APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs) IN THE PROMOTION OF AHMADU BELLO UNIVERSITY LIBRARIES' PRODUCTS AND SERVICES

By

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DECLARATION

I hereby declare that this thesis entitled "Application of Information and Communication Technologies (ICTs) in thePromotion of Ahmadu Bello University Libraries' Products and Services" is my personal research work. It has never been presented anywhere wholly or partly, for the purpose of the award of any degree. All literature consulted and cited were properly acknowledged.

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CERTIFICATION

This thesis entitled "Application of Information and Communication Technologies (ICTs) in thePromotion of Ahmadu Bello University Libraries' Products and Services" meets the regulations governing the award of the Master's Degree of Archives and Records Management (MARM) of Ahmadu Bello University, Zaria – Nigeria and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

This research work is dedicated to the entire members of my family.

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Abstract

*This study investigated the Application of ICTs in the*Promotion *of Ahmadu Bello University (ABU) libraries' products and services. Five research questions and two null hypotheses were formulated and tested. Survey research method was adopted for the study. A total of* ***574*** *registered library customers and* ***68*** *marketing related staff from the* ***69*** *libraries that constitute ABU library complex were drawn as sample size. Questionnaire, site visits and observations were used to collect data for the study. The data collated were presented and analyzed using frequency distribution tables, percentages and histograms. While the hypotheses were tested using T-test. The study found among others that out of the available means of promotion at the discretion of ABU libraries, paper based/hardcopy outputs (posters, fliers and banners) were the most frequently employed. Application of ICTs in ABU libraries has no significant effect on the promotion of their products and services and adoption of e-promotion of ABU libraries' products and services has no significant effect on customers' level of patronage has proven to be true and false appropriately. The study concluded that ABU libraries apply ICTs in the course of Promoting products and services geared towards paper based or hardcopy emergence as output which can be enhanced by adopting the recommended Electronic Information Promotion Model (EIPM). The model directs output towards reduced printing which cuts promotion costs, saves time and provides cleaner projection for a more enhanced patronage.*

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LIST OF ABBREVIATIONS

ABU	_	Ahmadu Bello University
AH	_	Arewa House Library
AMA	_	American Marketing Association
AMPL	-	Abdullahi Muhammad Public Library
CNCRL	-	Centre for Nigerian and Cultural Research Library
CAKL	_	College for Agriculture Kabba Library
CAML	-	College of Agriculture Mando Library
CASL	_	College of Agriculture Samaru Library
CAS	_	Current Awareness Service
CERTL	_	Centre for Energy Research and Technology Library
CILSL	_	Centre for Islamic Legal Studies Library
DEPT	-	Departmental Libraries
DSSL	_	Demonstration Secondary School Library
E	_	Electronic
EDU	-	Faculty of Education Library
EPS	_	Electronic Promotion System
FPHL	_	Faculty of Pharmaceutical Sciences Library
FSS	_	Faculty of Social Sciences Library
ICT	_	Information and Communication Technology
IAR	-	Institute of Agricultural Research
KIL	_	Kashim Ibrahim Library
LAW	_	Law Library
ML	_	Medical Library
NAPRI	_	National Animal Production and Research Institute **(NAPRI)** Library
NALL	_	Nigerian and African Languages Library
NEARLS	-	National Agricultural Extension Research and Liaison ServicesLibrary
PC	_	Pre-clinical Library
PG	_	School of Postgraduate Studies Library
PKL	-	President Kennedy Library
SDI	_	Selective Dissemination of Information
REMS	_	School of Remedial and Basic Studies Library
VET	_	Lee T. Railsback (Vet.) Library

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Marketing has been viewed traditionally as a business activity. Business organizations exist to satisfy human needs, especially material needs. One way to easily define marketing can be from the business perspective. For instance, marketing has been defined as the delivery of higher standard of living. Other definitions referred to marketing as an exchange process. This process involves at least two parties: a buyer and a seller. Each party gives up something of value and receives something of value. However, a noted marketing scholar,Kotler and Karen (1995) defined marketing as a social process by which individuals and groups can obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Although the business aspect of marketing is important, business oriented definitions of marketing have been challenged. Critics observed that marketing involves a wide range of activities and organizations, and should therefore be viewed from a broader perspective. These critics pointed out that marketing also takes place in 'not-for-profit' organizations, such as hospitals, universities, libraries, and Information centres, social and governmental agencies. Conceptually, marketing concept must recognize that marketing is a fundamental human activity and marketing decisions affect everyone's welfare. The American Marketing

Association (AMA) (2008) provided a definition of marketing in its broader context when it described it as a process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. By including exchange as part of marketing definition, the AMA has expanded marketing process to include all types of organizations. This broadened or generic view of marketing recognizes the importance and application of marketing to 'not-for-profit' organizations such as libraries, archives,etc. As it is for'for-profit' businesses, a carefully planned and coordinated marketing program can help' not-for-profit' organizations achieve their goals, whether they are to attract more patrons, to increase donations, or to provide better client services. Even though marketing of information products and services has been a significant part of libraries and information centres since inception, the existing marketing systems require continuous improvement that will be geared towards cutting marketing expenses and enhancing patronage for the attainment of maximum use of information resources.

A convenient way to explain, understand and appreciate an organization's marketing activities and the decisions of marketing executives is the marketing mix. This, according to AMA (2008), is just as a master chef prepares a mix of ingredients for a favorite recipe; a marketing manager combines the marketing activities to form a satisfactory marketing mix. Each company must develop a marketing mix that is most appropriate for its products and target patrons. To this

end, marketing managers need information that is provided by marketing information systems, marketing research and sales/service provision forecasting.

The major elements of an organization's marketing mix as portrayed by Joseph and Parameswari (2002) are product, distribution, price and promotion. The four elements are blended together to create a total package that will best satisfy the market's needs. They are being presented as follows:

- **Product –**refers to the goods and services that the company sells. The marketing manager must consider all the pertinent questions related to a company's product. E.g. What features should the product have? What form of packaging should be used? How many models are required? How important is quality? Should a brand or trademark be used? Etc.To Madhusudhan (2008), a product is anything that can be offered to satisfy a need. A large assortment of materials, services, and programmes constitute a library's product. A library offers goods, either tangible (e.g. books and Internet access) or intangible (e.g. personal assistance, or value of the library as a premier community institution). De Aze (2002)also said that, "products and services which provide benefits for patrons and which answer patrons' most important needs are the core business of the library and information service". Seetharama (1998) considered that, without products no organization has reason to exist, there is no task to perform; hence product is the most important factor in marketing.

- **Distribution –**is concerned with the delivery of goods and services, addresses where and by whom goods and services are offered for sale. Sometimes called “Place” (Causing the marketing mix to be referred to as “four Ps”), distribution is also concerned with the physical movement of products. With distribution, marketing managers are concerned with marketing structure and channels of distribution such as – wholesalers, distributors, retailers, agents, and others responsible for getting goods and services to patrons. This in the library environment covers the area of acquisition through direct purchase of information resources and or donations on one hand and resource lending services locally and through Inter Library Loan (ILL) on the other.
- **Price –**is what a company charges for its products. However, pricing a product must take into account many internal and external factors, such as actual costs, desired profit margins, prices of competing products and possible legal restrictions. The price must provide a fair return on the company’s investment and yet not be beyond buyers’ financial resources.In a library, price can be used to express the value of information services, a physical product like a CD-ROM, a fee for a service (like photocopying) or membershipcharges. Price is used to balance supply and demand, to be a stimulus, and to distribute income (Rowley, 2001).
- **Promotion** – includes such activities as advertising, personal selling, public relations, and sales promotions. Promotion activities inform potential

patrons and others the availability of a product for sale. It attempts topersuade prospective patrons to purchase a product or to take some other desired action. Wide publicity is given to library products and services through monthly bulletins, seminars, workshop and refresher courses. Other promotional programmes that library may perform include: library day/week, Information brochures (hard/soft copy), T-shirts, displays, exhibitions and a whole lot of others. Wider publicity is given for all the training programmes being conducted by library using Information Technology, library automation and networking, which is the most crucial and challenging job in libraries in the modern world.

1.1.1 Application of ICTs in Promotion

Information and Communication Technology(ICT) is described as a diverse set of technological tools and resources used to communicate, create, disseminate, store, and manage information (Blurton, 1999). The ICTs encompass a range of rapidly evolving technologies such as telecommunications (telephony, cable, satellite, TV and radio, computer-mediated conferencing, video conferencing) as well as digital technologies (such as computers, information networks (Internet, World Wide Web, intranets and extranets) and applications software (Chisenga, 2006). The application of ICTs in promotion have come of age and organizations of various sizes employ variousICT based techniques to promote their products and services. According to Hutchison (2010), it is widely accepted that both‘‘innovation

in-house'' and ''innovative small and medium enterprises (SMEs) cooperation''require SMEs to use the ICTs. Moreover, ICT expenditures are productivity improvement drivers bythemselves.The application of ICT in promotion is but not limited to the following media: E-mail, SMS, MMS, online advertising, radio, television, electronic billboards and signs and web 2.0 technologies, among others.

The use of e-mail for promotion simply implies sending out mailsthe important information on a given product and service electronically to notify the current and prospective patrons about available or anticipated products and services. According to Oyetunde (2009), it is the most used and fastest way of getting or disseminating information,mostly promoting information to a targeted audience today. The email techniques like email promotion and e-newsletters, are being used to save money and grow new revenue.Internet-enabled mobile phones have proliferated rapidly in many markets and are being used for such services.Following the first release of WAP (wireless application protocol) in 1998, firms began to send news alerts and location-sensitive advertisements to mobile patrons.Due to the very personal nature of mobile phones, the use of short messageservices (SMS) and multimedia messaging services (MMS) for promotion purposeshas drastically increased in many parts of theworld. For example, a report issued byPortio Research indicated that the annual sales revenue of the SMS

market is around $50 billion worldwide in 2010, with some 2.38 trillion text messages sent(Vulaseca-Requena, Torrent-Sellens and Jimenez-Zarco, 2011).

Many businesses advertise using 'banners' and similar advertisements on websites, which offer potential patrons a quick and easy way to respond to an advertising message. However, there is so much on-line advertising that careful targeting is essential to avoid wastage. It has been noted that large popular websites like Google and yahoo have very sophisticated systems to help ensure that advertisements on their websites are presented according to what the particular 'surfer' seems to be looking for on that website. Payment for web advertising tend to include an element linked to the number of 'click-throughs'.That is,the number of surfers who actually click on the advertiser's link serves as a determinant.Web 2.0 (a second generation World Wide Web medium) is another medium ofpromotionthrough ICTsthat takes online network as a platform for information advertisements, sharing, interoperability, user-centered design, and collaboration on the Internet or World Wide Web. Itcomes from the software industry, where new versions of software programs are labeled with an incremental version number. Like software, the new generation of the Web includes new features and functionality that was not available in the past (Kriplani, 2008). However, Web 2.0 does not refer to a specific version of the Web, but rather, a series of technological improvements. Some examples of the features considered to be part of Web 2.0 include:

- **Blogs** - known as Web logs, these allow patrons to post thoughts and updates about their life on the Web.
- **Wikis** - like Wikipedia and others enable patrons from around the world to add and update online content.
- **Social networking** - sites like Facebook and Myspace allow patrons to build and customize their own profilesand communicate with friends.
- **Web applications** - a broad range of new applications make it possible for patrons to run programs directly in a Web browser.

A **Web 2.0** site allows patrons/customers to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites wherepatrons (consumers) are limited to the passive viewing of content that was created for them.

The Web 2.0 technologies,as indicated by Oyetunde (2009),provide a level user interaction that was not available before. Websites have become much more dynamic and interconnected, producing "online communities" and making it even easier to share information on the Web. That most Web 2.0 features are offered as free services, sites like Wikipedia and Facebook have grown at amazingly fast rates. As the sites continue to grow, more features are added, building up the technologies in place. Thus, while Web 2.0 may be a static label given to the new era of the Web, the actual technology continues to evolve and change.

The**Library 2.0**is said to borrow from Business 2.0 and Web 2.0 and follows some of the same underlying philosophies. This includes online services like the use of Online Public Access Catalogue (**OPAC**) systems and an increased flow of information from the user back to the library. With Library 2.0, services are constantly updated and revaluated to serve library customers better. Also,Library 2.0 attempts to harness the library user in the design and implementation of library services by encouraging feedback and participation. Proponents of this concept, sometimes referred to as Radical Trust (RT) expect that the Library 2.0 model for service will ultimately replace traditional, one-directional service offerings that have characterized libraries for centuries.

Other ICTs employed in promotion include Electronic billboards and electronic signs. These,according to Kriplani (2008),are typically used to deliver advertising and informational messages to people who are passing by the displays. Although the technologies may vary widely, digital billboards require some type of content source to generate the images on the screen. Depending on regulatory and technical considerations, the content may be a series of static slides, a broadcast-quality video animation sequence, or a combination of both.

1.1.2 Promotion in Nigerian University Libraries

University libraries in Nigeria have grown in number, infrastructure, personnel and services since the first university library was established in 1948.

Though promotion of library services is a concept of comparatively recent origin, it has now emerged as an important idea within the library system for the improvement of university libraries in Nigeria. Promotion covers activities that connect one organization with the members of the outside world who use, buy, sell or influence its products and the benefits and services it offers (Joseph &Parameswari, 2002).

All the universities established libraries to meet the information needs of their students and staff. Over the years, universities and university libraries have increased in number. The Federal and state governments have established universities. Similarly, private individuals and organizations haveobtainedlicense to establish and operate universities (NUC Newsletter, 2013).

