INFORMATION ACCESSIBILITY AND USE BY DEALERS OF NIGERIAN BOTTLING COMPANY PLC, KADUNA PLANT

BY

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DECLARATION

I hereby declare that this thesis entitled "Information Accessibility and Use by Dealers of Nigerian Bottling Company Plc, Kaduna Plant" is written by me in the Department of Library and information Science under the supervision of Professor I. I. Ekoja. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis was previously presented for another degree at any university.

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15-08-2010
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CERTIFICATION

This thesis entitled **Information Accessibility and Use by Dealers of Nigerian Bottling Company Plc, Kaduna Plant** by Lucky Tijani, Abdulsalami with Registration No. MLIS/EDUC/50910/05-06 meets the standard governing the award of the degree of Master of Library and Information Science (MLIS) in Library and Information Science Department of Ahmadu Bello University, Zaria, and is approved for its contribution to knowledge.

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DEDICATION

This work is dedicated to

all my children

and

all political leaders who seek for the development of Ogori-Magongo.

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Indeed the journey to acquiring the Master degree in Library and Information Science is not an easy one. I thank God for his mercy and favour upon me.

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ABSTRACT

The purpose of this study was to examine information accessibility and use by the dealers of Nigerian Bottling Company Plc, Kaduna Plant and to determine how satisfied they were with the information used. The study adopted the survey method of research and the instruments used for data collection were the questionnaire, interviews and documentary sources. The Small Strategy Depot, the High Volume Outlets, and the Customers Distributor Partners or (VIP) in Minna, Zaria and Kaduna constituted the population of the study. Stratified random sampling procedure was used to arrive at a total of 502 Samples of the entire population of dealers. The Sample was made up of 27 Small Strategy Depot, 70 High Volume Outlets and 405 Customers Distributor Partners or Very important Partner (VIP). This was done in order to have fair representation of all categories of the dealers.

The data collected for the study were analyzed and interpreted by the use of descriptive statistics, which were presented in tabular format using percentages as well as graphs to provide answers to the research questions. From the data and analysis, majority of the dealers i.e 342 (68%) were above the age of 41 years, while majority, i.e 376 (75%) were illiterate. They agreed that they relied heavily on Nigerian Bottling Company for their income. Dealers who had served the Nigerian Bottling Company Plc for longer time were not given much preference by the Company while its mode of passing information to the dealers was faulted. Information through salesmen, market developers, and depot officers to dealers had not given the dealers the opportunity to the right, current and up to date information. E-mails, Tele-marketing, etc were absent as a means of disseminating information to dealers by the Nigerian Bottling Company. While the traditional methods of information lasted the researcher recommend the new modern electronic information system for Nigerian Bottling Company.

The study is needed to assist the Nigerian Bottling Company management, academics and the dealers in their planning, decision making, and supervision, trading and controlling tasks. It is needed to satisfy and know the legal requirement at all levels, i.e. reporting of business, industrial data, registration and health, employment regulation, business registration, value added tax (VAT), to know how to standardize data collection procedures, how to permit occasional review of the organizational methods and procedures by those concerned and to produce necessary working papers of the organization.

List of Abbreviations

NBC Plc - Nigerian Bottling Company: Public Liability Company.

F.E. - Free Enterprises

E - Exclusive

SSD - Small Strategy Depot

HVO - High Volume Outlets

CDP/VIP - Customers Distributor Partner or Very Important Partners

SSCE - Senior Secondary School Certificate Examination

TC II - Teachers Grade II

ND - National Diploma

NCE - Nigerian Certificate in Education

HND - Higher National Diploma

BA - Bachelor of Arts

B.Sc - Bachelor of Science

MA - Mater of Arts

M.Sc - Master of Science

MBA-Master of Business Administration

Ph.D - Doctor of Philosophy

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The concept, information, is very complex and difficult to define. This is evidenced in various definitions and attributes of the concept. Notwithstanding the fact that information is as old as man and that it affects all human activities, no consensual definition of the word exists in the literature. Available definitions reflect the emphasis and perhaps prejudices of their proponents. It is against this background that Opara (2000) observed that each definition of information appears to be coloured by the professional orientation of its proponent. This is because information is a multi-disciplinary concept.

The data processing manager according to Eliss (1986) conceives information in terms of data, the records manager in terms of records or reports, the librarian and information scientist in terms of documents or other material. Thus when it comes to defining the concept of information it is really an elusive and controversial concept.

In general terms, however, information can be said to be data organized in meaningful and useful state for an end user. Thus information is said to be that which reduces or eradicate uncertainty. Information brings about knowledge. Hoey and Harris (1974) defined information as "knowledge, which is transferred from one person to another to encourage actions." Krikelas (1983) in his own view sees information as "any activity of an individual that is undertaken to identify a message that satisfies a need. Information has been seen as a vital instrument for human civilization in all ramifications."

It is not just enough to generate, organize or package information. It is very important that access to it is made possible. This informs why information practitioners are concerned that

the information meant for the use of any group of people should be made accessible to them. Access to information can either be electronically or manually. Access to information facilities is use to solve the user's information requirements or needs. The use of information promotes both individual and organizational effectiveness (Rowley, 1998). In the view of Aguolu (1984), accurate and reliable information increases awareness, reverses thinking and helps in educating people. The fact that information is useful in all human endeavors was the catalyst for this study, which has as its focus information accessibility and use by dealers of Nigerian bottling company Plc, Kaduna plant.

Information Accessibility

The concept information accessibility refers to information products, devices, services etc that is made accessible to clients either by means of electronic or physical products made available for use or easy reach.

The study of special information centered on the factors that influence the information needs of users Wood's (1971) identified job satisfaction, place of employment, and academic discipline he further observed that Information users expects an easy and clear visible information that could be accessible and easy to use to provide feed back to the users and to allow easy browsing of information for the purpose of documentation and dissemination of rapid information.

The entire essence of user satisfaction McClellan (1993) states that if a library/information centres improve its ability to satisfy demands by users, documents exposure increases. He went further to state that user' satisfaction results immediately in exposure, and satisfied users tend to return for future exposure, while unsatisfied demand is lost, and disappointed user often does not return.

In studying the relationship between accessibility and information institutions in Nigeria Odeinde (1974) notes that the problem of users is not the question of wanting to use the information centre, but whether or not the information centre can provide for their needs and whether there is access to the information provided.

Information use

Information use according to Odeinde (1974) defined it as an important resource that is used in varying degrees by different types of scholars and research workers to achieve different needs. The characteristics of users vary and so are their needs, which have to be studied to be able to meet them adequately.

Customers are the main party in the marketing exchange and that people use information either to support their business and professional activities or for education, leisure or community involvement hence Schwuchow (1995) sees information sources like radio, catalogue, compact disc, computer, facsimiles, manuscripts, signage bill board, journals, etc becoming vital instruments for use by clients.

In categorising users of information sources as general users, subject users, special users and non users. Whittaker (1993) defined general users as those who do not have any specific subject in mind when they come to the library/information centre while the subject users are those that use materials on a particular subject of interest. Special users are those that demand for a specific information while the non users are those who make use of resources other than reading materials. This categorization of users could also apply to NBC staffers and the dealers of NBC products.

Nigeria Bottling Company PLC (NBC)

Nigeria Bottling Company plc, as part of the Leventis Group of Companies, was established in Nigeria in 1953, as an authorized bottler of Coca-Cola products. The company started production with different brands, which included Coca-Cola, Fanta, Ginger Ale, Fanta soda, Fanta Tonic and Krest (Bitter Lemon). They also introduced Fanta Champman, which was scrapped later. The other more recent brands are Fanta Black Currant, Schweppes Lemon, Schweppes Tonic, Schweppes Soda, Fanta Apple, Fanta Pineapple, and 5-Alive with different flavours - Citrus Burst, Apple, Pineapple, and Tropical, etc

Table 1.1 shows the different Coca-Cola Products and years of their commencement of production or discontinuation of production, as the case may be.

Coca-Cola Products

TABLE 1.1 COCA-COLA PRODUCTS AND THEIR YEARS OF PRODUCTION AND DISCONTINUATION

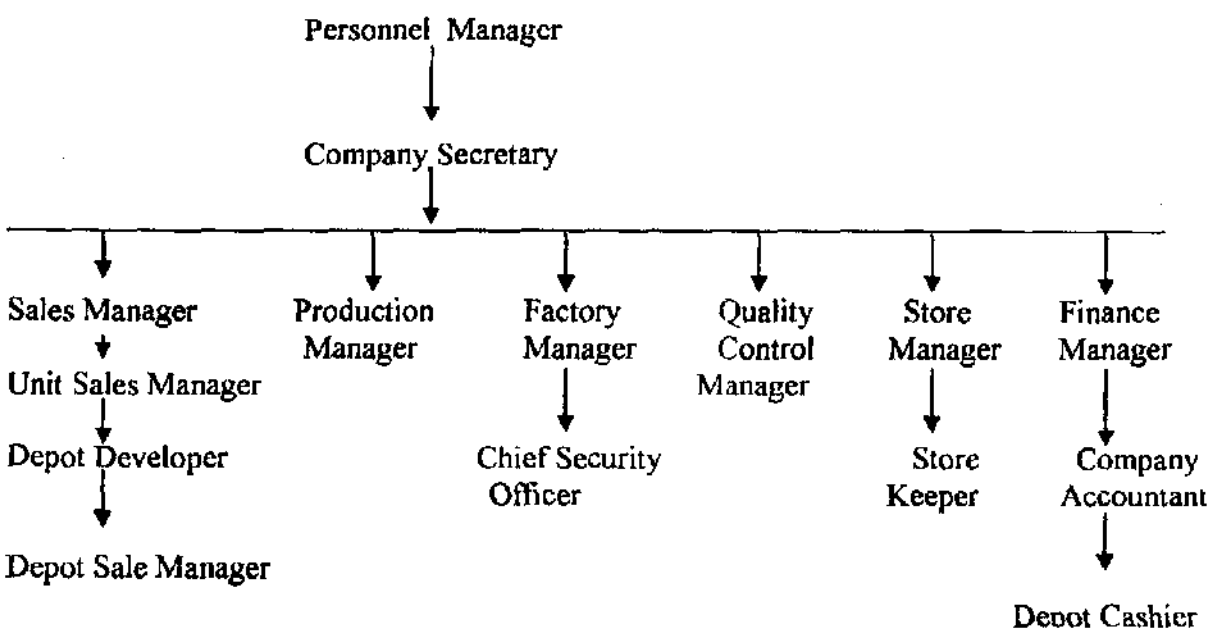
Name of products	Year launched	Discontinued product (year)
Coca-Cola	1886	Available in the market
Caffeine free Coca-cola	1984	Available in the market
Coca-cola Chery	1985	Available in the market
Coca-cola with lemon	2001	2005
Coca-cola Vanila	2002	2005
Coca-cola C_2	2004	2007
Coca-cola with Lime	2005	Available in the market
Coca-cola Raspbery	June 2005	2005
Coca-cola zero	2005	Available in the market
Coca-cola M5	2005	available in the market
Coca-cola Diet	2005	available in the market
Coca-cola Black Chery Vanilla	2006	2007 (replaced with Vanilla Coke)
Coca-cola Black	2006	2008
Coca-cola Citra	2006	Available in the market
Coca-cola light Sango	2006	Available in the market
Coca-cola Orange	2007	Available in the market
Fanta Ginger Ale	1953	1995
Schweppes Soda	2006	Available in the market
Schweppes Tonic	2006	Available in the market
Schweppes Lemon	2006	Available in the market
Fanta Apple	2006	Available in the market
Fanta Pineapple	2006	Available in the market
Sprite	1995	Available in the market
Fanta Orange	1886	Available in the market

Source: Coca-cola - Wikipedia, the Free Encyclopedia 2007.

