	100.0	2	100.0	09	90.0	4	80.0	96	86.5

Table 4.4a above showed that all the tertiary institutional libraries studied market their resources at different levels as indicated by the respondents. The information resources marketed are: Databases, Audiovisual materials, posters, CDs/DVDs, Text books, Newspapers, Journals etc. A careful look at the Table 4.4a showed the resources being marketed by the libraries, with over 70% responses, which indicated that the respective libraries all market their resources. A careful look at the customers responses in Table 4.4b over 50% responses, which shows how both responses are in favor of the resources in which they market even though the responses of the customers indicated that Newspapers, CDs/DVDs, are not marketed in some of the libraries studied. While staff opinion showed that in some institutional libraries like the NITT, COE newspapers are not marketed.

However, the findings revealed that why (NITT) does not market some of their resources like the CDs/DVDs it is due to less availability of these resources, in the libraries studied. The implication is that books, journals, Audio visual and databases are the resources that are mostly marketed by most of the libraries studied, especially, KIL, Isa Kaita and Ameer College of Health Technology Makarfi. This is also encouraging other libraries to market their own resources and all the libraries to market the resources that are not mostly marketed by the libraries studied in order to improve the library patronage and utilization of the resources and services in the libraries studied.

Table 4.4b: Response of Customers on the type of information resources marketed by the libraries

Resources marketed	INSTITUTIONAL LIBRARIES														Total	
	KIL ABU		ISA Kaita		NITT		COEG/ w		Leather S.		Ameer. h		NCAT			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Textbooks	9	4.3	57	27.4	2	10.0	5	2.4	6	2.9	41	19.7	2	1.0	121	58.6
Journals	9	4.3	53	25.5	2	1.0	5	2.4	6	2.9	44	21.2	2	1.0	121	58.2
Newspaper	12	5.8	38	18.3	1	0.5	0	0.0	3	1.4	42	20.2	2	1.0	98	47.1
CDs/DVs	11	5.3	40	19.2	1	0.5	2	1.0	3	1.4	38	18.3	2	1.0	97	46.3
Posters	12	5.8	39	18.8	2	1.0	2	1.0	3	1.4	45	21.6	2	1.0	105	44.5
Audiovisual	14	6.7	66	31.7	3	1.4	5	2.4	3	1.4	56	26.9	2	1.0	149	71.6
Databases	13	6.3	27	13.0	2	1.0	2	1.0	3	1.4	43	20.7	2	1.0	92	50.2

The table 4.4b above showed that all the tertiary institutional libraries studied market their information resources, with few of the institutional libraries deficient in marketing some resources identified at different levels as indicated by the respondents. The information resources mostly marketed in the tertiary institutional libraries as indicated by the respondents are: Text books, Journals, Computers, Audiovisual materials and Databases. While in some institutional libraries there are some resources that are not highly marketed as indicated by the customer's response these are: Databases, Audiovisual materials, posters and CDs/DVDs, with less than 50% customer's response. The findings showed a slight difference in the type of resources marked by the libraries between the staff and the customer's responses. The implication here is that there are still other resources that are not marketed in some of these tertiary institutions libraries in Kaduna state, which need to be looked into and adopt ways that will help in promoting the maximum utilization of these resources in the tertiary institutions studied.

Table 4.5: Types of Information Services Marketed by the Libraries

Information services	INSTITUTIONAL LIBRARIES															
	KIL		KAD POLY		NITT		GIDAN WAYA		LEATHER		AMEER		NCAT		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
C.A.Services	48	73.8	20	87.0	1	33.3	2	66.7	2	100.0	8	80.0	4	80.0	85	76.6
Selective(SDI)	43	66.2	21	91.3	1	33.3	1	33.3	2	100.0	7	70.0	3	60.0	78	70.3
CD-ROM Serv	36	55.4	20	87.0	1	33.3	1	33.3	2	100.0	7	70.0	4	80.0	71	64.0
Internet Serv.	41	63.1	21	91.3	2	66.7	2	66.7	2	100.0	8	80.0	4	80.0	8	72.1
Reference	41	63.1	22	95.7	2	66.7	1	33.3	2	100.0	8	80.0	4	80.0	8	72.1
User Educ.	44	67.7	21	91.3	1	33.3	2	66.7	2	100.0	8	80.0	4	80.0	82	73.9
Indexing Serv.	35	53.8	18	78.3	0	0.0	2	66.7	2	100.0	6	60.0	2	40.0	65	58.6
Abstracting	32	49.2	17	73.9	0	0.0	1	33.3	2	100.0	5	50.0	2	40.0	59	53.2
Exhibition S.	37	56.9	17	73.9	0	0.0	0	0.0	2	100.0	5	50.0	2	40.0	63	56.8
Reservation s.	50	76.9	20	87.0	0	0.0	2	66.7	2	100.0	8	80.0	3	60.0	85	76.6
Translation s.	35	53.8	16	69.6	0	0.0	1	33.3	2	100.0	3	30.0	2	40.0	59	53.2
TV. Viewing.	60	92.3	23	100.	2	66.7	3	100.	1	50.0	10	100.	5	100.0	104	93.7