The University Library Complex of Ahmadu Bello University (ABU Libraries) according to the library's website (2015) comprisesKashim Ibrahim Library and eleven other satellite libraries located in different campuses of the University. In addition, all departmental libraries andSamaru Public Library form part of the Ahmadu Bello University Library Complex. It was commissioned in 1963 and is administered by the university's Department of Library and Information Science with over 30,000 volumes of print information resources.The Kashim Ibrahim Library has a total holding of over 1.2 million volumes of books and 66,000 periodical titles. The University library has always been at the center of research and scholarship playing a major role in acquiring, processing and lending library

resources to its patrons and responding to patrons' inquires. Today, online database and Internet searches in the library are common features among staff and students of the University. The Library Management, for the past few years, has striven to upgrade the IT skills of the staff to enable them cope with the challenges of the information age. However, promotionroles are a part of these developments so basic that they cannot be considered a separate function towards the attainment of maximum use of information resources in Ahmadu Bello University libraries.

Olsen (1996) observed that many libraries have come to appreciate the application of marketing concepts. In designing the marketing mix and developing the marketing plan, the said 4Ps have become central to libraries. Any library using marketing techniques to promote its operations need to focus on its products and services, the price paid, (which may be monetary), time or energy exalted to secure information, the promotional strategies by which the product or service is made known to potential customers and the place where the product or service is made available.

Mohammed (2011) remarked that libraries are generally established to create, establish and maintain mutual relationships among the patrons, and the information resources and services provided. Hence the need to employ relationships marketing strategies, and mix in marketing library product and services. What is therefore needed is to identify and understand the needs of the patrons especially through the application of market research. Marketing research

is a useful tool for discovering and understanding customer needs and identifying better ways of meeting those needs.

1.2 Statement of the Problem

Promotion in libraries aims at driving the attention of the customers to what products and services are available and are being used to satisfy their needs or demands. Promotion in libraries aims at informing users what libraries do and what they can do. The benefits include: increased usage, increased value, education of patrons and changed perception among others. Without doubt, librarieshave numerous products and services (to be promoted)which are used in satisfying the information needs of customers. However, different libraries adopt different strategies such as radio, exhibitions, websites, social media, posters and fliers etc. to draw the attention of their patrons to the existence or availability of their products and services. Ahmadu Bello University (ABU) Libraries are no exception in the application of mostly the traditional strategies.

The ABU libraries' annual report (2013) has shown that the traditional strategies used for library promotion are ineffective and inefficient due to their inability to yield desired patronage. This is furthersupported by accompanying survey figures in the libraries' 2014 annual report that signified underutilization of available resources. This points to the need to study the application of ICTs in the promotion of library products and servicesfor enhanced patronage and maximum use of the ABU libraries' resources and services.

1.3 Research Questions

The study tried to answer the following research questions.

1. What products and services are available for promotion in ABU libraries?
2. What promotion channelsdothe ABU libraries use to promote their products and services?
3. Which ICT facilities are available and are being utilized for promotionofthe ABU libraries' products and services?
4. To what extent has the application of ICTs inlibrary promotionaffects the patronage of the ABU libraries' products and services?
5. Whatappropriate strategies can be employed to maintain and sustain the application of ICTs in the promotion of the ABU libraries' products and services?

1.4 Research Hypothesis

HO_1: Application of ICTs in ABU librarieshas no significant effect on the promotion of their products and services.

HO_2: Adoption of ICTs in the promotion of ABU libraries' products and services has no significant effect onthe patrons' level of patronage.

1.5 Objectives of the study

The study has the following objectives:

1. To identify the various products and services available for promotion in ABU libraries.
2. To identify promotional channelsused in the promotion of ABU libraries' products and services.
3. To identify the available ICT facilities that are being utilized in the promotion of ABU libraries' products and services.
4. To determine the extent of ICT impact in the enhancement of patronageof ABU libraries' products and services.
5. To identify the appropriate strategies to be employed through which e-promotion can be maintained and sustained.

1.6 Significance of the study

According to Marshall (2004), the essence of establishing marketing and promotion units in academic libraries is to relate with librarypatronsin order to understand their needs and provide them with the much needed service in the required format. It is also part of their major role to keep their patrons in the know, about stock at their disposal and, above all,promote their content towards the attainment of maximum use of valuable resources in their custody.

The result of this study will help library management effectively use ICTs to promote theirproducts and services, cut promotional expenses, as well, add to the existing body of knowledge.

1.7 Scope and Limitation of the study

This study was centered on ICTs application to Promotion (as a key component of Marketing) in the over forty five (45) departmental libraries and twenty four (24) satellite libraries scattered aroundthe campuses ofAhmadu Bello University (ABU).The libraries have lots of products and services (to be promoted) that continue to grow without a predetermined period of ending. This is being brought about by technological advancements in all fields of human endeavor. It coveredthe entire ABU library complex.

1.8 Operational Definition of Terms:

E-Promotion: is the use of multimedia devices to project customized electronic flash adverts of library products and services within the library environment.

ICT: is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems.

Marketing: is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Marketing Mix: Variables that the company blends to produce the desired response in the target market. It consists of either the four P's

(product, price, place, promotion) or the four C's (customer, cost, convenience, communication). In addition, to either classification can be added two more P's, namely **people** and **process**.

Marketing Plan: The marketing plan contains an executive summary, a table of contents, a description of the current market situation, threats and opportunities, objectives and issues, marketing strategies, action programmes, budget, and controls.

Product: Anything that can be offered to satisfy a need or want. It can be a service.

Products and Services: Products and services are two closely aligned concepts andmost products have an element of service in them.

Promotion: Advertising and personal selling to make the product known to the target market are examples of promotional activities.

Wants: Human needs that are shaped by experience, culture, and peer group, etc. Wants are satisfied through the provision of appropriate products or services.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

The purpose of this chapter is to review the literature related to this study. This review focuses mainly on Information and Communication Technologies (ICTs) as a tool for the promotion of University library's products and services. The chapter is subdivided into the following topics:

- Marketing
- The Marketing Mix
- The Promotional Mix
- Promotionin Academic Libraries
- ICTs in Promotion
- Summary of the review

2.2 Marketing

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. Marketing, in the library context, refers to those instrument through which information (both raw and processed) are transmitted to its members. (Sharma and Bhardwaj, 2009).

According to Kotler (2000), 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. It reties 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.

Similarly,Ayanda and Taiwo (2006)also saw Marketing as a total system of interacting business activities to plan, price, promote and distribute want satisfying products and services, and present to potential customers.

The above definitions call for various activities in marketing. They are:

- Market research and customers' analysis
- Development of products and services
- Pricing
- Distribution
- Promotion
- Evaluation of products and services.

Thesemarketing activities as applied to other industrial sectors are equally applicable in the area of information products and services. Whether it is for profit or non-profit, methods remain the same while the policy varies.Once users' needs, future trends and resources available have been established, the librarian is in a position to plan the marketing objectives, the resources to be used, the place and time scale of the operation and strategies required. The process of setting aims and objectives will serve a number of purposes. It will provide a focused overview of the library service and give direction and guidance in achieving these desiredobjectives. If any of the objectives change over time then the market plan will require an update as appropriate.

Information professionals globally have come to terms with the need to actively market services. Library marketing is critical for any information professional in order to spread the word about their library. It doesn't matter what library type, it doesn't matter how large or small the library is - you need to draw attention to your library, your services, your worth to your community, your administration, your staff, and your patrons. Understanding the organization's mission to produce effective marketing material that builds the library's brand and image, drives traffic to your web site, and differentiates your library from its competitorsis very important in this regard. That's why in this highly competitive industry marketing plays a very vital role.

The library has many products 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 products but also about bringing awareness to clients of existing services and products and determining their appropriateness. Marketing plan needs to be developed and implemented with ongoing enhancement of the services and products should follow. When the library is marketing its collections, inparticular, 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 plagiarism detection software and online thesis submission must all be publicized to potential users. For new products or services, part of the planning must involve thecreation of a marketing and promotional strategy and the allocation of responsibility to library staff to ensure that the plan is carried through.

Sharma and Bhardwaj (2009) saw Marketing as being 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 statement for both internal and external use.

2.3 The Marketing Mix

The marketing mix as presented by Lauterborn (1990) is a planned package of elements that makes up the product or service offered to the market. It is aimed at supporting the library and information service to reach target markets and specified objectives. The key issues to consider are user convenience, user cost and user communication; taking core services and packaging them according to the needs of specific user groups is a priority. Marketing mix helps to position library

or information service very firmly in the perceptions of their communities served: the wider community for the public library, academic community for the academic library or the patrons and patrons for the business or specialist information service. Marketing mix assist librarians and information managers to perceive the value of different marketing mixes for specific market segments or groups of patrons. The consideration of the interaction of Product, Price, Place and Promotion provides a valuable structure in working towards a set of strategies. When this is coupled with substantial market information and used against a background of careful analysis of the micro- and macro-environment then marketing objectives are more likely to be achieved:

- ***Product*** – all the product or service characteristics aimed at the target market.
- ***Price***– the real cost to the customer or user, including other costs than solely money Centre's own vision changes.
- ***Place*** – everywhere and every way the product or service is made available.
- ***Promotion***– all the methods of communication used to reach the target markets.

McCarthy's (1978) classic model of the four Ps – how the product or service is best presented, in attributes, price, availability and promotion, to the desired market segment – is a development of a theory put forward initially by Neil Borden (1965). Borden's mix is now more precisely found in market research and market

strategy. Librarians and information professionals will need to know that extra 'P's have been added to marketing mix considerations for service marketing:

- *People*– the people who play a part in service delivery.
- *Physical evidence*– the environment for service delivery and any tangible representation such as brochures or delivery vehicles.
- *Process*– the activities by which the service is delivered.

For those new to marketing, these aspects are already implicit in every facet of the existing four Ps. It is not particularly helpful to seek to pigeon-hole all marketing mix elements in this way but they are useful reminders of what might be considered.

Nevertheless, contemporary interests for theory construction in marketing are often incomparably distinct and specialized. With the rapid evolution of Information and Communication Technologies (ICTs), marketing and consumer culture experience according to Lüdicke (2006) is unprecedented shifts, for instance in the distribution of information and power. As a consequence, marketing theory (re-)inquires high-tech marketing, customer relationship management, data mining, digital products' marketing, brand bashing, or consumer resistance in the light of emerging technologies. At the same time, subject areas such as "consumer behavior, producing, purchasing, sales management, product management, marketing communications, cooperative marketing, social marketing, the efficiency/productivity of marketing systems, marketing ethics, the role of marketing in economic development, packaging, channels of distribution,

marketing research, societal issues in marketing, retailing, wholesaling, the social responsibility ofmarketing, international marketing, commodity marketing, and physical distribution" (Hunt, 2002) remain on the marketing research landscape allowing for an unprecedented variety and complexity within the discipline.

2.4 The Promotional Mix

Promotion as described by Nicholas (1998) is essentially the means of informing users what you do and what you can do. The benefits for those who promote their library services include: increased usage of available resources, increased value in the organization, enlightenment of users, enhanced patronage and changed perceptions.

The promotional plan emerges from the marketing plan. It has to do with how to achieve the objectives that have been forecast. 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 will also ensure that the success of the advertising campaign can be evaluated. From time to time it should be accepted that promotional activities have not met their objectives.

Nicholas (1998) further prescribed certain requirements upon which promotional activities can take their forms which is dependent on chosen promotional media and the nature of the target audience and on promotional objectives. They are;

1) **Personal Skills:** Your manner whether in person or on the telephone, will affect your users' rating for the library. You need to be professional and use quality procedures but you also need to smile and establish a personal relationship with as many of your users as possible. If you react positively to complaints, people will be encouraged to tell you about other things they would like to be changed. Instead of defending your position, think about their suggestions.
2) **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'.

3) **The 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 contact.
4) **Newsletters 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.

Promotion is not without challenges. These Challenges and difficulties are mostly faced both ways as enumerated by Sharma and Bhardwaj (2009). They are but not limited to the following;

- **Creation of a Positive Image:** For decades, people thought of librarians as "trained" or "skilled" but not necessarily as "professionals" and have no idea about the qualifications or training requirements (Ajileye-laogun, 2004). In some Asian countries, librarians are simply retrieval clerks or have low social status, so users may consider themselves more competent and more

knowledgeable than library staff and regard it unnecessary to approach him/her for help. This brings to fore the need to demonstrate that they have got both qualifications and a variety of skills.

- **Being Proactive:** Language problems may hinder users from seeking assistance offered by the library. Some users have to rely on friends rather than librarians for information or instruction. All professional librarians have got to communicate with users about their services because exchanges between the service agent (librarians) and the customer (patrons) can elicit information about customer requirements, and also permit the services agent to explain the organization's products and how these can meet the customer needs.
- **Building a Good Relationship:** There is no real shortcut to providing good information services to users. Quality reference service involves a relationship between the patron and librarian within a "Cycle of Dimension of Service": willingness to assist patron; knowledge (how to assist patron); assessment (of patron's need), and action (physically moving with the patron).
- **Creating a Welcoming Environment:** Librarians need to develop the ability to create a welcoming environment, be patient, and build confidence with theirpatrons. When librarians are friendlyand welcoming and helpful, users are encouraged into the library, whereas, in a library where the librarians are unfriendly and lazy, users are driven away. The personality of the

librarian determines the rate of utilization of the library by its patrons. If she/ he is friendly and professional, the patron will be convinced that there is an approachable and reliable information expert in that library. If they are drawn to the library by the mien of the librarian, they will then be able to browse through the books and thus become aware of the availability of materials relevant to their studies and research, and the use of the collections increases.

- **Development of Good Communication Skills:** Information professionals need to learn ways of styles because the way people communicate varies widely between one aspects of communication style is language usage. Across cultures, some words and phrases are used in different ways. For instance, one user who had huge fines for a book he borrowed because he misunderstood the concept of returning a book. To him, "return" a book means putting it back on the shelf. Don't assume that the way you are behaving is the "right" way of doing things. Consider a variety of approaches to a procedure that best suits your patron.
- **Respect forCultural Differences:** One of the significant barriers in cross-cultural communication is the use of language. Librarians are not changing their style because of users communication difficulties; they are unaware of the language used and of the need to provide definitions or demonstrations of "peer reviewed", "call number" " full-text", "subject heading" or "Boolean search". Information services in libraries that are sensitive to and

encompass differences in culturally influenced styles are more likely to be responsive to the information needs and interests of users/patrons. As information librarians become more aware of cultural differences, they will become better listeners and communicators and could communicate better with users from different cultural backgrounds.