Nigerian Bottling Company, Plc started its operation in Kaduna with the opening of a plant at Kakuri Bye-pass Industrial Layout with the line producing Coca- Cola soft drinks to serve customers in Kaduna, Abuja, Niger and Zaria. Due to increase in demand, Abuja plant was commissioned to meet the market demand for products, leaving only Minna and Zaria Depots under Kaduna plant.

The increased demand for the products of Nigerian Bottling Company has brought with it not only increased consumption but also increase in the numbers of those who generate income through dealing in them. Thus there is increased number of retailers and dealers. Among the dealers are those in the categories of Small Strategic Depot (SSD), High Volume Outlet (HVO), Very Important Partner/Customer Distribution Partner (VIP/CDP) and Shop/Card Customers. Like in all human activities, these dealers in NBC products require information about the Company on the one hand, and about the customers on the other hand to be able to function successfully. This is why this study was undertaken to investigate information accessibility and use by the dealers of the Nigerian Bottling Company, Plc, Kaduna Plant.

FIGURE 1.1: Organisational Structure of NBC, Kaduna Plant



The Personnel Manager is the administrative head of the Kaduna Plant. He controls the depots under the Plant in Minna, Kaduna and Zaria. The Company Secretary assists the Personnel Manager in the administration of the Plant. There are six other principal staff of the Plant who also assist the Personnel Manager. They are the Managers in charge of Sales, Production, Factory, Quality Control, Store and Finance. The Unit Sales Managers are in charge of the Depots and they report directly to the Sales Manager.

1.2 Statement of the Problem

Information needs and uses vary with user groups, place and time. The knowledge of the information needs and seeking behaviour of the client is central if information services in organizations and information centres are to succeed. Gwang (1994) indicated that it is necessary to undertake user studies from time to time in order to attain full satisfaction of clients information needs in all areas of human endeavour. Despite the fact that many studies on information accessibility and use of organizations and the information needs of various groups of people had been done, it appears that dealers of Nigerian Bottling Company Kaduna Plant do not have proper access and use of information that will promote their business and partnership with the bottling company. This is evident from their lack of access and use of docket information directly from the company and consequently they cannot be able to attain their business targets.

The implication of this scenario would be that most of the information dealers would require about the activities of the plant would never get to them at all or even when it gets to them it would not be in good time. It is against this backdrop that this study was designed to examine the information accessibility and use by dealers of Nigerian Bottling Company Kaduna Plant.

1.3 Research Questions

This study seeks to provide answers to the following questions:

1) What are the information sources in Nigerian Bottling Company, Kaduna plant?
2) How are information sources organized ?
3) What are the categories of dealers in Nigerian Bottling Company, Kaduna Plant?
4) What types of information do the dealers of NBC Kaduna Plant need?
5) What methods do the dealers of NBC Kaduna Plant use in accessing information?
6) To what extent are the information sources used by dealers of NBC Kaduna Plant?
7) How satisfied are the dealers in Nigerian Bottling Company, Kaduna Plant with its information/sources, resources and services?

1.4 Objectives of the Study

The objectives of this study are to:

1. Find out the types of information sources of the Nigerian Bottling Company, Kaduna Plant.
2. Find out the ways the information sources are organized and managed by dealers of NBC Kaduna Plant.
3. Identify the categories of Nigerian Bottling Company dealers in Kaduna Plant.
4. Identify the types of information the dealers of Nigerian Bottling Company, Kaduna plant needs.
5. Identify the methods used in accessing information by dealers of NBC Kaduna Plant.
6. Find out the extent to which dealers use the information sources available at the Nigerian Bottling Company, Kaduna plant.
7. Determine the extent of satisfaction of the dealers with the information sources, resources and services of the Nigerian Bottling Company, Kaduna Plant.

1.5 Assumptions of the Study

The following underlying assumptions guided the conduct of this investigation

1. Nigerian Bottling Company dealers require information which will enable them perform better in their businesses.
2. The information sources, resources and services of Nigerian Bottling Company, particularly those available to their dealers are not adequate.

1.6 Significance of the Study

This study is important because it intends to provide knowledge on how information should be managed in different organizations and the society at large. The study would assist information workers to know how information is acquired, controlled, retrieved and disseminated to their respective users. The study will assist the dealers to identify the type of information available in the Nigerian Bottling Company-Kaduna plant and also create a new dimension in the area of access to information among dealers, and between the dealers and the NBC. It will also enable the management of NBC to appreciate the indispensability of providing access to relevant in formation to their dealers and the general public at large. This will go along way in increasing their customer base as well as improve their level of productivity. The study will further assist in the following areas:

- Reveal the kind of information the dealers of NBC require.
- Show how information use brings about better functioning by the dealers.
- Bring to knowledge the information resources, sources and services of NBC and how they are organized and managed.
- Proffer better ways of managing information in NBC and similar organizations
- Provide the platform for further research in the area studied and related areas.

- Contribute to the literature of information management.

1.7 Scope and Limitation of the Study

This study covered information accessibility and use by dealers of Nigerian Bottling Company, Kaduna Plant. The Kaduna Plant consisted of Kaduna, Zaria and Minna Depots. It investigated how information was generated, organized and disseminated by the Company, how the information was used by the dealers and how the use influences their functions.

The study covered the period 2007 to 2010.Due to the limitations placed on the researcher by time and finance, it was not possible to extend the study to other plants and branches of the Nigerian Bottling Company other than the Kaduna plant.

1.8 Definition of Terms

The following key terms are defined operationally as used in the context of this study.

Bill Board: A poster panel used in outdoor advertising

Brand Awareness: Knowledge of the attributes of a particular product.

Dealer: Nigerian Bottling Company customer of high standing who Buys product in bulk and sells to other customer (wholesalers).

Diet Coke: Coca-Cola drink with less sugar for a consumer who wants to Control sugar intake

Information Gate-keepers: Wholesalers who transmit market information between them and retailers. They are important information sources of business people.

Management Mix: The set of management objectives that the firm uses to pursue its Management objectives in the target market.

Sales Promotion: Short term incentive to encourage purchase of product or services.

Selective Demand: The demand for specific brand of product.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is set out to present the review of the literature related to the subject matter of this study. The review is done under the following sub-headings: information sources and services, organization and management of information sources/resources and services and information required/needed by clients. The other sub-headings are sources of information for business clients, use of information sources/resources, information accessibility and the satisfaction of business clients with information sources and services.

2.2 Information Sources and Services

The concept of information is more complex and difficult to define. This is evidenced in the various definitions that were proposed by many scholars. Underwood (2001) defined information as a signal or message that flows between a sender and a receiver. Shannon (2003) sees information as facts and data that have been processed into a form that is meaningful to the recipient and is of real or perceived value in current and future decisions.

Information has been identified as one of the prime movers for economic activities of production and exchange. Young (2003) defined it as a cornerstone for long term organizational survival. He further expressed that information serves as a base for competence development.

It uses has been summarized to include the followings:

- It's a fundamental value, like money, capital good, labour or raw material
- An input, which can be transformed into useful outputs that are beneficial to achieving the organization's goals.

- Information can be capitalized depending on managements purposes.
- It is an expense for which standard costs can be developed and cost accounting techniques can be used to monitor and control.

Information is a fundamental ingredient for any development process in any given society. We live in a society where information generation and consumption are necessary. Information is therefore a basic resource and product in all spheres of life and in all sectors of the society. Therefore, information is vital to the daily operation of organizations. It is true that an organization cannot function smoothly and efficiently in the absence of information.

Information as points out by Aguolu (1999) is a vital instrument for human civilization. This statement shows that information is identified as one of the prime movers of development and progress. It is also recognized as a cornerstone for long-term organizational survival.

Rightly stated Shannon (2003) expressed that the purpose of information is to meet the objectives of organizations. In summary, the overall importance of information is as follows:

1. Information is the most important tool for solving problems and for making decisions.
2. It is a necessary tool for planning and policy formulation.
3. It promotes the resourcefulness of organizations and any nation
4. It enables researchers to keep abreast of progress in their fields and to learn about new developments in other fields.
5. It creates awareness, it informs actual and potential users to ensure continuity of

services to support organizational activities.

6. It is important for communication, decision making, understanding and reacting to the environment.

Information sources according to James (2005) are the channels through which ideas, opinions or feelings are stored and preserved. Lilley(1999) simply put it that information sources refer to the items of information in all format, print or electronic or audio visual materials etc. it is related to this study because it discusses the concept of information sources in its actual sense. Feathers et al (1999) defined information source as materials in any format whether on open access or held on source, which have been developed either as a general or special source in terms of coverage.

In a survey research conducted by Wali (1998) on information sources. He observed that a large number of people, organizations and agencies are involved in generating lots of information. As a result, information sources are being produced in a variety of formats, such as:

- **Print:** Books, text books, magazine, etc
- **Non-print:** Pictures, maps, charts, illustrations, etc
- **Electronic:** CD-ROM, database, Internet sources, etc

Similarly, Frishamma (2002) Identifies other sources of information for organizations regardless of format as: letters, memos, reports, manual, financial statement, plans, maps, computer files as well as audio visual. Other corporate resources include: equipment, facilities and databases.

Given a range of different types of information services. Rowley (2000) sees it to mean market research and management consultancy. Other information services rely more heavily on published information that is in the public domain, which assists information users in the

location of information to assist in decision-making, learning and knowledge acquisition. Amongst such services are those offered by public, academic, business organizations, work place, library and information consultants. Other services are document delivery services, information services, market research agencies, current awareness services, consultancy services, help seek services, etc.

In addition to goods and services which might be used by individuals and organizations to extend their knowledge base. Rowley (2000) posits that there are many other products embedded in the supply chain. These include software to run, organize, document publishing, distribution software, document delivery systems, search engines, telecommunication network and their services, etc. Other professional services are cleaning, accountancy and marketing, which contribute to the operation of the organization in the information industry.

Information service can be seen at millions of work stations, homes, business offices and libraries throughout the world. Tenopur (2005) indicated that library consortium; other important application of modern information resources provides fast and easy access to information. Information is stored on CD-ROMs, videotapes, slide in form of sound, pictures/images etc. Electronic information sources/resources and services allow the use of electronic document (e-document), to accessed, copied, revised, rearranged and reformatted.

Another development, according to Tenopur (2005), is the virtual information system, where information is accessed online through a network. Here resources are selected and structured to provide intellectual/business access, interpret, distribute and preserve the integrity of digital resources. The internet is a network which produces the following services: electronic mail, producing information through the world web (www), and the text based communication through the file transfer protocol (FTP), Telnet, Gopher, etc. Organization could reach out to

their business partners through this medium.