The Table 4.5 showed that majority of the libraries under study market their information services with over 60 - 70% of the respondents indicating that most of the services are being marketed by the libraries. The responses from the NITT and Gidan waya showed that they don't market indexing, abstracting, exhibition, reservation, translation services. One of the services highly marketed as indicated by the respondents is the television viewing servicing. With KIL having about 92.3% response scores and other institutions like Kaduna Polytechnic, and COE Gidan Waya. By implication it means that there are services that are not marketed in some libraries like the NITT, COE Gidan Waya, and NCAT libraries. This may be due to their sizes

and the kind of customers they served. Most of the libraries need to work hard in order to improve on the affected services.

4.3.1.3 Essence of Marketing of Information Resources and Services in Tertiary Institutions Libraries in Kaduna State.

Marketing of information resources and services is very essential in tertiary institution libraries. This is to identify ways to be used to provide the necessary services and improve the level of patronage in the libraries. Thus, a list of information resources and services for the tertiary institutions libraries is for the respondents to tick as many resources as possible on why the resources and services in the tertiary institution libraries were marketed. This is shown in Table 4.6 below.

Table 4.6: Why Libraries Market Their Information Resources and Services

The Table 4.6 sought to find out the reason why libraries market their information resources and services. It was discovered that out of the ten (10) reasons identified, the respondents who are the staff of the tertiary institutions libraries in Kaduna state indicated that almost all of the institutional libraries only few of the libraries studied that do not agree with some of the reasons given above. The institutions are: COE Gidan/Waya, and Ameer Shehu College of Health Tech. The reasons are as follows, it uplifts the standard and the status of the

REASONS	**INSTITUTIONAL LIBRARIES**						
	K.I.L	KADPOLY	NITT	COE. G/W	LR	ASCH	NCAT
It creates a way of maintaining relationships between libraries and their customers	√	√	√	√	√	√	√
It helps to satisfy the needs of library customers	√	√	√	√	√	√	√
It brings about the use of technology to achieve the desired goals	√	√	√	√	√	√	√
It helps to boost the level of utilization of information resources and services	√	√	√	√	√	√	√
It determines the level of non-utilization of information resources and services in a library	√	√	√	√	√	√	√
It promotes high demand for information resources and services provided in the library	√	√	√	√	√	√	√
It improves the level of awareness within the academic community	√	√	√	√	√	√	√
It provides avenues for libraries to customize their resources and services	√	√	√	×	√	×	√
It uplifts the standard and status of the libraries	√	√	√	√	√	×	√
It improves the level of utilization of information resources and services	√	√	√	√	√	√	√

libraries, it provides avenue for libraries to customize their resources and services. This may be due to their nature in the way they serve their customers. This is in line with Orava (1997) who

remarked that, marketing library service is not a question of money, but of the philosophy and the attitude of the mind of the entire staff. Every staff member is like a viewing card for the library, even outside working hours". The foregoing presupposes that satisfying the customer is the major concern in the marketing process. Library users will only patronize the library for more information service if they are satisfied. They would certainly look for a different source if not satisfied.

4.3.1.4 Strategies Adopted for Marketing Information Resources and Services in Tertiary Institutions Libraries in Kaduna State.