The 'promotional mix'according to Hosny, Powell, and Heller (2008)is a term used to describe the set of tools that anorganization can use to communicate effectively the benefits of its products or services to its patrons.

The promotional mix includes the following;

- ✓ advertising
- ✓ public relations
- ✓ sales promotion
- ✓ direct marketing and
- ✓ personal selling

The promotional mix is part of the wider marketing mix. Why it is important ifpatrons don't know what products and services you provide, then you might not survive in today's competitive marketplace. According to Hosny, Powell and Heller (2008), effective communication with your patrons is vital to ensure that your organization generates the desired attention and patronage. By taking the time to develop and implement an appropriate promotional mix, it stimulatesones target

audience to patronizeones products or services and manage this within an affordable budget.A successful promotional mix uses a balance of its five tools in a planned and structured way. This is because, a single tool rarely works well in isolation. The challenge is to select the right mix of promotional activities to suit a particular product at a particular time and to then use it correctly to achieve desired result. The combination of tools one uses will depend on the target audience, the message you wish to communicate and the budget you make available. There would be little point in advertising online databases in a fashion magazine much more appropriate to advertise in library website or bulletin.

To use the promotional mix effectively, Bamigbola (2013) believes that there's need to understand a little bit more about each of the five tools and how they can effectively be applied for the achievement of the desired objective.

Advertising: There are three main reasons for advertising; to provide your target audience with information (creating awareness); to persuade them to patronize you (by promoting product and benefits); to reinforce your existence (by consistently repeating key messages). Research has shown that people need to see an advertisement at least seven times before it starts to mean anything to them. So, to be effective, advertising needs to be conducted regularly in a consistent and 'recognizable' manner. Typical advertising media include Yellow Pages, local newspapers, radio, trade journals, exhibitions and websites. It is also difficult to assess how much business is achieved through 'paid-for' advertising unless you

include some form of monitoring scheme (such as a discount voucher) within the advertisement.

Public Relations: Publicity is something that 'happens' to an establishment and the result may be good or bad. Public relations (or PR) involve a sustained attempt to develop your reputation as a business or service provider by using the media to help create the image you desire. It is a way of keeping the business in your customers' eyes. News or press releases can be distributed to the media to announce, for example, new product launches, a change in opening times or company successes. Articles can be distributed to trade journals or local newspapers, and sponsorship or charitable donations can help to position your business more prominently in the market place than your competitors. Attendance at exhibitions and seminars can also help to promote the image of your business to a chosen target audience.If you feel confident dealing with the media yourself, then public relations can be a very cost-effective method of promoting your business.

Sales Promotion: This activity is best described as a specific, usually short- term, promotion that is 'over and above' what you would normally provide to the customer (e.g. buy one, get one free). When used effectively, sales promotions can help to move old stock, counteract competitor activity, merchandise new products, encourage repeat buying and motivate your staff. They can also be monitored, so the success of a particular sales promotion can be measured over time. Sales promotions are a good way of attracting new customers. However, on their own

they are unlikely to build customer loyalty or change their longer term buying habits. The type of promotion selected also has to be relevant to your target customers as well as to your own marketing objectives.

Direct Marketing: Direct marketing is an increasingly popular technique as it enables you to target specific customer groups very accurately. It is a flexible way to deliver your message and, because each letter can be personalized, the chances of a response are greatly improved. The overall success of a campaign can also be directly measured in terms of the number of responses received.You can collect information on customers and use this to build up your own 'in-house' database. Although this can be time-consuming, the information gathered will be accurate and relevant to you, and can be relatively easily kept up to date.Alternatively, you can buy a mailing list of potential customers that is tailored to your precise specification. For example, if you were selling 'up- market' motorbikes and associated products, you could buy a mailing list that provided details of men over 40 years old, who own a bike, live in a certain postcode area and have a salary of above £25,000. The cost of buying this list may be high, but if you get a good response rate from your mailing activity to this group, then the expense would be considered to be worthwhile.Be aware that some false addresses may be included in a purchased list so that the seller of the list can verify the mailing activity that takes place and stop theft of a list.

Personal Selling: This is the most effective form of promotion because it allows your approach to be tailored to the needs of an individual customer. Getting a sale is ultimately extremely important, but the process involves a lot more than this. It is about having a constructive dialogue with customers to listen to their needs, promote product & company benefits on an individual basis, answer any questions, resolve any problems and get their feedback before clinching a sale.Face-to-face, a sales person can build a relationship with the customer - understanding their needs and feeding back this knowledge to the business to improve products, customer service standards, competitor knowledge etc. Employing a sales person is a costly exercise in the first instance, but it is one that will provide a pay back, usually within 1-2 years.For owner/managers of small businesses who may not have sufficient resources to employ such staff, do not forget that a personal approach to customers is still appreciated and is an important part of any business development strategy. Active networking with existing customers, suppliers, business associations and specialized industry groups can also play a valuable role in promoting your business to a wider target audience and the value of this activity should not be underestimated. What to do now Once you have completed the plan for your promotional mix, you need to plan and undertake specific promotional activities and make sure they meet your objectives.

2.5 Promotion in Academic Libraries

Academic libraries, according to Akporhonor (2005), are libraries attached to tertiary institutions such as Universities, Polytechnics, Colleges of Education, Colleges of Agriculture, Colleges of Technology and also Research Institutes. Singh and Kaur (2009) emphasized that preservation and access to knowledge and information is the main mandate of academic libraries alongside supporting the mission of their parent institutions which is teaching and research. Academic libraries are at the forefront of providing information services to their respective communities which comprises of students, lecturers, and researchers in order to support their teaching, learning and research needs. Scholars have emphasized on the crucial role of academic libraries in research and scholarship in institutions of higher learning. Many a times, academic libraries are referred to as nerve centers of institutions of higher learning where all academic activities take place.

To Kotler (2003), marketing is no more than a management process responsible for identifying, anticipating and satisfying customer requirements profitably. A successful marketer should accurately identify and anticipate current and potential patrons' needs, and develop products or services to meet this need at the most appropriate time and value to his patrons. In academic libraries, marketing is used to understand user needs in order to develop, and improve awareness of appropriate services through successful communication.

Dugan (1994) saw public relationsfor educational institutions as "efforts toobtain favorable interest in the institutionand/or its programs, typically by creating significant news about them inpublications; through obtaining

favorableunpaid presentation on radio, television,or in other media; or through the institution'sown activities or events." Thisis 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 andKaren (1995) responded 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." He went on 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) stated 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 provide services beyond the defined parameter, 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 emphasize on serving the information needs of its academic community, there is 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) saw 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 patrons do not come to the Library physically as frequently (or at all). Moreover, 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 patrons. 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 patrons - rigid enforcers of rules, more interested in themselves than the patrons. What is needed are bright, cheerful, intelligent, friendly professionals providing quality services to all. Besant and Sharp

(2000) opined 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) revealed that when library staff performs badly, a direct consequence of such is eminent. The promotion 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 does make mistakes and an apology never goes astray (Schmidt, 2000).

For academic libraries in Nigeria, promotion of information products and services is very essential, especially as a means of promoting the use of their

services by current and potentialpatrons. The concept of promotion in libraries is often misunderstood. According to Block (2001), many associate it with profit motives or see it only as promotion of library services. While these views are not entirely wrong, they do not reflect the broad nature of promotion. The scholar also posited that promotion includes determining market positions, defining products and services, setting prices, promoting services, and building good public relations. In the university library setting, promoting library and information services entails understanding the objectives of the library, researching the needs of the target market, packaging the library and its services to meet these needs, then promotion of the library and its services to attract the target market, and finally, pricing. It is important that libraries first create a clear vision of their values, and their contributions to the university, its faculty, staff and students, and to society as a whole. In order to do this, Ifijeh (2011) feelt that libraries must first define their mission and objectives, increase their customer focus, and provide quality management and effective and efficient service. In order to be able to promote its services effectively, libraries must take their objectives into consideration. In general, a university library is geared towards the advancement of the objectives of its parent institution by providing cost-effective information services and knowledge products to its resident community. It is up to each individual university library to expand upon these objectives to describe its particular situation. All the processes of promotion undertaken by libraries must be guided by these objectives. The promotion process begins at the library's core, namely, the library's mission

statement. The mission statement should reflect the values of the library and explicitly state the service philosophy. Ifidon and Ifidon (2007) outlined the major objectives of university libraries as:

- provision of materials in support of the learning process
- provision of materials for research for students and faculty
- provision of materials to help librarypatronsin their personal self-development
- cooperation with other libraries to broaden access to materials for the benefit of patrons
- meeting the specialized information needs of the university community

Making patrons to appreciate these functions and services in relation to their academic progress and success is the essence of promoting for university libraries. Block (2001) affirmed that in promoting information services, libraries should study the target market's needs, and then design appropriate products and services to meet these needs. Once this has been accomplished, a library can design a program to inform, motivate, and serve the market. One method to assist with studying the target market's needs is through market segmentation. Market segmentation is the division of the market or consumers into certain categories according to their buying habits. In order to do this, Ifijeh (2011) adviced that, the library identifies its distinct groups of patrons and their expectations of the library and librarians. For university libraries, the target market comprises:

- members of faculty, including academic staff of various ranks such as professors, readers, senior and junior lecturers, assistant lecturers and graduate assistants
- undergraduate and postgraduate students
- non-academics and
- patrons outside the university community

Each of these groups of patrons has distinct needs and user behaviors that must be taken into consideration for proper and effective promotion to be carried out. For example, in her research on the impact of electronic resources in academic libraries in Nigeria, Adeyemi (2009) observed that senior academics (especially those between the ages of 55 and 65 years) rarely make use of electronic resources due to poor eyesight, lack of Internet search skills, or inability to use computers. This implies that they prefer to make use of hard copy (print) rather than non-print versions of information resources in the library. Consequently, in order to effectively promote libraries' resources and services to senior academics in Nigeria, libraries should either focus on use of print materials or collaborate with relevant agencies to organize seminars and training workshops on Internet and database search skills as well as the use of computers.

The situation is much different for junior academics and students. Both are favorably disposed toward the use of both electronic and print resources. Ilo and Ifijeh (2010) posited that Nigerian students rely on electronic resources, especially the Internet, in their academic pursuits. Thus, university libraries can take

advantage of the use of the Internet in driving their promotion efforts toward these target groups. This would require the university authorities establishing electronic media centers in libraries. Electronic media centers provide patrons with access to electronic journal articles, e-books, and other important information resources available on the Internet. The creation of such centers would increase patronage for junior academics, students, and other members of the university community. In categorizing these patrons and their needs, Ifijeh (2011) adviced that the library should start by answering the following questions:

- Who uses your services the most?
- What are the top ten subject areas?
- What are the most common competitive tasks?
- What are recent customer complaints?
- Are any of these recurring complaints?

Identifying the distinct groups of patrons and their needs will help the library to concentrate on the most productive services to supply, and also create an opportunity to discover better ways to meet patrons' other needs. Similarly, the subject areas that are consulted most should be considered in the process of developing a good promotion strategy that highlights the ways that library materials meet the needs of patrons. Block (2001) advocated that, customer complaints as well as feedback regarding popular services should be given adequate and satisfactory attention.

Packaging, according to Noel and Waugh (2003) implied putting things in place to attract patrons. Some of the facilities and resources that should be considered in packaging processes include the library building, the library's resources, and library staff. Library building houses library staff, readers, information resources, and equipment. Each of these has needs that the building must meet if the library services are to be effective and efficient. The ideal situation according to Noel and Waugh (2003) was that library building should occupy a central location on campus for easy accessibility to patrons.

Ideally, patrons may access the library through the online public access catalogue (OPAC). However, very few libraries in Nigeria operate the OPAC system. Where OPACs do exists, patrons can gain access to library holdings from various locations without necessarily going to the library. Without access to OPACs, patrons will need to visit the library itself in order to browse, borrow, return, or renew library materials. Libraries must ensure their reading rooms are neat, well-ventilated and comfortable to encourage readership. Ifijeh (2011) affirmed that currently, most government-owned university library buildings are in poor shape due to a lack of maintenance caused by poor funding. There is a dire need to renovate these buildings and install relevant facilities if libraries are to promote their collections and services effectively and increase patronage.

Libraries should provide quality information resources that reflect the various fields of study offered in the university. They should be in print and non-print formats. A library's collection should be competitive with those of other

information resource centers. Libraries should also be equipped with Internet and e-learning facilities.

In addition to providing sufficient resources, Joseph &Parameswari (2002) positioned that library in a must situation should have adequate number of professional librarians. In addition to their technical knowledge in librarianship, librarians should possess skills for promoting library and information services. Such skills include knowledge of promotion strategies and the ability to obtain feedback from patrons and perceive user needs. Library need to make its patrons aware of the services it provides. According to Joseph and Parameswari (2002), promotion involves mechanisms that inform the target groups about the resources, services, and products offered by the library. In carrying out promotional activities, the library should emphasize its areas of strength and competitive advantage, taking into consideration the unique benefits patrons will gain from its services. Some promotional activities a library could embark on include:

- publishing and distribution of hand bills
- publishing and distribution of newsletters
- mailing list programs
- placing posters in strategic places
- use of billboards
- Library awareness programs such as library week or library orientation for all incoming students.

Packaging the library to make it marketable requires funds. It is no longer news that government-owned universities in Nigeria, funds are not readily available. MacArthur Foundation report (2005) revealed that this has hampered professional library services and frustrated marketing efforts. Many university in Nigerian libraries cannot compete with other information resource centers due to poor infrastructure, low morale among librarians, and lack of quality learning resources. The MacArthur Foundation (2005), in its report on university libraries in Nigeria, stated that many students and faculty view the libraries as weak and unable to support research. With this attitude in place, promoting the libraries and their services becomes a colossal task. Moreover, Joseph and Parameswari (2002) viewed most librarians in Nigeria as having lack of business expertise. The librarians tend to focus on traditional duties of acquisition, cataloguing, classification, and shelving; and thereafter, wait for patrons to come, instead of reaching out to attract the patrons through professional promotion of services. Effective promotion of library services in Nigerian university libraries should begin with each library implementing a library promotion plan. The promotion plan should revolve around a mission statement, which can give the library staff a sense of direction and purpose, especially if they are asked to contribute to the creation of this plan.