Further more Tenopur (2005) asserts that technological changes on the other hand has brought about.

- Greater accessibility to a range of information
- Speed in acquiring information
- Greater complexity in locating, analyzing and linking information
- Constantly changing technology
- Lack of standardization of both hardware and software
- Continuous learning for users and library staff and substantial investment in technology.

Electronic information sources/resources are highly volatile and they are considered flexible because their content is changeable. They are easy to revise, rearrange, reformat and combine with other documents. This is advantageous to business organizations, dealers, etc because of its constant changes in decision making due to the market forces.

Information sources and services are services that guide men and women to take decisions that position their lives and activities, as well as those of the institutions/organizations they participated in. Information is an organized data that could be used for decision making and is essentially for survival of all goal oriented organizations. A development in information technology has greatly expanded the potential of information for organizational decision making (Kaye, 1991). Most management information system designers "determine" what information is needed by asking managers what information they would like to have. This is based on the assumption that managers know what information they need and want it. For a manager to know what information he needs, he must be aware of each type of decision he should make as well, and he must have adequate model of each. It is the assumption of these researches that if an

NBC manager provides its dealers with the information they need, they will have no problem in using it effectively to increase their business, profits and better their condition of living.

Customers need information and information sources and services to help them make a decision about their choice of service or product. Easton (1991) stated that even though they may already have information about competitors, their products and services require information to allow for comparison in making their choice.

In information organization Harande (1998) expressed that resources management and services should be accorded paramount importance and place in the scheme of information transfer hence the information manager in an organization should combine the function of getting information with analysis, synthesis and delivery of information in usable form.

It is indeed satisfying to note that the above definitions view information sources and services not just as a single format but in different formats. These works are related to the present study because information sources are categorized into prints, non-print and electronic which the study is meant to study. These include books, conference proceedings, governmental/corporate reports, newspaper, journals, pamphlets, hand bills, minutes, posters, pictures, films, etc. The information need of an organization determines the kind of information sources that are produced, useful and relevant to maintain standard decision making for planning and controlling the organization within the environment. Information sources need to be effectively utilized to achieve the overall goals and missions of the organization. This is because information sources are monitoring inventory documents that create, process, store and disseminate information to end- users.

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2.3 Information Organization and Management.

Information organization and management is meant to provide the organization with tools for good planning, supervision and controlling. Lehri (2002) viewed information organization as a discipline that analyses information as an organizational resource, which cover the definitions, uses, values, and distributions of data and information within an organization whether processed by computer or not. He emphasizes that information organization and management evaluate the kind of data and information that is required by organizations to function and progress effectively. Allen (2001) undertook a study on information organization and management practice. He observed that information organization and management practice is a key focus for many organizations across both public and private organizations. He stated that information organization and management is driven by some factors which include a need to improve the organizations processes, the demand of compliance regulations and desire to deliver new services. This is related to the present study because it gives a comprehensive approach to information management. Mohammed(2005) remarked that information management has effects on how policy makers and managers plan and decide on staffing, production, services and strategic development of their establishments. Richard (2008) gave an overview on the present trends of information organization and management. He observed that information management has gone beyond maintenance of paper based files; it requires an understanding of the technology that is involved. Information has shifted from manual to electronic. This study is relevant because it gives the present situation on information management which has gradually evolved to contend with the use of computer system to control and preserve their information base.

Information management is all about the directing of information sources through information system towards a defined set of objectives within some constraints, using agreed

measures to provide feed back. The fundamental function Ikoku (1992) opines that information organization and management is the determination of the information needs of actual and potential users of information. This enables the information manager and its users to select and acquire information sources that are relevant to the activities of users. It therefore follows that relevant information collection is one that was built based on users information needs. He further categorizes information management thus:

(i) Management of people (ii) management of process, and (iii) management of the total system. For example NBC should endeavour to interact with its users, staff interaction is largely a matter of interaction of people who operate business and are involved with the process. Whereas top management is concerned mainly with the total system. Management can solve dealer's/management problems only if equipped with full knowledge of the facts about the organization they serve.

Pointing out the significance of information organization and management of information sources and services Daniel (1998) listed the followings:

(1) To assist organizational management in its planning, decision making, supervision and controlling. These task, can be performed well only when based on timely, accurate, reliable, efficient, flexible and complete information on the activities of an organization.

(2) Management of information sources functions to standardize data collection procedure in library and information centres or in an organization.

(3) Information organisation and management of information sources and services assists to provide necessary working paper for libraries and information centres

(4) Information organisation and management of information sources and services

permits libraries and information centres to review their organizational method and procedure of conducting their obligations and challenges.

Effective management of information organization sources and services prompt proper use of information sources and create a strategic weapon to support the business objectives and activities. Rowley (2000) posited that it enhance increased productivity and also create an increase in the understanding of customer's needs, facilitating business procedures in organizations like the NBC.

Management of information sources and services is a set of tools that can help provide the right people with the right information at the right time. Haag (2002) observed that this will help the managers of information to make the best decisions possible about the time, location and form of the customers' moments of value. Management and organization of information sources often called management alert systems because they "alert people (usually management) to the existence of problems or opportunities. From the foregoing it can be deduced that effective management of information will help NBC to provide effective turn over in its business transaction.

The growth of information in organization today becomes obvious that some forms of control are necessary to use any piece of information to satisfy specific customers. Davis (1999) expressed that the objective of information organization is to create an organizational memory that is the active repository of the organization. The volumes of data that are produced and collected by the organization need to be given some structures in the ways that reflect the interest and information modes of the organization and its members. This is relevant to the present study because Nigerian Bottling Company generate volumes of information. However, such transactional information that is generated and acquired needs to be systematically organized and

managed in a particular order to avoid information saturation, information loss and information explosions.

Organization of information is achieved by the information manager or librarian who arranges the collection of books and journals in a subject sequence. Gantz (2006) observed that Encyclopedias are organized in summary form to a whole field of knowledge. These and other groups try to collect, organize and manage the existing information, hoping to ease the task of access to users. This study is relevant because it emphases that proper information organization is a tool for effective information management.

To organize information, classification schemes such as LC, DDC and others can be used. Aguolu, (2002) posits that items such as a book, journal, magazine, or cassette is put in the subject area it belongs to and this is identified by code or class mark. This is found relevant to the study because class mark or call number is important in locating information. It tells exactly where information would be found. Such information is organized and arranged in the appropriate shelves, drawers and seal depending on the type of information they are.

Information organization method may range from simple catalogue to a high index system either manual or automated. Madu (2004) opined that in the recent time information is organized with the application of computers to cataloging (OPAC). Ajibero (2001) observed that a detail and holding of a particular information organization or a database aid to which users have direct access (OPAC) allows a particular work to be informed of location. This can be introduced in an organization such as the Nigerian Bottling Company to organize the volumes of information produced. Modern technology can be applied to Nigerian Bottling Company to create new forums for global information access among NBC Plant in the country. Effective information organization and management can be achieved through an appropriate information

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technology. Mantisino (2002) remarks that information technology has made it possible to handle information in variety of forms. Electronic infrastructure and facilities are employed in organizing information to improve and provide efficient services. Such facilities consist of hardware and software.

According to Fatima (2009) information needs to be manage due to the fact that managing generated and acquired information in the local government area secretariat is to enable the personnel have greater access to acquired information needed to administer their duties and to make effective decisions. Her finding is similar to that of Elisha (2000) who reported that information management is necessary in offices for decision making purposes. In the same vein Ibrahim (1999) pointed out that there is a need for organizations to manage their information effectively in order to facilitate decision making. Information management has effect on how policy makers plan and decide on staffing, finance, production and services for strategic development of their establishment. This is in line with that of Abel (2004) Who reported that information management leads to better decision by the managers. Information plays significant roles in both public and private organizations. In most cases institutional organizations manage information for reference and research purpose. This should also apply to the Nigeria Bottling Company, if the contrary is the case, the implication is that in the event where research is needed to be carried out such efforts may be frustrated and defeated. Summarily if information is not managed for reference purpose how would the present build on the past to forecast the future. Information organization and management as defined by Lucy (2000) is the monitoring and provision of key members of an organization with data, facts, and ideas used in its operation. It is a formalized procedure for providing information at all levels, in all functions with appropriate information, from relevant sources (both internal and external) to the organization which

enables them to make timely and effective decision for planning, controlling, and directing the activities of the organization. Lucy further summaries the aims and objectives of information organization and the need to manage information thus:

- To improve event tracking or resources management.
- To improve documentation or report processing and preparation.
- To improve information transfer and communication.
- To improve access to internal and external information.
- To provide relevant information from the abundant information available
- To improve, control and maintain expanding information explosion handling, etc.
- To reduce the cost of information handling, etc.

Information is vital to progress and development in human life. This is why information needs to be managed at all levels of Nigerian Bottling Company to support management function and to assist the management realize its organisational goals.

Organizations such as Nigerian Bottling Company require significant volumes of business and transactional information through their day to day operational activities within their internal and external environment. At the Nigerian Bottling Company level, information acquired, organized and managed are carried out through the various units or departments. For example, the Sales Department derives its information from dealers, the public, consumers, competitors, staff, etc. These information acquired need to be properly organised, selected and well managed for the success of the company and the staff. The Production Department needs information about the taste of the products being produced either from the staff, public, dealers or competitors or consumers. The information received will help the Company on how to improve their production etc.

Information is generated and acquired in organizations through different means. Aguolu (2000) observed that sometimes information is generated through words of mouth, books, serials, audio visual materials, e-resources, e.g., CD-ROMS, etc. Information acquired in business organizations either through competition, dealers, and public through their transactions from day-day operations needs to be organized, and managed before dissemination to their end users.

2.4 Information Needed by Business Firms and their Customers

Information is needed in all spheres of life to facilitate decision making and engender progress. A manager of a business firm needs information to be able to take the right kind of decision. Also a customer, be he a wholesaler or retailer needs information to set up a new business and also to improve upon his existing business.

In their study, Noragh and Peter (1988) observed that in industry, there are a number of common areas of information needs. Business firms need regular updated information about the state of their markets, such as demand in relation to supply, pricing, diversity of products and the nature of the competition. They need technical information to support their research teams, who are engaged in developing new products, better ways of extracting and processing, and marketing existing materials, and to give them an edge. Furthermore, there is an ever increasing spate of legislation on health and safety at work, as well as pollution control, for which information is also needed. The above mentioned authors further pointed out another significant area of information need from the management activities of a large firm, which has to deal with financial control, staffing and product development, currently and long-term, which may involve the information unit maintaining a backup collection of management books, journals and software on such topics as budgeting system, staff training methods or automated business systems.

In a related study, Harrison (1999) stated that information is essential to any organisation or customer as it directly supports business activities of both the management and operational levels. Similarly, O'Brien (1996) observed that information supports every aspect of business activities; it supports the function of accounting, finance, human resources, marketing and operations. For example, NBC marketing managers would need information about sales performances and trends. The financial managers would need information concerning financing cost and investments returns. Production managers would need information concerning raw materials and production processes.

The above explanations and reports point out the various areas of information needs of business firms/customers. It also stresses the need for effective and efficient information provision to business people for proper knowledge to support their decision making responsibilities to meet the goals and objectives of their businesses.