In order to identify the strategies adopted for marketing information resources and services in tertiary institutions libraries, a list of strategies were drawn for the respondents to tick as many strategies as were found to be relevant. Below is the Table 4.7

Table 4.7: Type of Strategies the Libraries Adopted to Market Their Information Resources and Services

SRATEGIES ADOPTED	INSTITUTIONAL LIBRARIES						
	K.I.L	KADPOLY	NITT	COE. G/W	LR	ASCH	NCAT
Use of social media	√.	×	×	×	×	×	×
Use of bulk SMS	×	×	×	×	×	×	×
Conducting periodic orientation	√	√	√	√	√	√	√
Creating electronic adverts	√	×	×	×	×	×	√
Public Announcements	√	√	×	√	√	√	√
Use of exhibition and display	√	√	√	√	√	√	√
Organized seminars & workshops	√	√	×	×	×	×	×
Publication of bulletin	√	√	√	√	√	√	√
Friendliness to library customers	√	√	√	√	√	√	√

The Table 4.7 showed that all the libraries adopted the use of periodic orientation and exhibition to their customers. This is expected because all the libraries studied are Academic libraries where staff and students always came to ask for one thing or the other to guide them in their research. Kashim Ibrahim Library ABU, are the only library that adopt the use of social media and electronic adverts as strategies to market their information resources and services. This may be due to the size of the library and being one of the most developed among the tertiary institution libraries in Kaduna state. There are different strategies employed in colleges of education libraries in Nigeria to motivate and satisfy their users' needs.

4.3.1.5 Channels Used For Marketing of Information Resources and Services in Tertiary Institutions Libraries in Kaduna State.

In order to find out the type of channels used for marketing of information resources and services in the selected tertiary institutions libraries in Kaduna State, a research question was asked in relation to this. The respondents were asked to indicate as many channels used in their respective tertiary institutions libraries. Below is Table 4.8 showing the type of media channels used.

Table 4.8: Type of Channels Used For Marketing Information Resources and services in the tertiary institutional libraries

CHANNELS USED	INSTITUTIONAL LIBRARIES						
	K.I.L	KADPOLY	NITT	COE. G/W	Leather R	ASCH	NCAT
Personal contacts	√	√	√	√	√	√	√
Library orientations	√	√	√	√	√	√	√
Customer forums	√	√	√	√	√	√	√
Meetings	√	√	√	×	√	√	×
Notice boards	√	√	√	√	√	√	×
Library web page	√	×	×	×	×	×	×
Television	√	×	×	×	×	×	×
Radio	√	√	×	√	×	×	×
Library newsletter	√	√	×	×	√	×	√
Public announcements	√	√	√	√	√	√	√
Exhibitions	√	√	√	√	√	√	√
Social media	√	×	×	×	×	×	×
Pamphlets	√	√	√	×	√	√	×

The Table 4.8 showed that the respondents indicated KIL virtually use all the channels listed for marketing their information resources. The findings further revealed that out of the

14 listed channels of marketing information resources and services only Kashim Ibrahim library use social media, library website/page, and Television as the channel to market their resources. This is because Kashim Ibrahim Library has the manpower and the level of awareness differs from that of the other institutions under study. While Leather Research Institute, (NCAT), College of Aviation Technology and Nigerian Institute of Transport Technology (NITT) have the lowest level of utilization of channels for marketing their resources and services in their libraries. This may be due to their size and level of their customers.

As a follow-up to the above, a research question was raised in order to identify the method used in marketing information resources and services to their customers by the selected tertiary institutions libraries in Kaduna State.

Table 4.9: How the Libraries Market Their Information Resources and Services to Their Customers

METHOD USED	INSTITUTIONAL LIBRARIES						
	K.I.L	KADPOLY	NITT	COE. G/W	LR	ASCH	NCAT
Through the library web page	√	×	×	×	×	×	×
Publication of library bulletin	√	√	√	√	√	√	√
Application of social media	√	×	×	×	×	×	×
Bulk SMS	×	×	×	×	×	×	×
Radio and TV	√	√	×	√	×	×	√
Library orientation	√	√	√	√	√	√	√
Exhibitions	√	√	√	√	√	×	√
Electronic adverts	√	×	×	×	×	×	×

Personal contacts	√	√	√	√	√	√	√
Through e-mail	×	×	×	×	×	×	×
Workshops/seminar	√	√	√	√	√	×	√

Table, 4.9 above has indicates that out of the methods used to market their information resources, virtually all the libraries studied market their resources and services through the various methods or ways listed, especially through the library bulletin, workshops and seminars, exhibitions, and library publication This is because they are the most common and available methods, as well as easy to use in all the libraries studied. But bulkSMS, and e-mail services are not frequently used by any of the libraries studied, which is in line with Nkanu et al (2007) who lamented that 68.9% of librarian and other library staff indicated that e-mail is not frequently used as a means of communication in University libraries in Nigeria. The implication is that libraries do not use SMS, and E-mails services in marketing their information resources and services, which may be due to the way it responds when accessing. In Nigeria people find it difficult to check their e-mails frequently, due to the time taken when accessing it due to low internet bandwidth and then make it very slow.