The effects of promoting library services will be more pronounced if library staff follow a predetermined promotion plan. Promotion demands funding rather than waiting for allocations from the government or its parent institution, the

university library needs to generate funds in order to compete with other information resource centers. These funds can be acquired from library development levies for consulting services, library fines, registration fees, and through grant funding by donor agencies.

Dugan (1994) advised that funds provided and generated must be well-managed and carefully used. Rather than expensive promotion ideas, libraries might opt for the use of handbills and other cost-effective materials to carry out promotions and publicity. Libraries can also use e-mail to publicize their activities. This is much less expensive than other sources of publicity. University library managers must cut waste and excess in order to minimize cost and promote effectiveness and efficiency. Libraries can encourage university alumni and other friends of the library to volunteer their skills and time towards library development programs.

The promotion model for special libraries as proposed by Noel and Wough (2003) is a clear example of promotion on a tight budget. The Botswana library promotion model was based on the Work Improvement Teams (WITS) programme created by the Botswana Government in 1993 in order to enhance productivity in organizations in the country. Organizations, including libraries were encouraged to adopt economic measures as advocated in the programme. The library model involved separating promotion from the day-to-day operations of the libraries and giving specific responsibility for promotion to an officer or a team of officers. Funds for promotionactivities were to be generated through library levies collected from

patrons and donations from friends of the libraries. The heads of the libraries were to ensure that marketing officers gave periodic accounts of all monies received and spent. Though there is no follow-up report to show the extent of success or failure of the model, this model is useful for university libraries in Nigeria as a strategy for effective promotion of library services. Librarians need to acquire strong promotion skills. This can be achieved through in-house retraining programs and through short-term promotion courses. Nigerian library schools should incorporate promotion courses in their curricula to equipt graduates with promotion skills that will benefit them as practitioners. Ifidon (2008) observed that Nigerian library schools need to include business and promotion courses in their curricula in order to equip students with promotion skills needed to excel at their workplaces.

2.6 ICTs in Promotion

Information and Communications Technology (ICT) is defined as a diverse set of technological tools and resources used to communicate and to create, disseminate store, and manage information (Blurton, 1999), and they encompasses a wide range of rapidly evolving technologies including telecommunication technologies, such as telephony, cable, satellite, TV and radio, computer-mediated conferencing and videoconferencing, as well as digital technologies, such as computers, information networks (Internet, the World Wide Web, intranets and extranets) and software applications.

Information and Communications Technology (ICT) is a tool that can be utilized to suit ones' needs in any area or field. The single most important benefit

associated with access to the new ICTs such as telecommunications and the Internet is the increase in the supply of information, reducing the cost of production and transmission, increasing availability and accessibility which in turn reduces uncertainty. Zhen-wei et al (2004) remarked that reduced uncertainty will generally lead to better decision making and allow for new forms of organizational innovation, thus reducing transaction costs and inefficiencies. The fundamental idea behind the 'digital' or 'new' economy according to Odukoya (2005) is that value added is increasingly concentrated in the application of new ideas to existing systems. Consequently, productive capacity no longer relies solely on investments in plants and labor, but in adapting new technologies and organizational forms into existing forms of economic activity.

The central purpose of libraries is to provide a service: access to information (Buckland, 1992), and Information and Communication Technologies, especially computers, information networks and software applications, are making it possible for libraries to provide a variety of library and information services to their patrons. Taking into account the rate at which innovative use of ICTs is being introduced and the ever declining costs of ICT facilities, it will not be long before libraries also start using satellite and mobile phone technologies to deliver information services to their patrons located in remote and inaccessible areas. Stephen (2006) affirmed that the use of ICTs benefits productivity through the creation of models for turning inputs into productsand/or services. As organizations learn and adapt to new technologies, labour can be redeployed to

more efficient tasks, discrete components of a new system can be better coordinated, and raw information can be more effectively manipulated to assist decision making. This in turn results in more innovation, leading to a 'virtuous cycle' in which the initial adoption to new technologies snowballs into increased profits at the firm level and beyond. Ifijeh (2011) supported the fact that ICTs can overcome geographic boundaries, creating a more efficient global marketplace. As buyers and sellers are increasingly able to share information on process specification and delivery times, the production process can be spread across national borders and comparative advantage can be more efficiently realized. For developing countries, this can lead to larger markets and increased access to global supply chains. Networking and information sharing also lead to demands for greater openness and transparency. Whether this means learning the true cost of a widget in a third world country, the decision making process on a government agency or the status of a Central Bank's foreign exchange reserves, ICTs are a powerful tool of empowerment (Noel and Waugh, 2003).

By applying ICTs to promotion, Currie (2010) opined that libraries will be able to provide their patrons with knowledge about the library's physical features, resources, services, programs, and events, and to let them know about the benefits libraries offer. Promotion benefits the library by increasing usage, educating users, and increasing or at least maintaining a positive perception of the library.

Libraries often attempt to create, develop, or maintain a recognizable brand for the consumer. This requires approaching the situation from the users' viewpoint by getting into their space. Many libraries have found Web 2.0 platforms to be effective as most of today's consumers utilize some form of social media. Libraries can communicate to consumers through podcasts, blogs, social bookmarking, social networking, videos, photos, wikis, and mobile apps.

Blogs:A blog with frequent posts, comments, and responses to those comments exhibits the "read/write Web" that characterizes all of Web 2.0. For example, the librarian who titles a blog post "New arrivals" can share with the entire staff and library patrons. Such will trigger conversations about the resources which will in a way promote them and the library. The post may also describe resources in other formats as a recommendation to patrons participating in the discussion. Assigning a category to each post simplifies referencing once again. Those archived posts and comments may provide a librarian with ideas for service improvements when similar circumstances arise.

Walker (2011) suggested that librarians need not be the only initiators of blog posts. All members of the staff can contribute. Reserving trends of communication for the blog rather than using e-mail exchanges has several benefits. It prevents employees from having work-related e-mail messages among all of the academic and personal e-mail they receive each day. The blog allows them concern themselves with work-related matters only when they are at work and non-student staff to focus on their reference/promotion related

responsibilities at the appropriate times without concerning themselves with it when they want to be focused on other areas. Secondly, requiring that each staff member maintain an accurate e-mail distribution list is an onerous task compared with the ease of administering a blog's users. Third, as mentioned already, an archive of blog posts has value for training and assessing best practices.

Thanks to freely available blogging tools such as WordPress and Blogger, a librarydepartment may start a blog without encumbering any direct expense and with only a few hours' time dedicated to establishing the list of users, a set of meaningful categories, and basic administrative features. Once the blog is ready members of the department should be encouraged to review all changes to it that have appeared since their last shift (both new posts and new comments to ones already read). Since an effective blog is an active one, repeated reminders to read and contribute may be necessary initially. As staff members discover the value of the blog for facilitating communication posting and commenting will become habits.

Online Calendars: An advantage for choosing Blogger, a Google tool, for the library blog is the option to use the same account to create a Google Calendar as an interactive, real time library scheduling system that is consistent with the principles of Web 2.0. Each reference shift can be entered into the online calendar. When a staff member recognizes a conflict with an assigned shift, the shift can be marked using a predefined color to indicate that a substitute is needed. After

another staff member accepts the shift the color can be changed again, along with the name of the staff member who will be working, to indicate that the substitution is in place. By hosting the calendar online, it is accessible to all employees from any computer at any time. The interactivity of the calendar promotes shared responsibility for maintaining an accurate, up-to-date schedule. This is in a way promoting activities among staff that run shifts in the library.

Wikis: Some complex resources that a reference department supports change often and may be used infrequently by members of the staff. These are ideal candidates for a wiki, another Web 2.0 tool that can facilitate training and communication. Initially, one or a team of staff members can establish the wiki using a freely-available tool such as PBworks. Once it is in place, all members of the staff can add updates, best practices, and ways in which the featured resource has been used successfully in reference interactions. A designated staff member should routinely review the wiki to ensure that provided information is accurate and straightforward. A wiki promotes peer teaching and creates a repository of shared knowledge valuable to all members of the department at their time of need.

RSS Feeds: Whether using a blog, online calendar, wiki, or a combination of the three, another Web 2.0 technology that will assist librarians and patrons in staying current is establishing a RSS (Rich Site Summary or, alternatively, Real Simple Syndication) feed to accompany each tool. While some staff/patrons may prefer to check the blog, calendar, and wiki for updates on library activities, others

may prefer to know about changes as they happen. RSS provides an alert to a new blog post, calendar revision, or wiki update within another technology; via an RSS feed reader that the staff and patrons may access at a computer or with a mobile device, or through an e-mail alert.

Online Photo Collections: This tool offer staff and patrons a resource for learning library locations and referring users to them when answering directional questions. The tagging features that apply folksonomies and are inherent in Web 2.0 tools such as Flickr, a host of online images, allow library staff and patrons to overcome the differences in terminology that sometimes create confusion or inconsistencies in the names used for physical locations. For example, a photo of the circulation desk can be loaded into a Flickr pool of library location images and tagged "circulation desk" and "checkout desk" as well as any other locally used terminology for it. The insights of student employees in tagging the photos collected in a Flickr pool are invaluable as they have both the perspective of the library employee and that of the typical user in their awareness of formal and informal terms for locations, collections, and services. They can help those who have worked in libraries for extended periods gain the perspective of patrons who are unfamiliar with the nomenclature of library science and the library facility.

Podcasts and Vodcasts: Podcasts, created and hosted at sites such as Ourmedia, or vodcasts, posted on YouTube or elsewhere, provide another means for training through Web 2.0. Podcasts and vodcasts may be created quickly,

tested, and revised for improvement. Practicing the techniques for instruction via these technologies for internal training may help staff members gain confidence in their podcasting and vodcasting skills, expanding the group of employees who are able to create them for the library's patrons. A wealth of instructional information can be conveyed to employees via podcast or vodcast, from locating a title in the collection using a call number to techniques for searching a particular database.

Social Bookmarks: Librarians all have favorite reference websites they access using a bookmark or simply through a memorized URL. Non-student and student staff can benefit from a shared repository of bookmarks when lists of them are accessible in a Web 2.0-based social bookmarking tool such as Delicious. Here, too, folksonomies are used. Tags assigned to websites can reflect formal and informal terminology used to connect assignments and subject areas to especially valuable sources. In addition, stable URLs may be added to the department's Delicious list that link into the library's subscribed resources where frequently asked reference questions are answered.

Microblogs and Text Messages: Web 2.0 technologies offer libraries tools to facilitate instant communication in the event of an emergency or an urgent matter. The first of these is micro-blogging and text messaging. Twitter, the best known micro-blogging service, allows members to send and receive messages via Twitter itself or by using their own mobile device's Short Message Service. For example, a student employee due for a reference shift but delayed by a lecture, lab, or line

across campus can send a text message to the reference department, notifying staff working the current shift as well as their supervisor. Last-minute adjustments can be made to the schedule before the shift begins rather than only after members of the department realize that their colleague is delayed or absent entirely. This will bring about efficiency of service and as such promotes service delivery.

Instant Messages: Instant messaging (IM) tools provide another means for internal, emergency communication. While the Customer service desks at many libraries are using IM services such as Meebo to communicate with patrons about library services, the possibilities for aiding interdepartmental communication between service points may not have been considered. Customer service desks are staffed nights and weekends, hours when other parts of the library are vacant of employees. Security-related concerns are heightened by the reduced staff presence and probable higher ratio of patrons to staff. During these hours, it is especially important that employees at Customer service desks can share with one another information regarding individuals in the building and observations of unusual behaviors. In sensitive situations such concerns may not be safely vocalized over the telephone but can be shared via computer using IM. Staff at one desk can alert others of an issue or ask that security be called. It might also relate to need for assistance towards better service delivery which can paint a better image of the library.

Social Networks: Social networks, primary among them Facebook, may be the Web 2.0 technology that is most ubiquitous in the lives of student employees. As with most facets of Web 2.0, libraries have used Facebook for outreach, first with individual librarians creating their own Facebook profile and more recently, with the advent of the organizational Facebook profile, one for the library itself. The library's Facebook profile is commonly used to promote new materials, inform users of events and hours, and reach patrons and prospective patronss in this online social environment. Libraries hope that users will become their fans within Facebook, helping us reach their Facebook friends who may, themselves, become our fans. Staff members with Facebook profiles can be encouraged to become fans of the library, helping spread the library's Facebook profile to an ever-growing group of potentially interested Facebook users. By encouraging members of the university community to become Facebook friends of one another, we can also encourage camaraderie. This is especially important in an environment where staffing changes are common and some employees may see one another infrequently.

2.7 Summary of the Review

Promotion of library products and services is being considered a must in an ever changing competitive information service market in Nigeria's academic environment. As traditional methods seem ever insufficient, ICTs when applied to

academic libraries' promotion of products and services can increaseawareness enhancepatronage and above all, maximize the use ofthe available information resources.

Despite the fact that variety of means is applied in the promotion of library products and services, the inability to reach (desired) heights brings to fore the need to explore even further. However, continuing in the said direction will require an assessment of existing procedure within the research scope towards stretching to the limits for a more enhanced outcome.

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CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter discussed the methodology adopted in conducting the research,the population of the study, the sample size and sampling techniques adopted, the instruments for data collection and data collection procedure and analysis.

3.2 Research Method Adopted for the Study

The research method adopted for the study is Survey. Survey research method as portrayed by Abdulsalam (2008) refers to the study in which a random sample is taken from a well-defined population andthe data is collected from which is used to estimate the true value in the population. Chava (1992) opined that a survey design provides a qualitative description of trends, attitudes, or opinions of a population by studying a sample of that population. This methodology is being considered more appropriate for this study because of its ability to provide qualitative description of trends, attitudes or opinions of a population by studying a sample of that population.