Similarly Manson (1978) observed that "the life of an enterprise depends on its ability to identify fluctuation on new techniques and to have the capability to meet changing demands by the application of these new techniques. As such Abubakar (1998) postulated that current information is needed to make decisions. The business world, he said, is such a competitive type, which requires the information profession to generate information to effect changes. He further stated that almost every moment research results are being published to allow changes to take place. As a company that is involved in the Production and marketing of competitive Products, the NBC management would require information on the market price, latest raw materials for the development of their products and possible product for consumers/customers.

No sector of any economy can function effectively without access to information. This fact is already evident in corporate organizations, businesses and industries, where information is

the vital component not only to maintain acceptable profit levels, but also in order to cope with competitions. In support of this notion, Wali (1992) noted that information is very necessary for organizational planning, policy formulation and decision making. In a related study, Rufus (1996) stated that managing a business in the practical sense is not easy, and becomes even more complex because of the dynamics of the information required to set the business going. To run a successful business he, pointed out, organizations/customers must be trained in information organization and utilization, which remain the most important elements of the total management mix. He asserted that since the introduction of the Structural Adjustment Programme (SAP) in 1986, "business in Nigeria has had a dull moment" because of lack of prior information. As such the ability to recognize and perceive the nature of change and react quickly to it by responding positively to the unfolding challenges remains crucial to the survival and profitability of the enterprise.

The survival of any business greatly depends upon its ability to have adequate and appropriate information at its disposal. Having the right information at the right time is very important as noted by Abubakar (1998) with regard to 1987 and 1989 when the Babangida administration devalued the naira. Many industries and companies in Nigeria collapsed because they did not have prior information. He stated that those which survived the situation suspended production until they could grasp government's action on the exchange rate for the naira. Having the right information at the right time will enable proper decision making at the appropriate time.

The importance of having access to information in business management cannot be over emphasized. With the proliferation of retail business in the country which has increased competition among the retailers, Nigerian retailers have the challenge of not just entering the

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business field, but knowing how to gain customers and build retail store for optimal sales, profitability and survival. To survive in the dynamic competitive retail environment, a retailer must learn to manage change effectively. One way to manage change is to be capable of making good management decisions. These decisions are based on the availability of information. A retailer, therefore, requires adequate supply of appropriate information to succeed (Ibrahim, 2001). Information is very vital in decision making. No business ever exists without decision making. Therefore no business will exist without information for decision making.

In a similar study conducted by Okeh (1999) He identifies the kind of information needed that can solve day to day problems such as finding consumer goods, locating appropriate medical facilities for family health, investment opportunities, government policies, etc.

With the awareness of the information needed/required, entrepreneurs can overcome most of their constraints in order to facilitate the productive potentials of marketers and thus enhance their contribution to industrial development. Omuya (2005) observed that entrepreneurship is not an individual process but a collective one, involving many actors in addition to the entrepreneur himself because competitive enterprises cannot be created just as a result of the decision or willingness of one individual. There is need for an enabling environment and for support services for entrepreneurs from various public and private institutions. To start a business, the aspiring entrepreneur should have an idea of what he or she is going to produce, for whom and how he or she is going to produce. He/she should have guidance and knowledge about the legalities of creating an enterprise, as well as skills in the appropriate production techniques, costing, pricing, etc. To be able to succeed, the entrepreneur also requires access to information, technology and markets.

According to Rowley (1998) he posited that marketing is about meeting customer requirements and all market activities should be customer focused. NBC customer requirements need to be understood and their needs including those for information using the resources at the disposal of the organization. These organizational resources define the product offering that the organization is in a position to make to the customer. They constrain the market in which the organization can function, but within these constraints the organization must tailor the resources and the use of the resources to meet the need of an appropriate customer group. It is also the opinion of Rowley (1998) that the organization that develops and uses its understanding of customer requirements to shape its activities and strategy has a marketing orientation. This is a philosophy that places customers and their needs at the heart of what the organization does. The assumption is that customers are looking for the offering that best fits their needs and therefore the organization must define these needs and develop appropriate offerings. These offerings include products, brand, price, delivery options and any other relevant elements of the marketing mix. Chadra (1976) further classified information needs of customers into three: (1) strategic information (2) tactical information and (3) operational information. A Strategic Information is a particular information skills or particular information materials that are necessary for carrying out a particular information task, a position that gives the holder a decisive advantage. For example NBC Promo leaflets, NBC News, NBC Partnership, NBC Website, VIP Profile, Market insights, etc. Tactical Information is special information arrangement order, an indebt of Information maneuvering for a purposeful specialized information procedure. For example credit payment system, electronic purchasing system, etc. Operational Information is an instructional aspect of information in a programmed computer designating the processing step to be performed (IBM).

2.5 Sources of Information for Business Firms and Customers

Where and how person gets information is very important. Early studies conducted on information seeking behaviours have tried to determine the various information sources by different people in the business sector. It has been discovered that customers and organizations are faced with continuous flood of information coming from various sources which include wholesalers, consumers, company sales representatives or agents, customers, retailers, competitors, media advertisements, information gate-keepers, consultants or advisers, market research, etc.

In view of Schwartz (1992) "product development begins with market research." He pointed out that firms that specialize in market research help manufacturers determine whether a market with a large enough group of potential consumers exists for a product. They conduct surveys, asking people what kind of products they want, and they forecast probable sales of the product and also how the product should be packaged."Packaging is very important in selling products such as food, household, cleansers, and cosmetics." This is the basic way of obtaining useful information for effective business transaction for profitability. Survey can be conducted successfully through questionnaire or interview.

According to Kaye (1991), it is well understood that many organizational seekers of information for decision making prefer using both informal and formal sources and channels of information flow. This is referring to structural/written and unstructured/unwritten form of information channels following the chain of command established by an organizational hierarchy of authority for official messages passing from one level to another. Because formal communication channels are recognized as official and authoritative, it is typical for written information in the form of letters, memos, policy statement and other announcements to adhere

to them. It also includes performance reports and support empowerments by making sure that people at all levels have the information needed to make decisions about their work.

In another view Kaye (1991) further observed that informal information channels develop separately from the formal structure and do not follow the chain of command. The informal or grapevine communication has ability to transmit information quickly and efficiently and aid those involved in them. A grapevine can also provide social satisfactions through interpersonal contacts in the give and take of information, if such rumour is not disruptive and prematurely released or misinterpreted. The use of informal or grapevine communication would be helpful in an organization like NBC in some of the time view of its importance as enumerated above.

Business firms/customers, especially business organizations, have special business professional advisers who serve as important sources of information generation. The work of Schwartz earlier cited is a good example. The marketing firms are advisers to the manufacturers. The examples of these advisers or consultants are accountants on financial matters, lawyers on legal matters and interpretation of laws, Librarians on general information, etc. Schwartz (1992) observed that customers buy two kinds of products, tangible or physical products such as food, clothing, cars or stereo and intangible or service products such as airplane tickets and insurance policies. He further stated that the advice marketed by accountants, lawyers, and other consultants is another example of service products. Business organizations mostly employ the services of such consultants.

Wholesalers are very important sources of information to the retailers as observed by Schwartz (1992). He noted that wholesalers buy in large quantities and then resell the products in smaller quantities to retailers. Retailers then sell in smaller quantities to consumers. He also noted that wholesalers perform several important services for retailers. They maintain

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warehouses, make deliveries, sell to the retailers on credit, and give retailers advice on marketing. Ibrahim (2001) subscribes to this notion with the remark that wholesalers are considered very important sources of retail information because they supply retailers with information on sources of supply of products.

Another source of business information as observed by Binder (1992) and Ibrahim (2001) are the customers who supply retailers with information on their needs and also provide the retailers with information on retail competition. Binder further stated that the retailer stores/ buy goods in large quantities from producers and wholesalers and sell those goods in smaller quantities to consumers. He noted that it is in the retail store that the customer has the chance to examine the goods and say, "I don't like", or "I will take that". Thus the merchant learns what the public wants and needs. Tailors have their sources of business information either from samples brought to them by their customers, observation of designs of people's wears during accessions or from fashion source books, pamphlets, magazines, fashion exhibitions and catalogue of fashion designs.

Similarly, Russel (1992) observed that "the French Queen, Marie Antonie, inspired the first occurrence of fashion design. The beautiful dresses made for the queen by her personal seamstress, Rose Berlin, were greatly admired and many of the designs for her dresses were painted in fashion pamphlets so that people could copy them". In Nigeria today, there are styles called "Stella style," which are copied from the design and style of the then first lady, Late Mrs Stella Obasanjo. Most designs and styles are copied from people or fashion or magazines, pamphlets, newspapers, etc.

In his study, Ibrahim (2001) discovered that information gatekeepers are another important information sources to business firms/customers. He stated that retailers view

information gatekeepers at the wholesaler market as very important source of information because they supply them with information on products at competitive rate. He pointed out that the information gatekeepers are mostly found in cosmopolitan wholesale market and they act as a link between retailers and wholesalers. He went further to state that the nature of the wholesale market does not allow customers to know what is available at any point in time. Hence they rely heavily on information gatekeepers at the wholesale market.

Personal selling is still widely used to market products to industrial consumers and that many industrial products are highly technical and the seller has to be able to explain in detail how the product works and how it will meet the buyer's needs. The sales person must therefore be knowledgeable not only about the product but also about competitors' products as well. Schwartz (1992) discovered that those with knowledgeable information about the products will be of great help to the retailers, as this knowledge will help them to know much about these products. Also, Ibrahim (2001) found out that rumours are viewed by retailers as important sources of information because it provides them with information on products they display in their store. He noted that many retailers know very little information about the products they sell. They know very little concerning product ingredients, composition of products, etc.

Advertising is also a very important source of information. Business people and business organisations also get information about new products through competitors and also ideas about how they should package their products from media advertisements. Schwartz (1992) defined advertising as the impersonal presentation of information about a product. The television, radio, newspapers, magazines, billboards, etc are the most widely used means of presenting advertisement to consumers. Business firms/customers can get information about new products from the media advertisements. Business organizations can equally get more information about

their competitors through advertisements. Packaging is very important in attracting customers to buy a product, therefore, through these media advertisements, competitors can see and improve upon their design or style of packaging.

Further more Mintzbery (1973) reviewed literature available about managerial work and presented his observational study of the manager's role in information seeking. He sees the manager as the nerve centre for the organizational information. He revealed that the manager has his first information role as a monitor, observing and processing different types of information, which are mostly current and have been developed from the organization or from its surrounding environment. Mintzbery further stated that the manager has interpersonal role as a liaison. He makes contacts both inside and outside the organization to exchange information, problems, and ideas. Most managers function as entrepreneurs, searching for improvable projects to bring about positive changes in their business organizations. In view of the Mintzberg's observational study, the manager plays a key role in information acquisition and dissemination. He is indeed the nerve centre of the organization. It is expected that the Depot managers of NBC will be valuable sources of information to the dealers of their products.