As a follow-up to the above, a research question was raised in order to identify the channels preferred in marketing information resources and services to their customers by the tertiary institutions libraries studied in Kaduna State. Below is Table 4.10 showing the channels preferred in marketing their information resources and services to customers by the institution Libraries in Kaduna State.

Table 4.10. Type of Channels Preferred for Marketing Information Resources and Services.

CHANNELS PREFERED	INSTITUTIONAL LIBRARIES						
	K.I.L	KAD POL	NIT	COE	LR	ASC H	NC
Internet	√	√	√	√	√	√	√
Radio stations	√	√	×	√	×	√	√
Television	√	×	×	×	×	×	×
Social media	√	√	√	×	×	√	√
Phone contacts	√	√	√	√	×	×	√
Library Websites	√	√	√	√	√	√	√
Library Newsletter	√	√	√	√	√	×	√
Electronic boards	√	√	×	×	√	×	√
Pamphlets	√	√	√	√	√	√	√
Library orientation	√	×	×	×	×	×	×
Notice Boards	√	√	√	√	√	√	√

The Table 4.10**.** above sought to find out the most preferred channels used in marketing of information resources and services. It was discovered that, out of the number listed, the respondents indicated that all the channels are preferred apart from emails, Television and a few other ones from other institutional libraries in Kaduna State tertiary institutions under study. These channels were to fast track the marketing of the resources in a better and clear way of marketing the resources. From the foregoing analysis, internet, bulletin, websites, pamphlets, and notice boards were the most preferred channels. This may be due to their availability, simplicity, and closer to the customer's in terms of access by the libraries studied.

4.3.2 Inferential Analysis

This section presented the result of the inferential statistics used to test the 5 hypotheses formulated for this study. In order to test all the 5 hypotheses, One Way Analysis of Variance (ANOVA) was used to test all the hypotheses because they are all trying to find out the differences among the selected tertiary institutions libraries in Kaduna State. Also, a post hoc Schaffer test was conducted in order to determine the sample that is significantly different among the samples.

Hypothesis one

There is no significant difference among the libraries in the tertiary institutions in Kaduna State on the type of information resources and services they market.

Table 4.12: Analysis of Variance on Types of Information Resources and Services Marketed by the Libraries

Source of variance	Sum of Squares	DF	Mean Square	Fcal	P	F-critical
Betw Groups	376.323	6	62.720	3.310	0.05	2.10
Within Groups	1970.452	104	18.947			
Total	2346.775	110				

Table 4.12. Showed the analysis of variance on the type of information resources and services marketed by the libraries of the tertiary institutions in Kaduna State at (P<O.05) level of significance. The F calculated value of 3.310 is greater than the F critical 2.10. This implies that the null hypothesis (h) is rejected. It can therefore be concluded that there is significant difference in the type of information resources and services marketed in the tertiary institutions Libraries in Kaduna State. . This shows that there is significant difference in the

types of information resources and services marketed by the libraries. However, in Table 4.13b a post loc Schaffe test carried out on the means scores of the different tertiary institutions libraries studied as presented in the table below.

Table 4.12b: Scheffe Result on the Type of Information Resources and Services Marketed by the Libraries

(I) LIBRARY	(J) LIBRARY	Mean Difference (I-J)	Std. Error	Sig.
KIL ABU	Isa kaitakad poly	-3.17057	1.05606	.185
	NITT	5.97436	2.57042	.498
	Coe gidanwaya	2.30769	2.57042	.992
	Leather science and techno	-5.19231	3.12487	.836
	Ameershehu college of health	-1.19231	1.47856	.995
	NCAT	-.29231	2.02010	1.000
KAD POLY	Kilabu	3.17057	1.05606	.185
	Nitt	9.14493*	2.67195	.049
	Coe gidanwaya	5.47826	2.67195	.650
	Leather science and tech.	-2.02174	3.20891	.999
	Ameershehu college of health	1.97826	1.64877	.962
	Ncat	2.87826	2.14781	.936
NITT	Kilabu	-5.97436	2.57042	.498
	Isa kaitakad poly	-9.14493*	2.67195	.049
	Coe gidanwaya	-3.66667	3.55403	.982
	Leather science and tech.	-11.16667	3.97352	.256
	Ameershehu college of health	-7.16667	2.86535	.402
	Ncat	-6.26667	3.17882	.692
COE. GIDAN WAYA	Kilabu	-2.30769	2.57042	.992
	Isa kaitakad poly	-5.47826	2.67195	.650
	Nitt	3.66667	3.55403	.982
	Leather science and tech.	-7.50000	3.97352	.735
	Ameershehu college of health	-3.50000	2.86535	.959
	Ncat	-2.60000	3.17882	.995
LEATHER SCIENCE & TECHNOLOGY	Kilabu	5.19231	3.12487	.836
	Isa kaitakad poly	2.02174	3.20891	.999
	Nitt	11.16667	3.97352	.256
	Coe gidanwaya	7.50000	3.97352	.735
	Ameershehu college of health	4.00000	3.37165	.964
	Ncat	4.90000	3.64179	.935
AMEER SHEHU	Kilabu	1.19231	1.47856	.995