3.3 Population of the Study

According to Razaq and Ajayi (2000), population is a collection of elements about which we wish to make an inference. This refers to the set of all elements, people and or observations that are related to a phenomenon that are of interest to the researcher. The population of this study was the entire Ahmadu Bello University

Library Complex marketing and promotionstaff and the registered library patrons.

The following constitutes ABU Library Complex;

Table: 3.1 Target Population

Name of Library	Marketing Staff	Registered Patrons
Kashim Ibrahim Library	8	17,216
President Kennedy Library	2	4,719
Institute of Agricultural Research Library **(IAR)**	1	2,442
Faculty of Education Library	1	2,627
45 Departmental Libraries	45	12,216
Abdullahi Muhammad Public Library	1	509
National Agricultural Extension Research and Liaison Services **(NAERLS)** Library	1	926
Arewa House Library	1	108
Centre for Energy Research and Tech. Library	1	78
Centre for Islamic Legal Studies Library	1	119
Centre for Nigerian and Cultural Research Library	1	149
College of Agric Kabba Library	1	312
College of Agric Mando Library	1	354
College of Agric Samaru Library	1	380
Demonstration Secondary School Library	1	5,224
Nigerian and African Languages Library	1	249
Faculty of Pharmaceutical Sciences Library	1	536
Faculty of Social Sciences Library	1	1,505
Law Library	1	519

Lee T. Railsback (Vet.) Library	1	310
Medical Library	1	571
Pre-clinical Library	1	87
School of Postgraduate studies Library	1	2,724
School of Remedial and Basic Studies Library	1	2,814
National Animal Production and Research Institute **(NAPRI)** Library	1	792
Totals	**76**	**57,486**

Source: ABU Libraries' Annual Report 2012 and Various Libraries' Statistics

3.4 Sample Size and Sampling Techniques

A sample of **1%**of **57,486**(**574**) was chosen to represent the target population as appropriate for registered patrons. Curry's table in Youth (2006) revealed that a study with a target population above 50,000 has an ideal sample size of one percent of its total population. While a staff each was considered from a library. A total of **68** staff constituted the target of this category.

Osuala (2001) pointed out that a sample is a portion of a population as the representation of it. For the simple fact that the population of this study is very large and scattered, stratified random sampling technique was employed for best results as portrayed by Chava, (1992).

Table: 3.2 Sample Distribution

Name of Library	Total	1%
Kashim Ibrahim Library	17,216	172
President Kennedy Library	4,719	47
Institute of Agricultural Research Library **(IAR)**	2,442	24
Faculty of Education Library	2,627	26
45 Departmental Libraries	12,216	122
Abdullahi Muhammad Public Library	509	5
National Agricultural Extension Research and Liaison Services **(NAERLS)** Library	926	9
Arewa House Library	108	1
Centre for Energy Research and Tech. Library	78	1
Centre for Islamic Legal Studies Library	119	1
Centre for Nigerian and Cultural Research Library	149	1
College of Agric Kabba Library	312	3
College of Agric Mando Library	354	4
College of Agric Samaru Library	380	4
Demonstration Secondary School Library	5,224	52
Nigerian and African Languages Library	249	2
Faculty of Pharmaceutical Sciences Library	536	5
Faculty of Social Sciences Library	1,505	15

Law Library	519	5
Lee T. Railsback (Vet.) Library	310	3
Medical Library	571	6
Pre-clinical Library	87	1
School of Postgraduate studies Library	2,724	27
School of Remedial and Basic Studies Library	2,814	28
National Animal Production and Research Institute **(NAPRI)** Library	792	8
Totals	**57,486**	**574**

3.5 Instrument for DataCollection.

There are different instruments for data collection whichinclude among others,sample of existing documents, forms, and databases,research and site visits,observation of the work environment,questionnaire, interview andprototyping.

The questionnaire method for data collection, interview and observationwere adopted for this study. This is because, the type of data required for the research was largely quantitative and descriptive in nature. The choice of the instrument was due to the variations in terms of class, personality and level of study of the respondents.

Abdulsalam (2008) saw questionnaire as an impersonal survey method and has an advantage of low cost, reduction in biasing error, greater anonymity, considered answer and consultation including accessibility. Both structured and

semi-structured interviews were used to extract additional information from the respondents where necessary. Theinterview provided additional information and further clarification on issues. Observationbeing a systematic recording of non-verbal as well as verbal behavior and communication is a process of acquiring knowledge using various sense organs appropriately. It gave the opportunity of getting a first-handinformation about work environment, staff, patrons, equipment, the work itself etc. Two sets of structured questionnaireswere constructed for staff and registered library patrons respectively. The two questionnaire were divided into two parts; Section A: Personal data: Section B: data relating to the issue under study. In order to score the questionnaire, Likert Five Point Scale was provided for the respondents to respond to the questions by selecting any of the alternatives they were most comfortable with.

3.6 Validation of the Instrument

In order to ensure that the questionnaire designed to be capable of eliciting the required data and information from the respondents, the instrument was subjected to face validation. It was presented to experts and scholars in the area of research who checked and made necessary inputs to strengthen it.

3.7 Reliability of the Instrument

The reliability of the instrument was established by conducting a pilot study within two weeks at theNigerian Institute for Transport Technology, Zaria, where two marketing related library staff and ten registered library patrons weretested. The reliability of the questionnaire was determined using a split half technique

where the internal consistency of the scores from a single testing was computed. A single test was administered but two scores were obtained for each individual. This means that the test was divided into two halves and sub-scores were obtained for each half. The correlation between the two halves was the statistic computed in the split half method, with large correlations as a sign of reliability using Cronbach's alpha being the most common measure of scale of reliability (Leedy and Ormrod, 2005).

3.8 Procedure for Data Collection

The questionnaireswereproduced and distributed to the related marketing staff and the registered patronsof the libraries studied. The researcher was assisted by two trained research assistants in the distribution and retrieval processes that lasted for one month. Interviews and observation were conducted concurrently.

3.9 Procedure for Data Analysis

The relevant data collected wereanalyzed using cumulative frequency tables, percentages and graphical representations,whileHO_1, and HO_2 were analyzed using t-test of independent sample. The choice of t-test is for its suitability in comparing the means of two samples appropriately.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presented the data collected, analyzed, discussed and was presented under the following sub-headings:

- Response Rate of Library Staff and Patrons;
- Data Analysis and Discussion
- Descriptive Analysis
- Inferential Analysis

4.2 Response Rate of Library Staff and Patrons

Out of the 597 copies of the questionnaire distributed to the respondents, a total of 570 (87.8%) copies were returned duly completed and found usable for this study. The high response rate was realized due to the simple fact that the research assistants were library staff in their respective libraries. It could also be attributed to the fact that the respondents were given up to two weeks within which to complete and return their copies of questionnaire. The response rate of thelibraries that constitute the complex is shown in Table 4.1:

Table 4.1: Distribution of the response rate of target libraries

Name of library	Questionnaire Distributed	Questionnaire Returned	Percentage of Questionnaire Returned
Kashim Ibrahim Library	173	171	26.3
President Kennedy Library	48	47	7.2
Institute of Agricultural Research Library **(IAR)**	25	24	3.6
Faculty of Education Library	27	26	4.0
45 Departmental Libraries	123	122	18.7
Abdullahi Muhammad Public Library	6	5	0.7
National Agricultural Extension Research and Liaison Services **(NAERLS)** Library	10	9	1.3
Arewa House Library	2	1	0.1
Centre for Energy Research and Tech. Library	2	1	0.1
Centre for Islamic Legal Studies Library	2	1	0.1
Centre for Nigerian and Cultural Research Library	2	1	0.1
College of Agric Kabba Library	4	3	0.4
College of Agric Mando Library	5	4	0.6
College of Agric Samaru Library	5	4	0.6
Demonstration Secondary School Library	53	51	7.8
Nigerian and African Languages Library	3	2	0.3
Faculty of Pharmaceutical Sciences Library	6	5	0.7
Faculty of Social Sciences Library	16	14	2.1
Law Library	6	5	0.7
Lee T. Railsback (Vet.) Library	4	3	0.4
Medical Library	7	6	0.9
Pre-clinical Library	2	1	0.1
School of Postgraduate studies Library	28	26	4.0
School of Remedial and Basic Studies Library	29	28	4.3
National Animal Production and Research Institute **(NAPRI)** Library	9	8	1.2
Total	597	570	87.8

The Table 4.1 showed that Kashim Ibrahim Library being the Main library has more population than any of the other satellite libraries within the complex. The fact that certain libraries are specialized in the sense that they cover certain area of knowledge can be attributed to the size of their collection, marketing related staff and or patrons.

4.3 Data Analysis and Discussion

This section analyzed and discussed the data collected for the study. This was done through descriptive and inferential analysis respectively.

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 Available Products and Services for Promotion in ABU Libraries.

Firstly, the research aimed at identifying the information products and services provided by the ABU libraries. In order to achieve this, a list of information products and services were outlined for the respondents to tick as many information services as possible. Table 4.2 shows the types of information services provided by ABU libraries as being promoted and studied.

Table 4.2 Available products and services promoted by ABU libraries.

Library Products and Services	Libraries																							
	KIL	PKL	IAR	EDU	DEPT	AMPL	NAERLS	AHL	CERTL	CILS	CNCRL	CAKL	CAML	CASL	DSSL	NALL	FPH	FSS	LAW	VET	ML	PC	PG	REMS	NAPRI
Selective Dissemination of Information (SDI)	√	√	√	X	X	X	√	√	√	√	√	√	√	√	X	√	X	X	X	X	X	X	X	X	X
Reference Service	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Customer Service	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Media Services	√	X	√	X	X	X	X	√	√	√	√	X	X	X	√	√	X	X	X	X	X	X	X	X	X
Current Awareness Services (CAS)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Journals (new arrivals)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Books (new arrivals)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Online Databases	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Offline Databases	√	√	√	X	√	√	X	X	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√
Electronic Resources	√	√	√	X	√	X	√	√	√	√	√	X	X	√	√	√	√	X	√	X	√	√	√	√	√
Online Public Access Catalogue (OPAC)	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Orientations	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

The Table 4.2 showed that available Products and services in ABU libraries are being promoted based on availability by individual libraries. Availability of certain products and services within the complex is dependent on individual library's capacity to provide such a service, which is determined by size, infrastructure, number of staff and qualification. The table supports the fact that Kashim Ibrahim Library (KIL) has the capacity to handle all products and services available, thus promote all of them. It is therefore followed by Institute of Agricultural Research (IAR) and President Kennedy Library (PKL) in that order. The rest of the libraries have certain products and services reported as not being promoted which is covered by reference service division when such needs arise. Patrons that require such services are being referred to the Main Library (KIL) for proper attention as appropriate.

Moreover, the above strategy where only products and services available in a particular library within the complex is being promoted there while others are being referred to a sister library within the complex that handles such.Stephen (2006) lamented that strategy is the direction and scope of an organization over the long term, which achieves advantage for the organization through its configuration of resources within a changing environment and to fulfill stakeholder expectations. In other words, the development of a strategy enables an organization to define a clear route and direction it can follow to achieve goals.

4.3.1.2 Promotion Channel of ABU Libraries' Products and Services.

In order to find out how promotion of products and services in ABU libraries is being done, a research question was asked in this regard. The respondents were asked to indicate as many type of media employed to promote their products and services in their respective libraries. Table 4.3 shows the type of media employedto promote the available products and services in the libraries.

Table 4.3 PromotionChannels of ABU libraries' Products and Services.

PromotionChannels	Libraries																							
	KIL	PKL	IAR	EDU	DEPT	AMPL	NAERLS	AHL	CERL	CILS	CNCRL	CAKL	CAML	CASL	DSSL	NALL	FPH	FSS	LAW	VET	ML	PC	PG	REMS	NAPRI
Bulletin	√	X	X	X	X	X	√	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√
Newspaper	X	X	X	X	X	X	√	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√
Social Media	√	X	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Library Website	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Electronic Billboard	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
TV	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Magazine	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Orientation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Fliers	√	√	√	X	X	X	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√	√
Posters	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Banners	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Exhibitions	√	√	√	X	X	X	√	X	X	√	X	√	√	√	√	√	√	√	√	√	√	X	X	X	√
Radio (Jingles)	√	X	X	X	X	X	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√
Notice Board	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
PR (Verbal)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

The Table 4.3discovered that ABU libraries have diversified their use of promotion media in recent times for the promotionof their products and services. It can clearly be seen that the most employed means of promoting ABU libraries' products and services are those media that are affordable due to the nature of the establishment as a not-for-profit organization. These includes monthly bulletin, owning website to be used as a platform.However, radio… that attracts expenses is avoided by smaller libraries while newspapers, magazine and TV among others are being avoided by all, possibly due to lack of funds; thereby bringing to the fore the need to discover new ways of promotion business without necessarily incurring much expenses. Another implication for the most employed means of promotion as revealed by the Table is the use of paper based products by almost if not all the libraries within the complex, instead of going green (Paperless means) as is the trend in line with global best practices.

The fact that variety of promotion media exist in the 21st century information environment, their choice for not-for- profit organizations like the library is dependent on funds available and or appropriated for that. This discovery is in line with Sharma and Bhardwaj's (2009) opinion that each library needs to identify what it wishes to promote and how. Marketing is not just about developing and promoting new services and products but also about bringing awareness to patrons of existing services and products and determining its appropriateness in diverse ways. This is because, there is an enormous responsibility to ensure that value is received for the significant resource expenditure being made on many of these areas.

4.3.1.3 ICT Facilities utilized for promoting ABU libraries' Products and Services.

ABU libraries have deployed ICTs in various sectors towards better service delivery to its diverse patrons. To ascertain those being used in the promotion of products and services, a question to determine that was asked and the following responses were provided for discussion and analysis as appropriate.