The records kept could also be an information source especially in business organizations. Retailers too require records of materials purchased and their various prices in order to determine the selling price. Records, according to Macke et al (1974) are "information documented in a physical form [and] a careful preservation of an idea for both present and future use". Generally, records are meant to serve as a good and reliable means of informing the individual and the society on and about the on-going. In the case of management, records are particularly useful for keeping details of decisions taken, formulated and implementing of policies, rules and regulations, proceedings of meetings, etc. Records generally are important

sources of information and contribute to business management.

The knowledge of elementary book-keeping in starting a business will help business people to have a working knowledge of how accountants keep records of business transactions. Obazu-Ojeagbase (2003) further states that this can help them to easily follow the movement of the business money as it comes and then goes out and comes back again.

Similarly, in their farm business analysis, Kwarteng and Towler (1994) observed that to be aware of the financial state of the farm, it is necessary and essential for farmers to keep up-to-date records and analyse them from time to time. Farm business analysis involves the analysis of well kept farm records to help farmers to identify the strong and weak points in the management of the farm business. This serves as an important source of information to make the farm business more profitable as it helps in taking appropriate step to remedy the weak aspects and strengthen the strong aspects of the business.

In the same vein, Binkley and Hammonds (1970) stressed the importance of record keeping as an essential source of information in farm business. They stated that records provide the facts so that you can tell how much you made; records make it possible for you to know how much it costs to produce the product. From records you may be able to tell where you have been efficient and where you have not been efficient. You can find out your strong points and your weak points in handling an enterprise. Records enable you to do a better job in planning your next project. In addition to making it possible for you to know how much you made and how much it costs to produce the product, records provide a great deal of other useful information.

Business firms/customers also have other sources of information such as business magazines, newspapers, etc, even experts or experienced customers in business are sources of information. Obazu-Ojeagbase (2003) stated that managerial control or efficiency is a skill,

which can mostly be acquired through getting yourself informed by either reading books or other people's experiences. It is left to be seen in the findings of this study, the various sources of information available to NBC staffers and the dealers of their products.

2.6 Uses of Information Resources/Sources

According to Chadra (1976) information generated by an oragnisation could be valuable to many people. Users of an organization's information include external and internal users. The external uses of information include:

- The organization's bankers take decisions affecting the amount of money they are prepared to lend
- The public might have interest in information relating to an organization's products or services.
- The media (e.g. press, television etc) use information generated by organizations in news, stories, etc, such information can adversely affects an organization's relationship with the environment.
- The Inland Revenue and Customs and Excise authorities use the organization's information for taxation and VAT (value added tax) assessment.
- An organization's supplier or customers take decision whether or not to trade with the organization based on the information on it available to them.

The Internal users of organization information include:

- The board of the company or public sector equivalent.
- Directors with functional responsibility
- Divisional general managers reporting to their directors
- Divisions' heads

- Departments' heads
- Sectional heads, etc

In their study Haruna et.al. (2000) investigated the relationship between information resources utilization and professional effective attributes of legal practitioners in Lagos, Nigeria. The study highlighted the heavy dependence of legal practitioners on utilization of relevant and timely information. By inference, lawyers who patronized libraries and utilized current information were more effective in their profession than those who did not. Their ability to acquire and utilize a nugget of relevant, precise and timely information had been responsible for their effectiveness in the various spheres. This finding has implications for effective legal practice in Lagos State in particular and Nigeria in general.

Information and its resources must be made accessible easily and quickly for use at the right time and in the right place by the appropriate people and that information should be useful, related to need and appropriate to the level of the decision maker. Freiden (1998) believes that information content, information flows and delivery mechanism ought to be appropriate for business processes, decision making and information needs of management, employees, customers, etc. Irrelevant information is costly in terms of capture, storage and use. Information should be up to date and be presented in a manner that is meaningful and best fits the skills and competencies of the users.

In attempting to examine information use, Blagden (1981) stated that "information is an essential part of a nation's resources and access to it is human rights." He emphasized that information is not only a national resource vital for scientific and economic progress, but a medium of social communication. He concluded that information needs lead to the question of how information is generated and managed.

In their study, King and Palmour (1984) observed that in reviewing how information is generated, one must consider a sequence of events and relationships that form a conceptual model of information. This initial event in the sequence involves situations in which persons find themselves, which result in need for information. Odeinde (1974) is of the view that "the needs and uses of information ultimately differ because of differences in personal characteristics and disciplinal factors." She argued that in order to meet the information needs of users adequately, emphasis must be placed on the study of their characteristics. In his study, Benetinova (1980) considered the users as the best starting point for a study of information requirements in a higher educational institution. He went further to propose ways in which a study can be conducted. It is noted that some information needs of the individuals can be subjective, depending on the character of work of the individual.

The need for information uses and value of information to both society and individuals is now widely accepted Sambo (1998) acknowledged that access to information is a key determinant as to who will do well in society and who will not, even which society will prosper and which will not. He advised that since the primary school is the foundation on which the whole education system is erected, it is important for them to create opportunities for children to develop imagination through the provision of relevant and adequate information resources for use.

Businessman needs an adequate flow of information through all levels of the society. Charles (1971) emphasized that information is needed to enable people to play an active part in modern life. This is because information can regulate tension, free the people from ignorance when provided for use and bring them together in order that they can participate in programmed usually confined to major cities and restricted to a particular class.

In his own work, Baba (1989) also noted that ignorance and lack of adequate supply of information of all types contribute to low productivity and backwardness of life. He, therefore, noted that the dissemination of information about activities will make people knowledgeable about things happing around and also generate in them the right attitude and thereby encourage the adoption of desirable systems. Furthermore, this will make them understand and appreciate new programmed being introduced to their every day living conditions.

Any company that does not have effective contacts with customers is likely to find itself lacking behind its competitors. Lancaster (1979) observed that such company does not learn very quickly about new materials, equipment and production techniques, and may not be in good position to improve its production capacity, reduce costs, and develop new products and to construct effectively.

Summarily Odeinde (1974), Benetinova (1980), Sambo (1998), Aguolu (1983), and Harvey (1983) are of the same opinion that for the information needs of users to be met, emphasis must be placed on the study of personal characteristics and education of the user. In the same view Baba (1989), Aboyade (1987), Rowley (1973), Charles (1971) and Odeinde (1983) agreed that ignorance and lack of adequate supply of information for use contribute to low productivity and backwardness of life.

Everyone has the right to education. Education provides people with information. Information is the basic ingredient for personal, social and national development. Having access to it is a basic human right whether the user of information is literate or non-literate. It is a fact that human beings whether at home or place of work need information for use either for survival within the environment in which they live or work. No organization can survive without the free flow of useful information not least the NBC.

Information users are those for whom information systems are created - the ultimate beneficiaries in the context of their direct use of information systems. They are often referred to as end users to distinguish them from users in the sense of intermediaries, who use or supply services on behalf of and for users.

End users may not know the concepts they are searching for information about. Belkin (1980) pointed out that users may not be able to relate them readily to concepts that are known and may not be able to express clearly what is wanted, even within their own minds. There are, of course, users who know exactly what they need and ask for exactly what they need in appropriate term(s).

2.7 Information Accessibility

According to Fange (2003) Information accessibility means the degree to which a product, device, service, or environment is accessible by as many people as possible. Accessibility can be viewed as the "ability to access" and possible benefit of some system or entity. Information accessibility is often used to focus on people with disabilities or specialized needs and their right to access to entities, often through the use of assistive technology (e.g. Screen readers). Etc.

Fange further observed that every market leading enterprise will have at least one core competency, that is, a function they perform better than their competitor. By building an exceptional management information system into the enterprise, it is possible to push out ahead of the competitor. Management information systems provide the tools necessary to gain a better understanding of the market as well as better understanding of the enterprise itself.

Improved reporting of business processes leads inevitably to a more streamlined production process. With better information on the production process comes the ability to

improve the management of the supply chain, including everything from the sourcing of materials to the manufacturing and distribution of the finished products.

The technological means of distributing and accessing information has become imperative and plays a strong part as the facilitator. Alesandrini (2000) points out that the most traditional information management practices are too limited and narrower in scope to tackle the new dimension added to information management.

He suggested that for the information worker to overcome the business of providing timely access to information in this age that is coping, with the challenges of information technologies, change in the roles and functions of information professionals is envisaged. Electronic formats are becoming more common in place. Online services give immediate access to data bases. Various agencies and organizations offer fast and accurate sources for locating information online. Hence, traditional boundaries will change formats, access methods and services. To keep up with these changes, investment in technology, resources and strategies are also required. McClellan (1993) identified that the degree of accessibility of information resources falls into the following phases.

Immediate choice: This denotes that information so desired or suitable is available when the user requires it. Internal locations which denote that information material is normally in the stock of the documentation centre but not immediately available, and bibliographic and external location which donates the use of bibliographies to establish an existence of the information material leading to external location, for example, sources for books outside the information centre.

Information, and their creator and users constitute an intellectual of manifold reciprocate influence. Bliss (1999) indicated that libraries and information centres are not only repetitive of

information/materials or organization of knowledge, they are vital and influential centres of such intellectual communities. Information therefore, is ordinarily recorded and stored only when it is judged to have continuing potential influence.

Intellectual access to recorded information has been a major pre-occupation of librarians/information managers. Buckland (1994) acknowledged that its importance has been reflected in the effort devoted to the design and creation of NBC news, NBC promo leaflet, VIP profile, NBC magazine and other devices that help established the existence of individual documents and their relevance to specific enquires. In other words, intellectual access needs to be accompanied by physical access if the document is at used. Ndagi (2000) in his opinion noted that the term access is used by different people in relation to quite bits and pieces of the whole, as in "subject access, open access, and knowledge access system." However, each refers to one or more aspects of providing means of access to information, or in a fuller sense, to knowledge, to understanding. All of the provision and use of information services concerned with access to knowledge.

In a related study Headecar (1985) defined open access as a systematic classification and not arrangement of information material according to size, so that however close an adjustment may be allowed, some shelf has only one drawer in a room which can be consulted at one time, and the more drawer piled on top of the other, the greater the likely congestion at the catalogues. Conversely, the greater the length of floor space available for the catalogue, the quicker the service to the user.

The central significance of accessibility to all recorded knowledge and experience is underlined by the absence of any restriction of guidance as to the nature of contents of information centre. The frame work of information makes two values of assumption to the

function of an information centre and the right of accessibility to it are significant for all members in a given community, whether individuals make use of it or not.

The finding of Bliss (1999),Buckland (1994), Headecar (1985) are in line with Foster (1995) who reported that in those institutions where the information manager with subject expertise, perform reference duties, it was more likely that users' needs would be effectively met. Exon (2001) defined users' study as "study of the total behaviour of users (as well as non-users) of information and information system services." The extent of use is one of the most important criteria for measuring the performance of an information centres.

"The ultimate test of the quality of information centres collection, however, is the extent and mode of its use." Lancaster (1979) declared that ruminating on the necessity of accessing the actual use of the information through use surveys, Armstrong (1994) stated that: "of all the ways in which to evaluate a library information centres collection, what users think of it comes closet to an evaluation in terms of library information centre objectives and mission, since the library users are in effect the customers of what the library produces for use." Users' opinion or consumer opinion is also the most valuable, and could be the most potent feedback available on the information centre selection process, particularly in the public and special information centre where collections are geared more to contemporary, if not necessarily immediate needs and demands.