IDRIS COLLEGE OF HEALTH TECHNOLOGY, MAKARFI	Isa kaitakad poly	-1.97826	1.64877	.962
	Nitt	7.16667	2.86535	.402
	Coe gidanwaya	3.50000	2.86535	.959
	Leather science and tech.	-4.00000	3.37165	.964
	Ncat	.90000	2.38411	1.000
NIGERIAN COLLEGE OF AVIATION TECHNOLOGY(NCAT)	Kilabu	.29231	2.02010	1.000
	Isa kaitakad poly	-2.87826	2.14781	.936
	Nitt	6.26667	3.17882	.692
	Coe gidanwaya	2.60000	3.17882	.995
	Leather science and tech.	-4.90000	3.64179	.935
	Ameershehu college of health	-.90000	2.38411	1.000
	Leather science and tech.	-2.50000	2.80665	.992

*= significant at 0.05 this indicates that the mean difference is significant at 0.05

Table 4.12b showed the result of the post loc scheffe test carried out on the selected tertiary institutions on the types of information resources and services marketed by the libraries. The Isa kaita Library Kadpoly Library response on the type of information resources and services is significantly different from that of (NITT) National Institute of transport Technology library. Which implies that p= .049.

Since the level of significance of Isa Kaita kadpoly library and NITT library scores is .049, it could be concluded that there is significant difference between Isa Kaita and NITT libraries in the way information resources and services are marketed by the libraries. The alternative hypothesis is therefore retained.

Hypothesis Two

There is no significant differences among the libraries in the tertiary institutions in Kaduna State in the way they market their information resources and services.

Table 4.13: Analysis of Variance on how Information Resources and Services Are Marketed by the Libraries

Source of variance	Sum of Squares	DF	Mean Square	F	P	F-critical
Between Groups	35.423	6	5.904	.976	.446	2.10
Within Groups	629.279	104	6.051			
Total	664.703	110				

Table 4.13 showed the analysis of variance on the way information resources and services are marketed in the tertiary institutions libraries studied at (P<0.05) level of significance. From the table above, F calculated .976 value is less than the F critical value of 2.10 at the same degree of freedom. This implies that the null hypothesis which said there is no significant difference in the way they market their information resources and services in the selected tertiary institutions libraries of Kaduna State. The observed level of significance is .446. This implies that the null hypothesis cannot be rejected but retained. It can be concluded that there is no significant difference in the way the libraries market their information resources and services in the tertiary institutions in Kaduna State.

Hypothesis Three

There is no significant difference among the libraries in the tertiary institutions in Kaduna State on why they market their information resources and services

Table 4.14: Analysis of variance on why they market their information resources and services

Source of variance	Sum of Squares	DF	Mean Square	F	P	F-critical
Between Groups	3.724	6	.621	1.120	.356	2.10
Within Groups	57.634	104	.554			
Total	61.358	110				

Table 4.14 showed that the analysis of variance on why the tertiary institutions libraries market their information resources and services in Kaduna State at (P<0.05) level of significance. The F calculated 1.120 is less than F critical 2.10 at the same degree of freedom. This implies that the null hypothesis which said there is no significant difference on the way the libraries market their information resources and services in the tertiary institutions libraries in Kaduna state is therefore retained. It can be concluded that there is no significant difference in the way libraries market their information resources and services in the tertiary institutions libraries in Kaduna State.

Hypothesis Four

There is no significant difference among the tertiary institutions libraries in Kaduna State on the type of marketing strategies adopted and used for marketing of their information resources and services.