Table 4.4 ICT Facilities Utilized for Promoting ABU Libraries' Products and Services.

ICT Facilities	Libraries																							
	KIL	PKL	IAR	EDU	DEPT	AMPL	NAERLS	AHL	CERL	CILS	CNCRL	CAKL	CAML	CASL	DSSL	NALL	FPH	FSS	LAW	VET	ML	PC	PG	REMS	NAPRI
Internet	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Computers	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
External storage devices	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Printers	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
TV	√	X	√	X	X	X	√	√	√	√	√	X	X	√	√	√	X	X	√	X	√	√	X	√	√
Video Player	√	X	√	X	X	X	√	√	√	√	√	X	X	√	√	√	X	X	√	X	√	√	X	√	√
Video cassette	√	X	√	X	X	X	√	√	√	√	√	X	X	√	√	√	X	X	√	X	√	√	X	√	√
Application software	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
DVD Player	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Camera	√	X	√	X	√	X	√	√	√	√	√	X	X	√	√	√	√	X	√	X	√	√	√	√	√

Table 4.4portrayed that available ICT facilities in ABU libraries are being put to use depending on the task at hand. Promotion related businesses employed more of printing using the likes of computers, external storage devices and printers as ICT facilities in all the libraries of the complex. The application software on PCs used for promotion are mostly text editors that are being applied towards a hardcopy output meant for notice boards. Contents on Video Home System (VHS) and Discs are documentaries-like, that revealed available products and services within the complex which are being displayed at certain occasions or on demand.However, only KIL utilizes DVD to play promotion content.

It has been affirmed by Stephen (2006) that the use of ICTs improves productivity through the creation of models for turning inputs into productsand/or services. As organizations learn and deploy new technologies, labour can be redeployed to more efficient tasks, discrete components of a new system can be better coordinated and raw information can be more effectively manipulated to assist decision making. This in turn results in more innovation, leading to a 'virtuous cycle' in which the initial adoption to new technologies snowballs into increased profits at the firm level and beyond. This implies that in the context of information service provision, better service delivery will therefore be attained.

4.3.1.4 Levels of Promotion Media Utilization by Staff in ABU Libraries.

This section answered the question that revealed the promotion media's levels of utilization from the staff perspective as shown below in Table 4.5;

Table 4.5: Levels of Promotion Media Utilization by Staff in ABU Libraries.

Promotion Media	Most Frequent		More Frequent		Frequent		Less Frequent	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Notice board	19	27.9	32	47.1	14	20.6	3	4.4
Posters	28	41.2	26	38.2	13	19.1	1	1.5
Fliers	15	22.1	25	36.8	15	22.1	13	19.1
Banners	26	38.2	31	45.6	7	10.3	4	5.9
Bulletin	11	16.2	22	32.4	18	26.5	17	25
Exhibition	15	22.1	27	39.7	10	14.7	16	23.5
Orientation	14	20.6	31	45.6	11	16.2	12	17.6
Radio	10	14.7	27	39.7	10	14.7	21	30.9
Electronic billboard	9	13.2	15	22.1	10	14.7	34	50
Websites/Internet	9	13.2	16	23.5	10	14.7	33	48.5
Social Media	5	7.4	19	27.9	10	14.7	34	50
Intranet	7	10.3	21	30.9	9	13.2	31	45.6

The Table 4.5 revealed that the most frequently employed media of promotion from point of view of ABU libraries' staff were posters. This involved a lot of processes and takes time to process, depending on size and number. It is worthy of note to emphasize on other extraneous factors that play a significant role in this, which includes funds approvals and fund allocations among others. Other means of promotion are as well employed as revealed by the table.Never-the-less, posters stands out as the most frequently employed promotion media, while Electronic billboard and Social media toped the list of less frequently employed media.

4.3.1.5 Levels of Promotion Media Utilization by Patrons of ABU Libraries.

The question raised in this regard led to the revelation made by Table 4.6 below. It provided data as presented.

Table 4.6: Levels of Promotion Media Utilization by Patrons of ABU Libraries.

Promotion media	Most frequent		More frequent		Frequent		Less frequent	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Notice board	227	39.8	205	36	73	12.8	65	11.4
Posters	213	37.4	224	39.3	87	15.3	46	8.1
Fliers	124	21.8	216	37.9	110	19.3	120	21.1
Banners	230	40.4	231	40.5	38	6.7	71	12.5
Bulletin	105	18.4	152	26.7	144	25.3	169	29.6
Exhibition	127	22.3	156	27.4	134	23.5	153	26.8
Orientation	112	19.6	211	37	110	19.3	137	24
Radio	145	25.4	197	34.6	88	15.4	140	24.6
Electronic billboard	127	22.3	130	22.8	99	17.4	214	37.5
Websites/internet	83	14.6	139	24.4	125	21.9	223	39.1
Social media	98	17.2	137	24	110	19.3	225	39.5
Intranet	101	17.7	161	28.2	118	20.7	190	33.3

The Table 4.6 revealed that the most frequently employed means of promotionon the part of ABU libraries'patrons is banners (40.4%). The production of Banners involves a lot of processes and takes time to process, depending on size and number. It is pertinent to note that other extraneous factors playsa very significant role in making the process hectic, which includes funds approvals and fund allocation. Other means of promotion are also employed, but banners stands out in this regard as represented. However, website and social media opposite banners as the less frequently employed media with others in-between.

4.3.1.6 Facilities Produced by ABU Libraries to Promote their Products and Services.

This section revealed the facilities produced by ABU libraries to promote their products and services using the available resources at their disposal. Table 4.7 provided the data as presented.

Table 4.7 Facilities Produced by ABU Libraries to Promote their Products and Services.

Media Facilities	Libraries																							
	KIL	PKL	IAR	EDU	DEPT	AMPL	NAERLS	AHL	CERL	CILS	CNCRL	CAKL	CAML	CASL	DSSL	NALL	FPH	FSS	LAW	VET	ML	PC	PG	REMS	NAPRI
Posters	√	X	√	X	X	X	√	√	X	√	√	√	√	√	X	√	X	X	X	X	X	X	X	X	√
Fliers	√	X	√	X	X	X	√	√	√	√	√	√	√	√	X	X	X	X	X	X	X	X	X	X	√
Bulletin	√	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	√
Banners	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	X	√	X	X	√	X	X	√	√
A4 Paper prints	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Cartoons/ Sketches/card boards	√	X	√	√	√	X	√	X	√	X	√	√	√	√	√	√	X	√	X	√	√	√	√	√	√

The Table 4.7 revealed that ABU libraries improvisesmedia facilities for promotion. A4 paper prints is mostly produced across all the libraries within the complex. This implies that A4 paper prints, an output of a word processor is used in keying the desired messagesaboutproducts and services'promotionmeant for notice boards. Others include fliers, bulletins, posters, and banners. While some of these promotionmedia facilities are being produced locally, the likes of posters, fliers and banners are in a way designed by marketing staff using the likes of Photoshop… before being contracted out for production by the university printing press. This has shown that ABU libraries plays a major role in telling their own stories about products and services in their domain.

4.3.1.7 Means of Awareness of New Library Products and Services

New library products and services are being brought to the attention of library patrons in a variety of ways, ABU libraries have identified ways to perform this vital task. It is presented as follows;

Table 4.8 Means of Awareness of New Library Products and Services

Means	YES		NO	
	Freq.	%	Freq.	%
Online	17	25.0	51	75.0
At designated notice boards	40	58.8	28	41.2
Resources on display	25	36.8	43	63.2
At entrances	45	66.2	23	33.8
On library bulletin	53	77.9	15	22.1
Verbal interactions	40	58.8	28	41.2

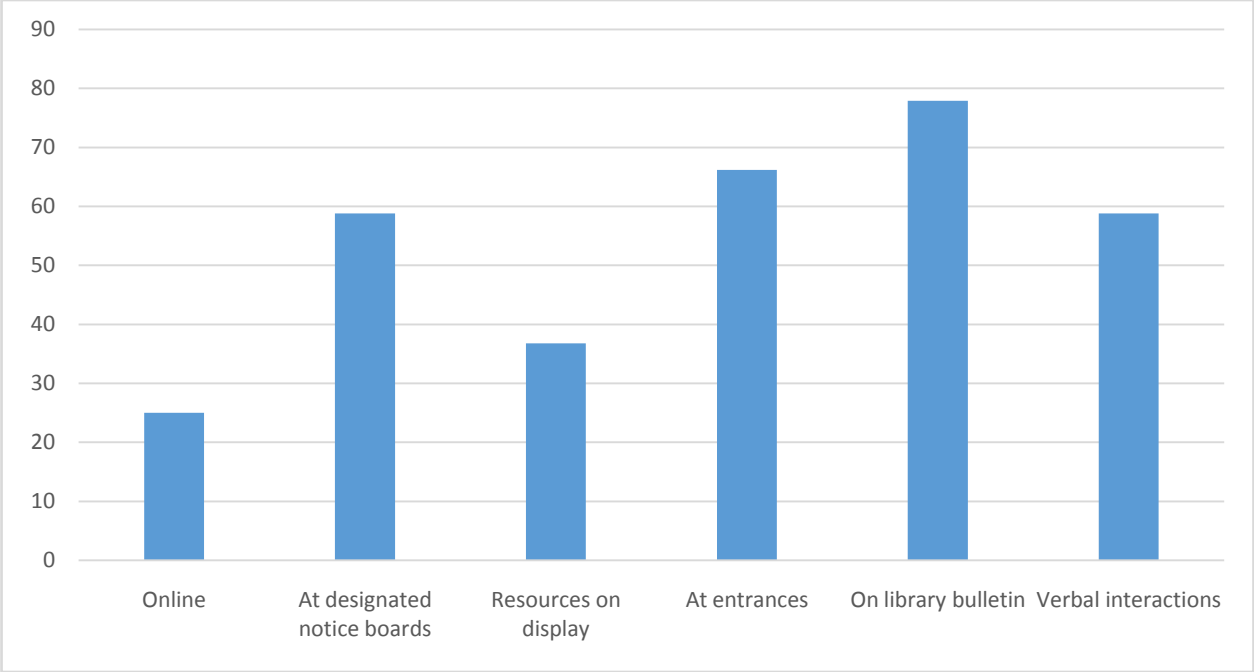


Fig 3: Awareness of New Library Products and Services

Table 4.8 and Fig. 3 revealed that whenever any new material/item acquired or a repackaged product and or service, the first point of call where patrons come in contact with it is in the monthly library bulletin. Notwithstanding, others in some of the libraries within the complex do have a different first point of appearance. The next in line according to the chart is the library entrances and designated notice boards.Other locations include resources on display and the least being online.

This implies that fliers, posters and A4 prints being the most frequently used are being placed at those locations for easy access and fast dissemination as appropriate. The underutilization of the online platform could be attributed to the need for other requirements that define access online. The likes of data subscription, device type, interoperability issues, etc.

4.3.1.8 Effects of ICTs' Application on Promotion ABU Libraries' Products and Services

It is no longer news in the 21st century world of today thatInformation and Communication Technologies (ICTs) play a significant role. In order to ascertain its effect on patronage from the point of view of the service provider and the recipient of the service, the question raised to that effect were responded as presented;

Table 4.9 Effects of ICTs' Application on Promotion of ABU Libraries' Products and Services (Staff)

Library Products and Services	Levels of Effect									
	Very High		High		Undecided		Very poor		Poor	
	F	%	F	%	F	%	F	%	F	%
Selective Dissemination of Information SDI	19	27.9	21	30.9	7	10.3	13	19.1	3	4.4
Reference Service	21	30.9	41	60.3	3	4.4	7	10.3	7	10.3
Customer Service	41	60.3	68	100	7	10.3	3	4.4	2	2.9
Media Services	68	100	13	19.1	5	7.4	7	10.3	13	19.1
Current Awareness Services (CAS)	13	19.1	27	39.7	3	4.4	5	7.4	7	10.3
Journals (new arrivals)	23	33.8	21	30.9	7	10.3	23	33.8	3	4.4
Books (new arrivals)	5	7.4	41	60.3	2	2.9	3	4.4	11	16.2
Online Databases	68	100	68	100	7	10.3	7	10.3	3	4.4
Offline Databases	7	10.3	13	19.1	3	4.4	2	2.9	7	10.3
Electronic Resources	13	19.1	23	33.8	7	10.3	13	19.1	2	2.9
Online Public Access Catalogue (OPAC)	68	100	21	30.9	5	7.4	7	10.3	13	19.1
Orientation	27	39.7	41	60.3	9	13.2	3	4.4	7	10.3

The Table 4.9 revealed that when ICTs are applied to promotion, patronage is being enhanced tremendously on the available products and services in ABUlibraries. This can clearly be seen from the Table where a reasonable percentage of staff responses (60.3%) acknowledged the fact that patronage has increased highly on customer services. However, OPAC and Media services suffer

were the least from staff's perspective. Possibly this is due to server breakdown and non-functional hardware as observed by the researcher.

Table 4.10 Effects of ICTs' Application to Promotion of Libraries' Products and Services on Library Patronage (patrons)

Library Products and Services	Levels of Patronage									
	Very High		High		Undecided		Very poor		Poor	
	F	%	F	%	F	%	F	%	F	%
Selective Dissemination of Information (SDI)	116	20.4	105	18.4	23	4.0	219	38.4	107	18.8
Reference Services	164	28.8	120	21.1	23	4.0	168	29.5	95	16.7
Customer Services	145	25.4	143	25.1	19	3.3	153	26.8	110	19.3
Media Services	165	28.9	121	21.2	33	5.8	154	27.0	97	17.0
Current Awareness Services (CAS)	136	23.9	108	18.9	31	5.4	218	38.2	77	13.5
Journals (new arrivals)	162	28.4	93	16.3	29	5.1	186	32.6	100	17.5
Books (new arrivals)	187	32.8	103	18.1	21	3.7	156	27.4	103	18.1
Online Databases	271	47.5	91	16.0	30	5.3	124	21.8	54	9.5
Offline Databases	179	31.4	111	19.5	19	3.3	155	27.2	106	18.6
Electronic Resources	165	28.9	105	18.4	26	4.6	164	28.8	97	17.0
Online Public Access Catalogue (OPAC)	136	23.9	105	18.4	23	4.0	219	38.4	77	13.5
Orientation	128	22.5	105	18.4	26	4.6	164	28.8	147	25.8

The Table 4.10 above revealed that patronage has increased tremendously with 47.5% on online databases access However, SDIs was the least patronage with 18.8% which implies that more needs to be done in order for patronage to be enhanced at least above average through diversification of output media as appropriate..