Many authors are of the view that for an information centre to be functionally relevant, its services must as matter of dire importance corresponds to need of the users. One such author, Bonn (2006) posited that: "every information centres exists chiefly to serve the needs of its community of users. It follows then, that any overall evaluation of an information centres ought to be based on how well it does, in fact, serve those needs.

Bonn's view confirmed an earlier one by Cover (1989) that "a determination of the needs of users is absolutely essential to the management of an information centre." Palmer (1981) noted in a user study that accessibility is a definite factor in information use and that it has weight when it comes to relationship between man and his spatial environment. He found that information services are dependent on easy access to resources, which will affect how the user's information need is easily met. Martin (2007) opined that accessibility can be regarded in three ways.

- Physical accessibility of the information center premises, including location, hours of operation, telephones, and other electronic access.
- Visual accessibility of materials.
- Psychological accessibility of information centre.

These factors are crucial in that they indicate how much time and effort the user will have to expend in order to satisfy his or her needs. Muhammed (2004) had also written on users' satisfaction, accessibility and information centre performance evaluation as a means of evaluation of information centres. Lombardi (2000) was of the view that information centre evaluation can also be done by assessing the extent to which the users use information which depends on how satisfied they are with the resources and services available, and the extent to which such use relates to the development of such organization.

In his study Aina (1983) wrote on accessibility to scientific and technological information that in order for researchers to readily identify information/resources, information centers must be able to integrate title with other formats in catalogue and integrated systems. Information centres have a mandate to be strong advocates of open access to information. Therefore when purchasing information resources, librarians/information managers should conduct contract

negotiation with vendors/network providers to ensure the least restrictive access in current and future products.

In a similar view Aguolu (2007) revealed that efforts are being made worldwide to promote the access to information in all formats. He lamented the attendant features of underdevelopment such as power failure, machine breakdowns, lack of spare parts and technicians etc which intermittently stall the performance of modern gadgets of information storage and transfer in developing countries.

2.8 Satisfaction of Users/Dealers with Information Sources and Services

Information is an important resource because the progress of modern society depends a great deal upon the provision of the right kind of information in the right form at the right time. Issa (1998) observed that information is required in every aspect of human existence. It is required for everyday activity in all disciplines and professions. Any misled information brings dissatisfaction in day to day activities. Effective access to it increases people's ability to be informed on current issues, on how to conduct personal as well as civil obligations and responsibilities. In this way every member of the society is duly carried along towards emancipation with much sense of belonging. The above position should provide food for thought for the NBC in its design of information systems and services, for those they are meant for, including the dealers of its products.

In a technological society, Rowley (1973) postulates that information is an infinite natural resource and the physical resources are finite. Changes depend upon swift and knowledgeable policy and decision-making. Lack of adequate utilization of information to carry out these functions can lead to frustration, doubt, fear and a feeling of helplessness. For any

NBC customers/dealers to be successful there must be satisfaction with NBC information about price increase, sales promotion, rebates calculation, incentives, systems or facilities uninterrupted and not open to any manipulation by the staff. If this is put in place there can be satisfaction with information by customers and others.

2.9 Summary of the reviews

The review examined some literatures that are related to information accessibility and use by dealers of Nigerian Bottling Company Plc. The review had provided an insight to the importance placed on the need for organizations, such as Nigerian Bottling Company to make available their information resources/sources for improved services delivery to her clients. Some of the literatures content that stocking of up-to-date, current and retrospective information resources is a continuous exercise. The literatures equally revealed that the use of information communication technology has brought about an improvement in businesses, organizations and information centre services currently, as compared to the past.

In recent times most organization controls their ever expanding information explosion by considering the life span of information before being utilized to avoid the use of obsolete information. The life span determines the values of information and its bearing to the organizational objectives, it gives answers to, how often is information used? Which information resources are useful? Which are useless? Which information should be retained and which should be destroyed or archived? However, for information to be managed, its life cycle should be considered through proper acquisition, selection, organization, storage, retrieval and dissemination of information. The review also discusses and highlights the methods that were used for organising, storing and retrieving information. It gives an insight on information

accessibility, use, management as an effort of organizations to streamline their information generation and dissemination, activities for effective result. It involves acquisition, organizing, storing and control of information flow. For accessibility, it must be prepared to cope with the challenges of information technologies. However, information organization, use has shifted from manual to electronic format such as computers, internet, and website services which give immediate access to information database. To keep up with modern challenges, investment in technological resources and strategies are required.

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CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discusses the methodology used for carrying out the research. The areas covered are the research method adopted, the population of the study, sample and sampling techniques, the instruments for data collection, the procedure for gathering data, and procedures for analyzing the data.

3.2 Research Method Adopted

The research method used for this study was the survey research method. The survey research method was found appropriate for this study because according to Ndagi (1984), it is "concerned with the collection of data for the purpose of describing and interpreting existing conditions, prevailing practices, beliefs, attitude, on-going processes, etc." In the case of this study, the existing condition which it is sought to describe, interpret and report on was the accessibility and use of information by the dealers of Nigerian Bottling Company Plc, Kaduna Plant.

3.3 Population of the Study

The dealers of the Nigerian Bottling Company Plc, Kaduna plant constituted the population of this study. They comprised the Small Strategy Depot (SSD), the High Volume Outlet (HVO) and the Very Important Personality (VIP) categories of dealers found in the Minna Depot, Zaria Depot, and Kaduna Depot. The total number of these dealers as contained in the records of the Kaduna Plant of the NBC was one thousand, five hundred and forty seven. The breakdown of the population is in Table 3.1 below:

TABLE 3.1: POPULATION AND CATEGORIES OF DEALERS IN NBC KADUNA PLANT

Categories of Dealers	Depots and Numbers of Dealers							
	Zaria	%	Minna	%	Kaduna	%	Total	%
Small Strategy Depot	2	0.5	10	2.5	15	2.1	27	1.9
High Volume Outlet	15	3.2	25	6.5	30	4.3	70	4.5
Very Important Partner	450	96.3	350	90	650	93.6	1450	93.6
Total	467	100	385	100	695	100	**1547**	**100**

Source: Nigerian Bottling Company Customers' Register, 2009

3.4 Sample and Sampling Technique

A total of 534 respondents were selected from the three categories of NBC dealers, that is, SSD, 27; HVO, 70; and VIP/ CDP, 437. The researcher felt that 1547 subjects were too large and warrant for the selection of its fraction to represent the whole population. Table 3.2 below provides relevant data.

TABLE 3.2: SAMPLE BY CATEGORIES OF DEALERS IN NBC KADUNA PLANT

Categories of Dealers	Depots and Numbers of Dealers							
	Zaria	%	Minna	%	Kaduna	%	Total	%
Small Strategy Depot	2	1.0	10	8	15	6	27	5
High Volume Outlet	15	10.0	25	20	30	11	70	13
Very Important Partner	132	89	91	72	214	83	437	82
Total	149	100	126	100	259	100	534	100

3 .5 Instruments for Data Collection

To obtain data for this study, the researcher used questionnaire, oral interview and observation, as instruments. The questionnaire was used to collect information needed to answer the research questions generated for the study. Personal observation and oral interview were

used to buttress opinions from the questionnaire and explain some salient points that the questionnaire could not address.

Mohammed (2005) posits that "the instrument for data collection is said to be valid when it is able to produce correct responses from the subjects of the sample study. This expectation also applies to research designs and the measuring instruments. Closed ended questions were used.

The questionnaire designed was in six parts. The first part explored personal characteristics of the respondents such as age, sex, qualifications, experience, dealership status, etc. The second part was concerned with finding out the kind of information sources/resources and services. The third part concerned the organization and management of information sources/resources. The fourth part is about the type of information required/needed by NBC dealers and those who managed NBC information centre and how their information resources were organized and managed. The fifth part was concerned with the use of information sources/resources available at NBC, Kaduna Plant by dealers while the sixth part was concerned with the satisfaction of dealers with information sources, resources and services of NBC, Kaduna Plant. Unstructured interviews were conducted. The interviews were unstructured in the sense that the researcher asked questions as the needs arose for them in the course of the interviews. The moods of each respondent and the course of interview dictated what questions were asked.

3.6 Procedure for Gathering Data

The researcher personally administered the instruments that were used in generating data for the study. The questionnaire was personally administered, so were the interviews personally conducted. The researchers also personally engaged in the activities and transactions of the plant as they concerned the dealers. The researcher spent 1 month to administer the questionnair

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conduct the interviews and observe events amidst dealers as they occur in the NBC.

3.7 Procedure for Analyzing Data

The data collected for this study were analyzed using frequency distribution tables, percentages and histographs.

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CHAPTER FOUR

DATA PRSENTATION AND ANALYSIS

4.1 Introduction

This chapter deals with the presentation and analysis of the data collected for the study through questionnaire, interview and observation. The data were presented using tables and graphs and the analysis was done descriptively to provide answers to the research questions. This chapter was presented in the following order: Response rate and data presentation, analysis and discussion.

4.2 Response Rate

The response rate of the questionnaires administered to the different categories of dealers is as presented in Table 4.1.

TABLE 4.1: RESPONSE RATE

QUESTIONNAIRE	TYPES OF DEALERS				
	SSD	HVO	VIP/CDP	TOTAL	%
Administered	27	70	437	534	
Returned	27	70	405	502	94

Key:
SSD - Small Strategic Depot
HVO - High Volume Outlet
VIP/CDP - Very Important Partner/Customer Distribution Partner

Out of 534 copies of questionnaire administered to the respondents, 502 were returned duly completed and found usable for the analysis. This represents 94% response rate. The high response rate was due to the fact that the researcher was with the dealers in person and adequate time and encouragement was given to them in order to fill and return the copies of the questionnaire. In addition to that, good rapport was also established between the dealers and the researcher.

4.3 Demographic Profiles of Dealers

The demographic profiles of the dealers in terms of their age, gender, educational qualifications and occupation other than dealership are presented and analyzed in this section. Table 4.2 presents the age distribution of dealers.

TABLE 4.2: DISTRIBUTION OF RESPONDENTS BY AGE

Age	Number of Respondents	Percentage
21 – 25 years	40	8
26 – 30 years	0	0
31 – 35 years	50	10
36 – 40 years	70	14
41 years and above	342	68
Total	502	100

The majority of the dealers were within the age group of 41 years and above with 342 (68%) of the total responses. Dealers within the age bracket of 21-25 have 40 (8%) response score. In between the majority and the least number of dealers were those aged 31 – 35 years which numbered 50 (10%). It's therefore concluded that dealership in NBC is dominated by adult within the age bracket of 41 and above.

Another question was also asked by the researcher to find out the gender distribution of the dealers in Nigerian Bottling Company Kaduna Plant. Below is table 4.3 showing the gender distribution of the respondents.

TABLE 4.3: DISTRIBUTION OF RESPONDENTS BY SEX

Sex	Number of Respondents	Percentage
Male	405	81
Female	97	19
Total	502	100

The majority of the dealers 405 (81%) were males while 97 (19%) were females. This implies that men dominated the dealership in NBC. This prompted the need for sensitizing women to be aware of their role in contributing towards economic development of the

country.Their participation in NBC dealership is one of the ways through which this could be achieved.