Table 4.15: Analysis of Variance on Marketing Strategies Adopted and Used by the Libraries For Marketing of Their Information Resources and Services

Source of variance	Sum of Squares	DF	Mean Square	F	P	F-critical
Between Groups	35.908	6	5.985	0.633	0.703	2.10
Within Groups	983.083	104	9.453			
Total	1018.991	110				

Table 4.15 Showed the analysis of variance on the strategies adopted and used by the libraries studied for marketing of their information resources and services in tertiary institutions in Kaduna State at (p<0.05) level of significance. From the Table 4.16, the observed F value of 0.633 is less than the F critical value of 2.10. This implies that the null hypothesis

which said there is no significant difference in the strategies adopted and used by the tertiary institution libraries in Kaduna State is accepted or retained. It could thus be said that there is no significant difference in the marketing strategies adopted and used by the tertiary institutions libraries in Kaduna State. It can therefore be concluded that the tertiary institution libraries adopted and used different strategies for marketing their information resources and services.

Hypothesis Five

There is no significant difference among the tertiary institutions libraries in Kaduna State on the type of channels they used for marketing of their information resources and services.

Table 4.16: Analysis of Variance on the Type of Channels Used For Marketing of Information Resources and Services by tertiary institutions in Kaduna State

Source of variance	Sum of Squares	DF	Mean Square	F	P	F-critical
Between Groups	75.441	6	12.574	1.354	.240	2.10
Within Groups	965.982	104	9.288			
Total	1041.423	110				

Table 4.16: showed the analysis of variance on the type of channels they used for marketing information resources and services in the tertiary institution libraries of Kaduna State at ($P<0.05$) level of significance from the Table. The observed value of 1.354 is less than the F. critical value of 2.10 at the same degree of freedom. This implies that the null hypothesis which said there is no significant difference in the type of channels used for marketing of information resources and services in the tertiary institutions libraries in Kaduna State is accepted. This suggests that there is no significant difference in the types of channels used for marketing of information resources and services. It can therefore be concluded that tertiary institution

libraries in Kaduna State used different channels in marketing information resources and services.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides the summary of the study, conclusion and recommendations.

5.2 Summary of the Study

This study was conducted to investigate Marketing of Information Resources and Services in Tertiary Institutions of Kaduna State. In achieving this five research questions were formulated and five hypothesis tested. Relevant literature was reviewed.

A Survey research method was employed in the Conduct of this study. Two sets of questionnaire were designed and used for both the staff and registered customers of the selected tertiary institutions in Kaduna State. The seven selected tertiary institutions used are; Kashim Ibrahim Library, Ahmadu Bello University, Zaria, Isa Kaita Library, kadunapolytechnic, Kaduna,; Ameer Shehu Idris College of Health Technology, Makarfi; National Institute of Transport Technology, Zaria (NITT); Leather Research Institute, Zaria, (NCAT); Zaria; and Kaduna State College of Education Gidan Waya , Kafanchan.

Data collected for the study were analyzed using the inferential statistics, frequency distribution tables. While Hypothesis 1-5 were analyzed and tested using ANOVA One-way analysis of variance , were used to test the five hypothesis formulated and determine the areas of differences among the tertiary Institutions in Kaduna State.

5.3 Summary of the Major Findings

Based on the data collected and analyzed for this study, the following are the major findings:

1- That books, computers, journals, audiovisual materials, databases and CDs/DVDs, were the major library resources available and used in all the tertiary institution libraries studied.

2- Selective Dissemination of Information (SDI), Current Awareness Services (CAS), CD-ROM services, reference and information, exhibition display, reservation, and television services, were the major services available and used in most of the tertiary institutions libraries in Kaduna Studied.

3- That all the tertiary institutional libraries studied market their resources, such as newspapers, databases, journals, books, audiovisual materials etc.

4- That majority of the libraries studied market their information services, while some libraries do not...

5- That out of the reasons identified on why libraries market their information resources and services, almost all respondents agreed with the reasons given and only few of the respondents disagreed.

6- That all the libraries under study adopted the use of periodic orientation and exhibition to their customers and only one tertiary institution library adopted social media in marketing the libraries information resources and services.

7- That all the channels listed for marketing information resources and services were adopted by only one library and the rest of the channels by the other libraries studied.

8- That libraries adopted various methods in marketing their information resources and services, through various medium available to them.