4.3.1.9 Patrons' Level of Satisfaction with ABU Libraries' Promotion Media

Patrons' levels of satisfaction with the promotion media of products and services in ABU libraries is intended to reveal the preferred medium and how it is

perceived and received by its target. The data collated for discussion are presented below.

Table 4.11 Patrons' Level of Satisfaction with ABU Libraries' Promotion Media

Promotion Media	Levels of Satisfaction									
	Highly Sat.		Satisfied		Undecided		Poorly Sat.		Not sat.	
	F	%	F	%	F	%	F	%	F	%
Bulletin	6	8.8	23	33.8	24	35.3	9	13.2	15	22.1
Social Media	9	13.2	19	27.9	22	32.4	9	13.2	18	26.5
Website	5	7.4	8	11.8	29	42.6	7	10.3	26	38.2
Electronic Billboard	9	13.2	7	10.3	35	51.5	2	2.9	17	25.0
Orientation	8	11.8	6	8.8	32	47.1	2	2.9	22	32.4
Fliers	44	64.7	17	25.0	5	7.4	6	8.8	2	2.9
Posters	39	57.4	23	33.8	3	4.4	11	16.2	3	4.4
Banners	30	44.1	20	29.4	11	16.2	9	13.2	7	10.3
Exhibitions	29	42.6	26	38.2	7	10.3	5	7.4	6	8.8
Radio Jingles	12	17.6	21	30.9	17	25.0	9	13.2	18	26.5
Notice Boards	30	44.1	25	36.8	10	14.7	7	10.3	3	4.4

Table 4.11shows that patrons' level of satisfaction with thepromotion media by library patrons. Most of the ABU libraries' patrons that constitutes the target have declared that they are highly satisfied with the use offliersmore than they do all the other means with 64.7%.However,library patrons have shown dissatisfaction with the choice of the libraries' website. To some extent, it could be attributed the need for other requirements in the course of accessibility.

The Table also revealed that among the available media, patrons found the use of orientation periods less attractive. Others media lies in the middle as represented by the table appropriately.This is in a way supported by what Reynolds

(2003) said about marketing and promotion in academic libraries. To him, in academic libraries, marketing and promotion is used to understand user needs in order to develop, and improve awareness of appropriate services through successful communication which is in this regard defined by patrons' level of satisfaction with the chosen media of communication of various products and services.

4.3.2.1 Challenges to Promotion of Library Products and Services in ABU Libraries.

Promotion, like many other library tasks, are not without hitches which are mostly faced by marketing related staff. The question raised in that regard provided the data below.

Table 4.12 Challenges to Promotion of Library Products and Services in ABU libraries.

Library Products and Services	Challenges							
	Approval Delays		Processing Delays		Lack of Funds		Shortages	
	F	%	F	%	F	%	F	%
Selective Dissemination of Information (SDI)	23	33.8	29	42.6	39	57.4	29	42.6
Reference Services	6	8.8	39	57.4	13	19.1	7	10.3
Customer Services	21	30.9	13	19.1	23	33.8	3	4.4
Media Services	23	33.8	23	33.8	41	60.3	7	10.3
Current Awareness Services (CAS)	29	42.6	41	60.3	45	66.2	5	7.4
Journals (new arrivals)	39	57.4	45	66.2	23	33.8	23	33.8
Books (new arrivals)	13	19.1	23	33.8	3	4.4	3	4.4
Online Databases	23	33.8	39	57.4	45	66.2	7	10.3
Offline Databases	41	60.3	13	19.1	7	10.3	7	10.3
Electronic Resources	45	66.2	23	33.8	13	19.1	3	4.4
Online Public Access Catalogue (OPAC)	23	33.8	41	60.3	7	10.3	7	10.3
Orientation	39	57.4	45	66.2	39	57.4	5	7.4

The Table 4.12has revealed various challenges faced by marketing related staff in the course of carrying out their duties. Among the existing challenges identified, there is a reasonable amount of hitches on a particular item in each category. The likes of lack of funds on Online Databases and CAS, processing delays on journals and orientation, approval delays on electronic resources and shortages in supply of SDI's promotion.

The implication of lack of fund featuring most, brings to the fore the need to device a means through which promotional tasks can be performed without necessarily incurring costs, thereby cutting promotional expenses and in a way serving as a solution to the most pressing of all the challenges of promotion in ABU libraries. It

was further observed that almost all the other problems/challengesmentioned rests on lack of enough funding to take effect.

Moreover, communicating what libraries do has always been a challenge. It has become even more difficult now that many patrons do not come to the Library physically as frequently (or at all). This is bringing to fore the need to do even more to reach out to patrons despite lack of the fore mentioned. Dugan (1994) advised that limited funds provided or generated must be well-managed and carefully utilized.

4.3.2.2 Strategies for Maintenance and Sustenance of e-Promotion in ABU Libraries

For e-promotion of library products and services be maintained and sustained, certain strategies need to be in place. Marketing related staff responded to the question as presented in Table 4.13 below.

Table 4.13 Strategies for Maintenance and Sustenance of e-Promotion in ABU Libraries

Strategies	Frequency	Percent
By creating backups	13	19.1
By following the trends of e-promotion	7	10.3
Using standard hardware/software procedures	3	4.4
Standard maintenance of hardware/software procedure	7	10.3
Installation and use of licensed anti-virus	5	7.4
Using Media Servers	23	33.8
Applying normal start-up and shut-down procedures	3	4.4
Standard Labelling Technique/procedure	7	10.3
Total	68	100.0

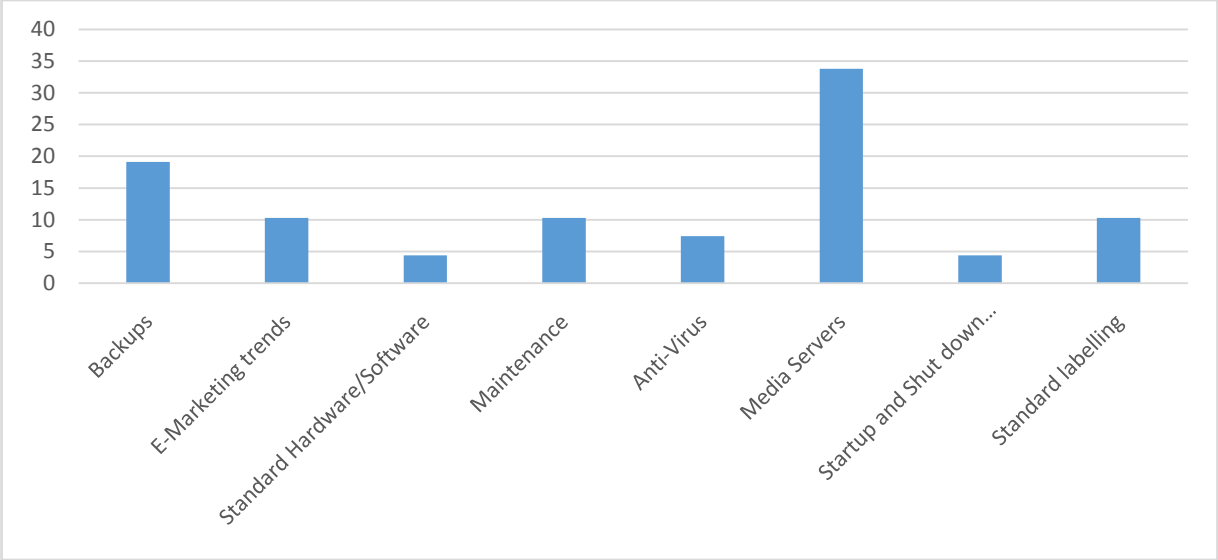


Fig 4 **Strategies for Maintenance and Sustenance of e-Promotion in ABU Libraries**

The table 4.13and Fig. 4 showed that for e-promotion to be maintained and sustained, there is the need to break away from the tradition of physical and space occupying content to going-paperless, which is being supported by this discovery where the bulk of respondents signed up for Media servers to be the vault where all media contents should be kept and maintained as against drawers for easy management, organization and maintenance as is the trend in line with the global best practice of the 21st century. Other backups can be created as appropriate. This is in a way supported by Paulsen (1998), who viewed audio/audio-visual contents safest storage location that supports future technologies be housed on video and media servers. Similarly, updates, online/offline, safety and speedy access is considered a thought through with video and media server capabilities

4.3.2 Inferential Analysis

This section presented the result of the inferential statistics used to test the two hypotheses formulated for this studyusing t-test of independent samples.

4.3.21 Hypothesis One

Application of ICTs in ABU libraries has no significant effect on the promotion of their products and services.

Table 4.14: Effects of ICTs'Application on Promotion of ABU Libraries' Products and Services

Variables	N	Means	Std. Deviation	Std. Error	r-calc.	DF	P	Decision
Promotion	570	8.834	1.674	0.070	0.349	568	0.000	Rejected
ICTApplication	570	2.600	1.446	0.102				

The Table 4.14 above showed that the calculated r-value of 0.349 at the degree of freedom of 568 and α 0.05 level of significance. The calculated r-value of 0.349 is greater than the P- value of 0.179 at the same degree of freedom and confidence level. The observed significance level of 0.000 is less than 0.05($P<0.05$). The null hypothesis which said Application of ICTs in ABU libraries has no significant effect on the promotion of their products and services studied is therefore rejected. This implies that ICTs when applied, significantly affect the promotion of ABU libraries' products and services. This is because,ICTs can positively enhance the reach of promotion of products and services to the desired target.

4.3.2.2 Hypothesis Two

Adoption of e-promotion of ABU libraries' products and services has no significant effect on patrons' level of patronage.

Table 4.15: Effects of e-Promotion of ABU Libraries' Products and Services on Patrons' Level of Patronage.

Variables	N	Means	Std. Deviation	Std. Error	r-calc.	DF	P	Decision
Promotion	570	8.834	1.674	0.070	0.068	568	0.107	Accepted
Level of patronage	570	2.4909	.815	.034				

The above Table 4.15 showed that the t-calculated value of 0.068 is less than the P- value of 0.107. This showed that the test statistic is not significant as the observed significant level is 0.107which is greater than 0.05 ($P<0.05$). The null hypothesis which states that adoption of e-promotion of ABU libraries' products and services has no significant effect on patrons' level of patronage is therefore retained. This means that adoption of e-promotion alone on the promotion of ABU libraries' products and services might not yield the desired significant result especially when it occurs on a platform that has other requirements before access.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

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

5.2 Summary of the Study

This study was carried out to investigate the application of ICTsinthe promotion of ABU libraries' products and services. To effectively perform this task, five research questions were formulated and two hypotheses were tested. Review of relevant literature was also conducted. As a result, it was established thatpromotionof library products and services is being considered a must in an ever changing competitive information service market in Nigeria's academic environment. As traditional means of promotion seem ever insufficient, ICTs when applied to promotion in ABU libraries can help enhance patronage towards maximum use of information resources.A total of 574 library patrons and 68 marketing/promotion related staff in the 69 libraries that constitute ABU library complex were drawn from the population and used as sample for this study. The instruments used for data collection were the questionnaire, interviews, site visits and observation.

The data collected for the study were presented and analyzed using both

descriptive and inferential statistics. Frequency distribution tables, percentages and histograms were used for the descriptive statistics while T-test was applied to test the two hypothesis as appropriate.

5.3 Summary of Major Findings

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

a) ABU libraries' patrons have significant level of awarenesson the available products and services being promoted.
b) ABU libraries have diversified their use of promotion media/channels in recent times for promotingtheir products and services especially usingposters and fliers most (traditional means).
c) ICT facilities available in ABU libraries are being put to use, depending on the task at hand.Promotion related application of ICTsis directed towards a paper based output (traditional means) rather than other forms.
d) ICTs application to promotion of ABU libraries' products and services has led to significant increase in patronage.
e) ICTs used in the promotion of ABU libraries' products and services were being maintained and sustained through the use of external storage devices i.e CDs, DVDs, External hard drives, Flash drives, etc

5.4 Conclusion

Based on the findings of the study, it is concluded that ABU libraries apply ICTs in the promotion of products and services geared towards paper based or hardcopy emergence (traditional). That can be enhanced by (going-green)directing output towards reduced printing. The benefits of such are numerous. From reduced expenses/costs, reduced pollution, more space and easy maintenance to a more enhanced patronage and cleaner projection among others.

5.5 Recommendations

Arising from the findings of this study, the following recommendations were made:

a) In order to increase the existing level of awareness of ABU library products and services among patrons, there is the need to design and implement anElectronic Information PromotionModel(EIPM) using most of the existingICTs in a way that can help cut promotion expenses/costs, eliminate unnecessary delays, reduce other promotion hitches/challenges and provide a platform that will put products and services before the rightful target at all times.

b) The newly proposedElectronic Information Promotion Model (EIPM) should work side by side with Posters, Banners and fliers and all the other forms of promotionmedia because with variety of means, the possibility of missing the target will be minimized.

c) The EIPM is geared towards reduced printing to save both promotional costs and the environment.

d) The EIPM together with the existing traditional means of promotion has the potentials of giving enhanced patronage towards the attainment of maximum use of library resources.

e) There is the need for a media server to be deployed as an appropriate maintenance and sustenance strategy as it provides for easy access, safety, storage and transfer thereby bye-passing upgrades and migration.

5.6 Suggestion for Further Study

- An assessment of ABU libraries' Electronic Information Promotion Model (EIPM).