Similarly, another question was raised by the researcher to find out the educational qualification of the dealers in Nigerian Bottling Company Kaduna Plant. Table 4.3 below shows the educational qualification of the respondents.

TABLE 4.4: EDUCATIONAL QUALIFICATION OF DEALERS

Qualifications	SSD	%	HVO	%	VIP/CDP	%	Total	%
SSCE/TCII	12	21	18	44	23	6	53	11
OND/NCE	18	32	9	22	5	1	32	6
BA/B.Sc/HND	17	30	10	24	0	0	27	5
MA/M.Sc/MBA	10	17	4	10	0	0	14	3
Ph.D	0	0	0	0	0	0	0	0
Non Formal Educ.	0	0	0	0	376	93	376	75
Total	57	100	41	100	404	100	502	100

Table 4.4 above shows the qualification of the dealers. It was revealed that under SSD 12(21%) of the dealers had SSCE, HVO 18(44%), VIP/CDP had 23 totaling 53 (11%) of the SSCE education. OND/NCE, SSD dealers with this qualification was 18, HVO 9, VIP/CDP 5 adding to a total of 32 (6%). Those with BA/BSc/MBA, SSD were 17 dealers, HVO 10, VIP/CDP had non totaling 27 (5%). Dealers with MA/MSc/MBA, SSD had 10 dealers, HVO had 4 dealers while VIP had non, totaling 14 (3%). No dealer had a Ph.D degree while those without formal education i.e 376(75%) dominated the business hierarchy of NBC Kaduna Plant. This implies that NBC could not be making enough improvement in their sales activities due to the fact that majority of the dealers are not literate enough to use modern technology to improve

their business even when provided by NBC.

The occupations of the dealers are as presented in Table 4.5.

TABLE 4.5: OCCUPATIONS OF DEALERS

TYPES OF OCCUPATION	SSD	HVO	VIP/CDP	Total	%
Coca cola Dealers only	23	61	114	198	39
Civil Servant and Coca cola Dealers	19	64	69	152	30
Farming/ Coca cola Dealers	11	34	67	112	22
Engagement in petty trading	0	13	27	40	9
Total	53	172	277	502	100

Table 4.5 show the occupation of dealers of Nigerian Bottling Company Plc, small strategic depot dealer who were exclusive i.e. dealing mainly on coca cola product were 23, High volume outlet were 61 and very important partners were 114 totaling 198 (39%) who were coca cola dealers only. Those dealers who were Civil servants and also a coca cola dealer were SSD 19,HVO 64, VIP 69 totaling 152 (30%). Those who combined farming work with coca cola dealership were SSD 11, HVO 34, and VIP 67 totaling 112 (22%). Those who were engage in petty trading and coca cola dealership were HVO 13, VIP 27 totaling 40 (9%). From the table of responses, the major dominant were the free enterprise, i.e. 152 (30%), 112 (22%) and 40 (9%), while the exclusive dealers are 198 (39%), this implies that NBC is not making expected profit as the free enterprises dealer appear to be more than the exclusive.

TABLE 4.6: CATEGORIES OF DEALERS

Categories of Dealers	Number of Responses	Percentage
Small Strategic Depot	27	5
High Volume Outlets	70	14
Very Important Partner/Customer Distributor Partner	405	81
Total	502	100

Majority of the dealers 405 (81%) of them fall into the category of Very Important Partners/Customer Distributor Partners. High Volume Outlet dealers were 70 (14%) while Small Strategic Depot dealers were 27 (5%). This means that majority of the dealers are VIP/CDP.

The years of business experience of dealers

Question was also asked about the years of experience of dealers. The years of Business experience of dealers is shown in table 4.7 below

TABLE 4.7: YEARS OF RIENCE AS DEALERS

Years of Experience	Number of Responses	Percentage
5 – 10 years	-	-
11 – 16 years	83	16
17 – 21 years	84	17
22 years & Above	335	67
Total	502	100

The Majority of the dealers 335 (67%) had put into Coca Cola products dealership over 22 years, 84(17%) had 17 – 21 years of experience while 83 (16%) had between 11 – 16 years of experience as Coca Cola dealers. Since there was no dealers with the years of experience between 5-10 years, this implies that dealership in NBC now a day is not attracting new dealers into the business.

4.4 Information Sources in Nigerian Bottling Company, Kaduna Plant

TABLE 4.8: INFORMATION SOURCES IN NBC

NBC SOURCES	AVAILABLE	NOT AVAILABLE
NBC Trade Lunch		√
NBC Signage	√	
NBC Promo leaflets	√	
Radio/ TV	√	
NBC annual Calendar	√	
Market Insight		√
VIP profile		
NBC partnership		√
NBC Merchandize		√
NBC News		√
NBC Newspaper		
News Magazine		√
NBC Advertisement	√	
NBC Website		√
Rumours (competitors/Staff)	√	
NBC Bulletin		√
NBC Journal		√
Magazine		√
Calendar	√	
Memo		√
Computer		√

From the table 4.8 above Interview and personal observation revealed that the information sources in Nigerian Bottling Company, Kaduna Plant, were NBC Trade Lunch, NBC Signage, NBC Promo leaflet, Radio/Television Advertisements, and NBC Annual calendars. The other sources of information included Market Insights, VIP Profile, NBC Partnership, NBC Merchandise, NBC News, News Magazine, Advertisement, NBC Website, Rumours, Customers, and NBC staff. These sources are used to promote the company sales and that of the dealers. However, sources like Memo, Computer were not available to dealers, but available for NBC staff only. This finding agrees with Kaye (1991) who discovered that the above listed sources of information have the ability to transmit information quickly and

efficiently and aid those involved in them. They also provide social satisfactions through interpersonal contacts in the give and take of information

TABLE 4.9: INFORMATION SERVICES IN NBC

NBC SOURCES	AVAILABLE	NOT AVAILABLE
NBC Trade Lunch		√
NBC Signage	√	
NBC Promo leaflets	√	
Radio/ TV	√	
NBC annual Calendar	√	
Market Insight		√
VIP profile		
NBC partnership		√
NBC Merchandize		√
NBC News		√
NBC Newspaper		
News Magazine		√
NBC Advertisement	√	
NBC Website		√
Rumours (competitors/Staff)	√	
NBC Bulletin		√
NBC Journal		√
Magazine		√
Calendar	√	
Memo		√
Computer		√

The most popular information services available in NBC, Kaduna plant from the interview and observation conducted were Dealers Incentives, Dealer Target Services, Mobile Marketing, Site Development, Email marketing, visitation of Dealers Outlets, Telephone Services, Primary Customer Research Services, Competitive Market Research, Personal Development, Digital Marketing and Mobile Marketing. To determine other services provided in NBC from Oral interview conducted by the researcher to ascertain other services provided to dealers. It was discovered that Site Development, Personnel Development of Dealers Outlet,

Visitation Services are still very much provided to dealers, while digital Marketing Services are carried out to help the dealers and the company, other Services not mentioned in the explanation were neglected by NBC authority. This implies that NBC is giving more rooms for competitors' products to compete favourable with NBC products consume world wide.

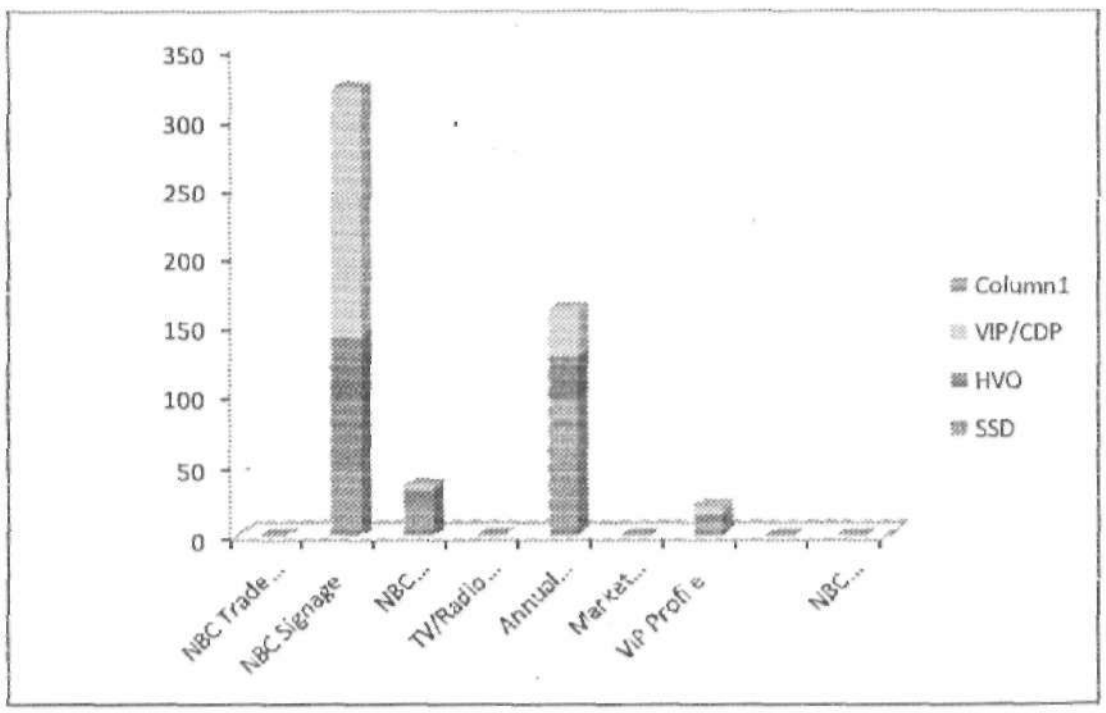
4.5 Use of information by Dealers in NBC

To determine this list of sources was provided to dealers to indicate the ones they used, they are allowed to choose as many as possible. Table 4.10 below presents their responses

TABLE 4.10: INFORMATION SOURCES USED BY DEALERS

Information Sources	SSD		HVO		VIP/CDP		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
NBC Trade Lunch	0	0	0	0	0	0	0	0
NBC Signage	49	28	92	68	180	81	321	60
NBC Promo Leaflet	23	13	8	6	4	2	35	6
TV/Radio Advertisement	0	0	0	0	0	0	0	0
Annual Calendar	97	54	30	22	34	15	161	30
Market Insight	0	0	0	0	0	0	0	0
VIP Profile	9	5	6	4	5	2	20	4
NBC Partnership	0	0	0	0	0	0	0	0
NBC Merchandize	0	0	0	0	0	0	0	0
Total	178	100	136	100	223	100	537	100

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Fig, 4.1 INFORMATION SOURCES USE BY DEALERS

From Table 4.10, and Fig 4.1 above the number of respondents from various strata using various information for one purpose or the other appears to be more than the sample population. This is because some respondents tick as money sources as possible as it applies to their use of information. NBC Signage was widely used by most dealers. This is seen in the responses of 321 (60%), followed closely by NBC Annual Calendar 161 (30%) responses while NBC Promo Leaflets had 35 (6%), VIP Profile 20 (4%) responses respectively. From the research table VIP/CDP total sample population was 405, responded 223 times for using various information sources which was more than the SSD (178) and the HVO (136), this implies that the VIP/CDP use more information sources than the SSD and HVO.