9- That in marketing of information resources and services, the libraries studied showed preference to some of the channels used in marketing of information resources and services in the tertiary institution libraries studied..

10- There is significant difference in the type of information resources and services they market in the tertiary institutions libraries in Kaduna State.

11- There is no significant difference in the way they market their information resources and services in tertiary institution libraries in Kaduna State.

12- There is no significant difference in the way the libraries market their information resources and services in tertiary institution libraries in Kaduna State.

13- There is no significant difference in the strategies adopted and used by the tertiary institutions libraries in Kaduna State.

14- There is no significant difference in the types of channels used for marketing of information resources and services in the tertiary institution libraries in Kaduna State.

5.4 Conclusion

From the analysis and discussion of the findings, it could be concluded that the tertiary institution libraries under study have actually realized the need for marketing of information resources and services in order to improve the usage of the resources and services available in their libraries. The low level of utilization of information resources and services in most tertiary institutions libraries and the ever growing need among the library customers on the choice of Internet over libraries could be attributed to the lack of marketing of the library's resources and services, by most of the library's management of various tertiary institutions. The Use of marketing would promote maximum utilization of library resources and services, in the tertiary institutions studied, and give new image and better perception of the libraries in its marketplace. There is no doubt that if all the basic components of marketing are applied by the libraries under study, there would be high customer patronage, in the libraries.

5.5 Recommendations

1- Television, internet and databases, should be made available and functional for maximum utilization in the tertiary institution libraries of Kaduna State. This would go a long way in marketing their resources and services. The use of library website/webpage should be adopted by tertiary institutions libraries to bring their customers' closer to patronize their services.

2- Libraries should ensure the use of other channels such as website, social networking in Oder to make customers aware of the availability of the resources and services for their use.

3- Tertiary Institutional Libraries in Kaduna State should employ other ways of marketing of information resources and services, such as exhibition, like electronic adverts, use of other forms of marketing in other to promote their resources and services.

4- Libraries should also introduce promotional strategies like the use of social media, bulk sms, creating electronic adverts, seminars and workshops for the library staff, in order to make them know how to improve the use of the library resources and services or promote its use by the customers.

5- Librarians should be educated on how to improve the use of their librarys' resources and services in their various tertiary institutional libraries through marketing..

6- DSTV, Reservation, internet, e-mail, library exhibition, social media, bulk sms and other library services should be encouraged.

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APPENDIX I

QUESTIONNAIRE ON MARKETING OF INFORMATION RESOURCES AND SERVICES IN TERTIARY INSTITUTION LIBRARIES IN KADUNA STATE

Department of Library and Information Science
Faculty of Education,
Ahmadu Bello University, Zaria
8th May, 2013

Dear Respondent,

I am a Postgraduate student in the above named department conducting a research entitled "Marketing of information resources and services in tertiary institutions' libraries in Kaduna state."

This research is essentially for academic purposes. Your library is one of those selected for this exercise. Thus, kindly assist to respond to questions in this questionnaire.

All the information given will be used strictly for research purposes.

Thank you for your cooperation.

Yours sincerely,

Liman, Aminu Shehu
Researcher

SECTION A: - BIO- DATA

Please kindly tick ( )/fill the space provided

(1) Name of Institution……

(**2**)Name of the Library……

(**3**)Status: Male ( ) female ( )

(**4**)Library Staff ( ): Registered Customer/ User ( )

SECTION B: - TYPE OF INFORMATION RESOURCES AND SERVICES AVAILABLE

(5)What type of information /library services are Available in your Library? (Tick as many as possible)

(a) Current Awareness Service (CAS) ( )

(b) Selective Dissemination of Information (SDI) ( )

(c) CD-ROM Services ( )

(d) Internet Services ( )

(e) Reference and Information Service ( )

(f) User Education ( )

(g) Indexing Services ( )

(h) Abstracting Services ( )

(i) Exhibition/displays ( )

(j) Reservation Services ( )

(k) Television viewing services ( )

(L) DSTV Services ( )

(m) Others (Specify) _____

(6) **Indicate the Type of Information/Library resources available in your Library.**

a) Text Books ( )

b) Journals ( )

c) Computers ( )

d) Newspapers ( )

e) CDs /DVDs ( )

f) Posters ( )

g) Audiovisual materials ( )

h) Databases ( )

I) Others

Specify…….