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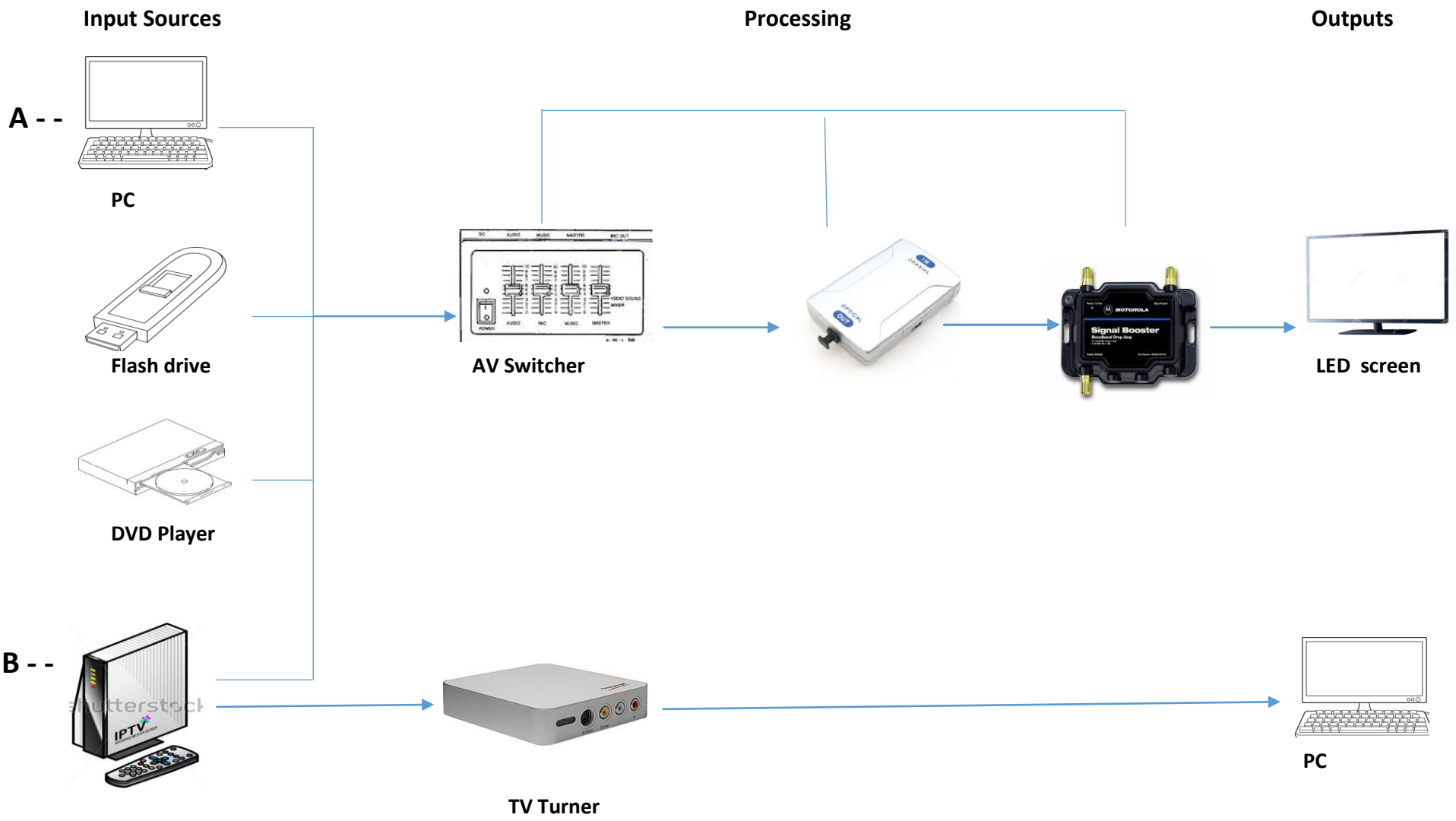
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Appendix I Electronic Information Promotion Model (EIPM)



Electronic Information Promotion Model (EIPM)

Introduction

The EIPM was designed mainly to empower libraries and Information centres with the ability to tell their own story, through design and projection of promotional content in the forms of video, audio or both, within their work environment in order to inform and create awareness about products and services. The reason behind the design of the EPIM was born out of the need to complement existing promotion media, using available resources/technologies to eliminate delays in the production of promotional resources, create variety, cut promotional expenses and above all, place the much needed information before the patron/customer.

The EIPM have two options: **A** and **B**

Option A: This comprises a computer system, Flash drive, and DVD player serving as input devices. The PC with a pre-installed software (Flash ad creator, Aleo Flash Intro Banner Maker, Adobe Photoshop, Adobe After effects, Sony Vegas Pro etc.) is used to create electronic adverts that can easily be transferred using a flash drive to a DVD player for projection.

The AV Switcher receives multiple signals from input sources, mixes it and passes it through AV cable to the AV converter. The signal is then converted and sent through coaxial cable to the boosting device. The booster is necessary so as to replace lost quality due to distance for projection through the LED screen as appropriate.

Option B: This uses solely the Cable TV Network as its input source. It transmits its signal through an AV cable to the TV turner for transmission through USB to the PC. This medium is mainly used for instant digital recording of local educative programmes and or documentaries that supports teaching, learning, research and entertainment.

Transmission modes: The EIPM has the following display modes;

- **Dedicated Screen:** This is a situation whereby the projected advert takes the entire screen/display for a given period.
- **Split Screen:** The AV switcher splits the screen into two to show both news (audio visual) item and a flash advert (Visual) simultaneously on the same screen.
- **Picture-in-picture:** This is where the primary source takes the largest part of the screen with an inset showing adverts/cable TV as set.

Advantages of the EIPM

- Compatible with available ICT devices/technologies.
- Easy set-up/deployment
- Eliminates production cost of promotional materials
- Announcements and instant messages can be projected timely.
- Eliminates unnecessary delays of producing promotional resources
- Easy output content organization/management
- Easy access to archived content
- User friendly
- Multiples of Adverts can run over and over again

- Adverts can be re-used/edited at certain intervals
- Instant recording capability
- Multitasking abilities
- Low cost of maintenance
- Suites all information service provision environment
- Flexibly designed to accommodate further expansions/customization
- Cleaner projection
- Etc

APPENDIX II

STAFF QUESTIONNAIRE

Dept. of Library and Information Science,
Faculty of Education,
Ahmadu Bello University,
Zaria.
Feb. 6th, 2014

Dear Respondent,

I am a postgraduate student of the above named institution carrying out a research on 'Application of Information and Communication Technologies (ICTs) to Promotion of Ahmadu Bello University (ABU) Libraries' Products and Services'. It will greatly appreciate if you take time to complete the items in the questionnaire. It is meant for academic research purposes and the information supplied shall be treated with utmost confidentiality.

Thank you.

Yours Sincerely,

LAWAN, Aliyu Abubakar
MARM/EDUC/4743/09-10

SECTION A: PERSONAL DATA

1) Please kindly tick (√)/fill the space provided (Tick as many as relevant)

2) **Status**

Academic staff ( )

Non Academic staff ( )

SECTION B:PROMOTION OF LIBRARY PRODUCTS AND SERVICES

In this section, tick as many relevant options as possible.

3) Which of the following products and services are being promoted in your library?

a) Selective Dissemination of Information SDI ( )
b) Reference Service ( )
c) Reader Services ( )
d) Media Services ( )
e) Current Awareness Service CAS ( )
f) Journals (New arrivals) ( )
g) Books (New arrivals) ( )
h) Online/Offline Databases ( )
i) Electronic Resources ( )
j) Online Public Access Catalogue OPAC ( )
k) Others (specify) _____

4) How do the library promote its products and services?

a) Bulletin ( )
a) Newspapers ( )
b) Social Media ( )
c) Library website ( )
d) Electronic Billboard ( )
e) TV ( )
f) Magazine ( )
g) Orientation ( )
h) Fliers ( )
i) Posters ( )
j) Banners ( )
k) Exhibitions ( )
l) Radio ( )
m) Notice boards ( )

n) Others (specify) _____

5) What Promotionmedia/channels are most frequently employed byyour Library to promote its products and services?

Media	Frequently	More frequently	Most frequently	Less frequently
Notice boards				
Posters				
Fliers				
Banners				
Bulletins				
Newspapers				
Magazines				
Exhibitions				
Orientation				
Radio				
TV				
Electronic Billboard				
Websites/Internet				
Social media sites				
Intranet				

6) What facilities are being produced by your library to promote its products and services?

a) Posters
b) Fliers

c) Bulletins
d) Banners
e) A4 Paper prints
f) Others (Specify) _____

7) How do library users become aware of the promoted resources?
a) Online
b) At designated notice boards
c) Resources on display
d) At entrances (Fliers)
e) On library bulletin
f) Other locations (Specify) _____

8) What library products and services are beingpromoted electronically in your Library?
a) Selective Dissemination of Information SDI ( )
b) Reference Service ( )
c) Reader Services ( )
d) Media Services ( )
e) Current Awareness Service CAS ( )
f) Journals
g) Books (New arrivals)
h) Online/Offline Databases
i) Electronic Resources
j) Others (specify) _____

9) How long does it take to create a hardcopy based advert/promotion facility?
a) An hour
b) Two hours
c) 1 day
d) A week
e) Two weeks
f) Others (Specify)_____

10) Why does your Library employ ICTs in promoting its products and services?
a) To have wider coverage ( )

b) For easy access ( )
c) To save cost of advert ( )
d) To save time ( )
e) For cleaner projection ()
f) Others (specify) _____

11) How satisfied are you with the promotion media/channel used in promoting products and services?

ABU Libraries' promotion media (Patrons/staff level of satisfaction)	**1**	**2**	**3**	**4**	**5**
Bulletin					
Newspapers					
Social Media					
Library website					
Electronic Billboard					
TV					
Magazine					
Orientation					
Fliers					
Posters					
Banners					
Exhibitions					
Radio					
Notice boards					

Key

1. Strongly Satisfied
2. Satisfied
3. Somewhat satisfied
4. Not satisfied

5. Undecided

12) What ICT facilities are used in promotingproduct and services in your library?

a) Internet ( )
b) Computers ( )
c) Storage devices ( )
d) Printers ( )
e) Television ( )
f) Video players ( )
g) Video cassettes ( )
h) Applications software ( )
i) Others (specify) _____

13) What challenges are being experienced in the promotion of Libraries' products and services?

a) Approval delays
b) Processing delays
c) Lack of funds
d) Others (specify) _____

14) How are promotion facilities stored, preserved and conserved in your Library?

a) On external storage devices
b) In cabinets/storage drawers (paper based)
c) On video/media servers
d) Online storage platforms
e) Others (specify) _____

15) How has the application of ICTs to promotion enhanced patronage in your library?

a) Averagely
b) Highly
c) Not at all
d) Can't say
e) Others _____

16) How can e- Promotion be maintained andsustained in your Library?

a) By creating backups

b) By following the trends of e-Promotion
c) Using standard hardware/software handling procedures
d) Using standard hardware/software maintenance procedures
e) Installation and use of licensed anti-virus
f) Using secure external storage/transfer devices
g) Applying normal start-up and shut-down procedures
h) Others (specify) _____

APPENDIX III

REGISTERED LIBRARY PATRON

Dept. of Library and Information Science,
Faculty of Education,
Ahmadu Bello University,
Zaria.
Feb. 6th, 2014

Dear Respondent,

I am a postgraduate student of the above named institution carrying out a research on 'Application of Information and Communication Technologies (ICTs) to Promotion of Ahmadu Bello University (ABU) Libraries' Products and Services'. I will greatly appreciate if you kindly take time to complete the items in the questionnaire. It is meant for academic research purposes and the information supplied shall be treated with utmost confidentiality.

Thank you.

Yours Sincerely,

LAWAN, Aliyu Abubakar
MARM/EDUC/4743/09-10

SECTION A: PERSONAL DATA

17) Please kindly tick (√) to fill the space provided (Tick as many as relevant)

18) Status

Academic staff ( )
Non Academic staff ( )
Undergraduate student ( )
Post Graduate student ( )
Community Resident ( )
Others (specify) _____

SECTION B: PROMOTION OF LIBRARY PRODUCTS AND SERVICES

To the best of your knowledge, please kindly tick as many responses as relevant in this section.

19) What products and services are you aware, is being promoted in the Library?

a) Selective Dissemination of Information SDI ( )
b) Reference Service ( )
c) Reader Services ( )
d) Media Services ( )
e) Current Awareness Service CAS ( )
f) Journals (New arrivals) ( )
g) Books (New arrivals) ( )
h) Online/Offline Databases ( )
i) Electronic Resources ( )
j) Others (specify)_____

20) What Channels of Promotion are you aware, are most frequently employed by the library to promote its products and services?

Channels	Frequently	More frequently	Most frequently	Less frequently
Notice boards				
Posters				
Fliers				
Banners				
Bulletins				
Newspapers				
Magazines				
Exhibitions				
Orientation				
Radio				
TV				
Electronic Billboard				
Websites/Internet				
Social media sites				
Intranet				

21) What library products and services are you aware, are being promoted electronically in the library?

a) Selective Dissemination of Information SDI ( )
b) Reference Service ( )
c) Reader Services ( )
d) Media Services ( )

e) Current Awareness Service CAS ( )
f) Journals (New arrivals) ( )
g) Books (New arrivals) ( )
h) Online/Offline Databases ( )
i) Electronic Resources ( )
j) Online Public Access Catalogue OPAC ( )
k) Others (specify) _____

22) To what extent has the Promotion of products and services affected your patronage?

Extent of patronage of Promoted products and services.	**1**	**2**	**3**	**4**	**5**
Selective Dissemination of Information (SDI)					
Reference Services					
Reader services					
Media services					
Current Awareness Services (CAS)					
Journal Arrivals					
Books Arrivals					
Online/Offline databases					
E-resources arrivals					
Amnesty Period (Book overdue)					

Key

6. Highly
7. Averagely
8. Somewhat
9. Not at all
10. Can't say