SECTION C: TYPES OF INFORMATION RESOURCES AND SERVICES BEING MARKETED

(7) Indicate the type of Information resources marketed in your library? (Tick as many as possible)

a) Books ( )

b) Journals ( )

c) Computers ( )

d) Newspapers ( )

e) CDs/DVDs ( )

f) Posters ( )

g) Audiovisual materials ( )

h) Databases ( )

I) Others Specify……..

8) What type of Information Service is marketed in your library? (Tick as many as possible)

(a) Current Awareness Service (CAS) ( )

(b) Selective Dissemination of Information (SDI) ( )

(c) CD-ROM Services ( )

(d) Internet Services ( )

(e) Reference and Information Service ( )

(f) User Education ( )

(g) Indexing Services ( )

(h) Abstracting Services ( )

(i) Exhibition/displays ( )

(j) Reservation Services ( )

(K) Translation Services ( )

(L) Television viewing services ( )

(n) Others (Specify) _____

SECTION D: MARKETING OF INFORMATION RESOURCES AND SERVICES IN TERTIARY INSTITUTIONS LIBRARIES

9) How does the library Markets its information resources and services to the customers? (Tick as many as possible)

a) Through the library webpages ( )

b) Publication of library bulletin ( )

c) Application of Social media ( )

d) Bulk SMS ( )

e) Radio & TV ( )

f) Library Orientation ( )

g) Exhibitions ( )

h) Electronic Adverts ( )

i) Personal Contacts ( )

j) Through e-mail ( )

k) workshops/seminars ( )

k) others (Specify)……

10) What Type of Service do you market in your library? (Tick as many as possible)

a) Internet Services ( )

b) CD-ROMs Services ( )

c) Reference service ( )

d) User education ( )

e) Selective Dissemination of Information (SDI) ( )

f) Current Awareness Service (CAS) ( )

g) Media services ( )

h) Photographic services ( )

i) Research Guidance ( )

j)Others(Specify)……

SECTION E: STRATEGIES ADOPTED FOR MARKETING OF INFORMATION RESOURCES AND SERVICES IN THE LIBRARY

11) What Type of Strategy does the library adopt to market its resources and services? (Tick as many as possible)

a) Use of social media ( )

b) Use of Bulk SMS ( )

c) Conducting Periodic Orientation ( )

d) Creating Electronic Advertisements ( )

e) Public Announcement ( )

f) Use of exhibitions and displays ( )

(g) Organized seminars and workshops ( )

(h) Publication of library Bulletin ( )

(l) Friendliness to library customers ( )

j) Others(Specify)……..

SECTION F: CHANNELS USED FOR MARKETING OF INFORMATION RESOURCES AND SERVICES

12) What channels does your library used to market its resources and Services? (Tick as many as possible)

a) Personal contacts ( )

b) Customer forums ( )

c) Meetings ( )

d) Notice boards ( )

e) Library webpage ( )

f) Telephone contacts ( )

g) Television ( )

h) Radio ( )

i) Library Newsletter ( )

j) Public Announcements ( )

K) Exhibitions ( )

l) Social Media ( )

m) Pamphlets ( )

n) Library Orientations ( )

o) Others (specify)……..

13) Indicate the media channels you prefer to market your library resources and Services in your library?

Types of Media	Highly prefer	Mostly prefer	Prefer	Not prefer	Undecided
Internet					
Radio					
Television					
Social Media					
Handsets					
Websites					
Library Bulletin					
Electronic Adverts					
Others (Specify)					

(14) Indicate in your opinion why should libraries market their information resources and services in their institutions. *(Please tick appropriately. (5 = Strongly Agree; 4 = Agree; 3 = Strongly Disagree; 2 = Disagree; 1 = Undecided).*

S/N	Opinions	1	2	3	4	5
1.	It creates a way of maintaining relationships between libraries and their customers					
2.	It helps to satisfy the needs of library customers					
3.	It brings about the use of technology to achieve the desired goals.					
4.	It helps to boost the level of utilization of information resources and services					
5	It determines the level of non-utilization of information resources and services in a library					
6.	It promotes high demand for information resources and services provided in the library					
7.	It improves the level of awareness within the academic community.					
8.	It provides avenues for libraries to customize their resources and services					
9.	It uplifts the standard and the status of libraries					
10.	It improves the level of utilization of information resources and services					
11.	It assists in the provision of better quality information resources and services to the customers					
12.	It helps in achieving the organizational objectives					
13	It changes the means through which tertiary institutions libraries interact with their customers					