ADEQUACY OF INFORMATION SOURCES IN NBC

A list of sources was also provided to score their adequacy and likert scale was used for this purpose. Table 4.11 below shows their responses.

TABLE 4.11: ADEQUACY OF INFORMATION SOURCES IN NBC

INFORMATION SOURCES	ADEQUATE (%)	VERY ADEQUATE (%)	FAIRLY ADEQUATE (%)	NOT ADEQUATE (%)	TOTAL	%
NBC Trade Lunch	0	0	0	41 (9)	41	8
NBC Signage	2 (14)	3 (33)	2 (25)	53 (12)	60	12
NBC Promo leaflet	4 (29)	2 (22)	1 (13)	36 (8)	43	9
TV/Radio Advert.	0	0	0	28 (6)	28	6
Poster	5 (36)	3 (33)	2 (25)	34 (7)	44	9
Annual Calendar	3 (21)	1 (11)	3 (37)	46 (10)	53	11
Market Insight	0 0	0 0	0 0	57 (12)	57	12
VIP Profile	0 0	0 0	0 0	62 (13)	62	12
NBC Partnership	0 0	0 0	0 0	53 (12)	53	11
NBC Merchandise	0 0	0 0	0 0	51 (11)	51	10
TOTAL	**14 (100)**	**9 (100)**	**8 (100)**	**461 (100)**	**502**	**100**

In assessing the adequacy of NBC information sources for use 41 (9%) of the respondents indicated that NBC Trade Lunch were not adequate, 2 respondents agreed was adequate, 3 said its very adequate , 2 indicated its fairly adequate while 53 (12%) said its not adequate. This implies that NBC signage is preferably used than NBC trade lunch, NBC promo

leaflet has 4 respondents who agreed to be adequate, 2 respondent is of the opinion that it is very adequate, 1 respondent said it is fairly adequate while 36 respondents expressed their opinion not adequate, this signifies that majority of the respondents were not enjoying the NBC promo information sources by their responses. TV/Radio 28 (5%) indicated not adequate. Respondents expressed poster information source to be adequate, 3 said it was very adequate, 2 said it was fairly adequate while the majority of the respondents 28 (6%) said it is not adequate. Annual Calendar has 3 respondents who agreed to be adequate in formation sources, 1 respondent said its very adequate, 3 respondents said it is fairly adequate while 44 (10%) said it is not adequate, this implies that NBC as an organisation is not given much needed information sources to their dealers to function properly. The rest of the information sources such as Market Insight, VIP profile, NBC partnership, NBC Merchandize were not use at all or were not priority for use by NBC management.

4.5 Methods of Organization of NBC Information Sources Resources and Services

Table 4.12 shows the organization of NBC information sources.

TABLE: 4.12 METHODS OF ORGANISATION OF INFORMATION SOURCES BY NBC.

SOURCES	Methods		Department that organises them
	Filling	Shelving	Sales Department
Posters		√	Sales Department
Calendar		√	Sales Department
Signage		√	Sales Department
Product Information Sampling		√	Sales Department
Promo leaflets	√		Sales Department
Memo	√		NBC Administration
Minutes of meetings	√		NBC Administration
Websites		√	NBC Administration
Computer		√	NBC Administration
NBC Files	√		NBC Administration
Magazine		√	Human Resource Dept
Journals		√	Human Resource Dept
Newsletter		√	Human Resource Dept
Bill board		√	Human Resource Dept
Bulletin	√		Human Resource Dept

From the interview and observation the sources tabulated above are some of the NBC information sources, the sources were organised in three ways by NBC sales departments, NBC administration and NBC Human Resources Departments. Most of these sources/resources were

organised in carbonates label with the name of the sources, for example poster, calendar and promo leaflet etc against each cabinet. This implies that retrieval of this sources/resources could most often be difficult to reach quickly as the sources were not arranged professionally by anglo-American rules of arrangement, letter A- Z.

Any demand for these sources for use by client most times proved difficult as most NBC staff did not even know which section or department that handles these resources. This gave the researcher the clue that NBC information in NBC was not well organised, this provided answer to the research question on how were information resources are organised. It was only when the resources are well organised that their utilization would be made possible.

4.7 Information Services available to dealers

To identify the information services available in NBC a list of expected services was provided and were asked to indicate the ones available, they were allowed to tick as many as possible.

TABLE 4.13: INFORMATION SERVICES PROVIDED IN NBC.

Delivery Services	**SSD**		**HVO**		**VIP/CDP**		**Total**	
	Freq	%	Freq	%	Freq	%	Freq	%
Market Competitive Search	0	0	0	0	0	0	0	0
Shop to Shop Drop of Products	213	82	145	80	58	65	416	79
Personnel Development Services	41	16	29	16	12	14	82	15
Others	5	2	7	4	19	21	31	6
Total	259	100	181	100	89	100	529	100

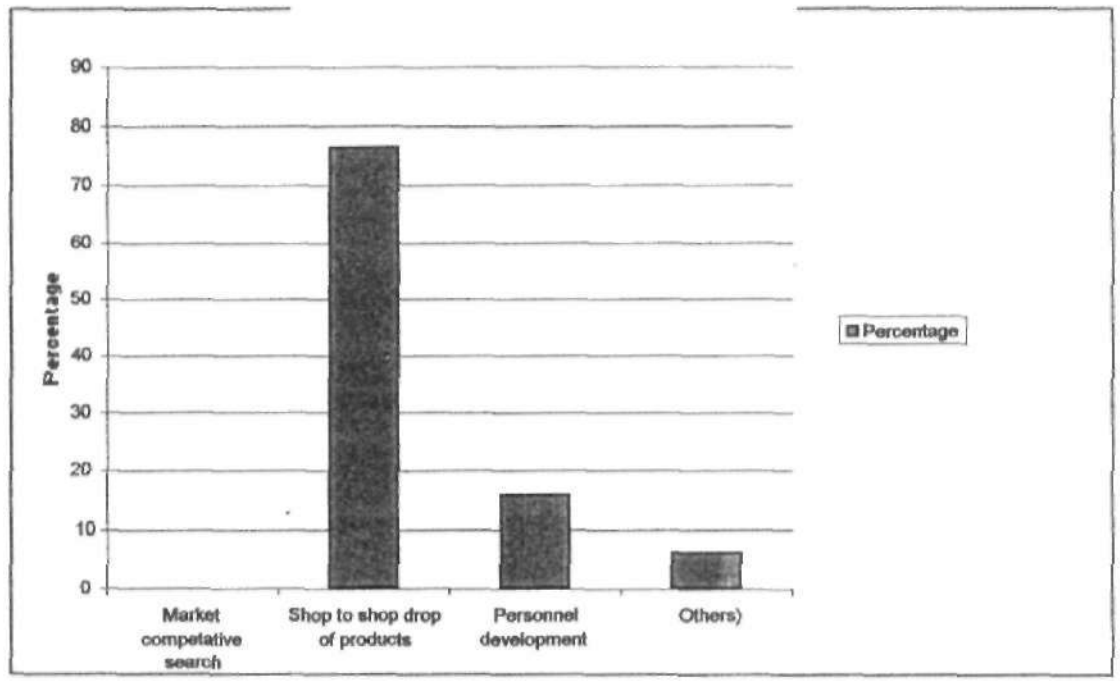


Fig. 4.2: SERVICES PROVIDED TO DEALERS.

Table 4.13 and Fig 4.2 show some of the various services provided to dealers. Those dealers who had enjoyed more than one service ticked more than one, and this was why the total number of response was higher than the sampled population. The first awareness and used services available to dealers was Shop-to-Shop drop of products 416 (77%), followed by Personnel Development Services 82 (16%) while other services such as Dealers incentives, Dealers Target Services, Mobile Marketing and Site Development Services, Email Marketing, Visitation of Dealers Outlets amounted to 31 (6%). The results indicated that even though there were numerous services available from NBC only few were made available to dealers. This provides answer to the research question number seven on how satisfied the dealers were with the services provided?

.The responses of the dealers as to the extent of the benefits they derived from NBC information services are indicated in table 4.14.

TABLE 4.14: EXTENT OF BENEFITS DERIVED FROM NBC INFORMATION

NBC SERVICES	BENEFICIAL	%	VERY BENEFICIAL	%	FAIRLY BENEFICIAL	%	NOT BENEFICIAL	%	TOTAL	%
Competitive Market	9	(5)	10	(4)	0	(0)	14	(33)	33	7
Shop to Shop Services	117	(69)	201	(79)	0	(0)	0	(0)	318	66
Personal Development	13	(8)	7	(3)	10	(56)	11	(26)	41	8
Dealers incentives	27	(16)	31	(12)	4	(22)	0	(0)	62	13
Dealer Target Services	3	(2)	5	(2)	4	(22)	17	(41)	29	6
TOTAL	**169**	**(100)**	**254**	**(100)**	**18**	**(100)**	**42**	**(100)**	**483**	**100**

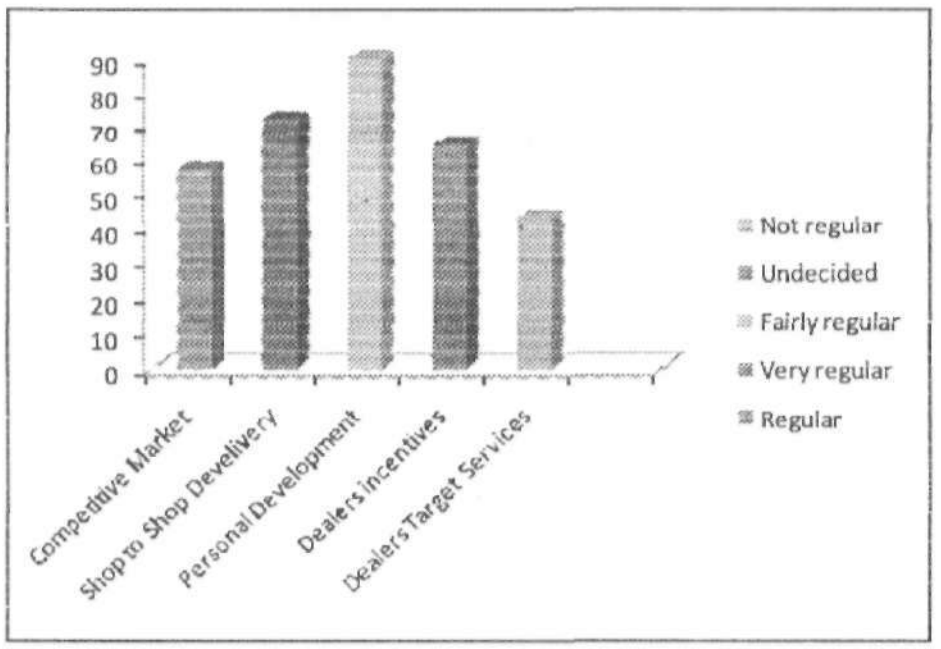


FIG.4.3 EXTENT OF BENEFITS OF INFORMATION DERIVED FROM NBC.

Table 4.14 and Fig 4.3 shows the extent of benefits derived from NBC, majority of the dealers, i.e., 254 (53%) indicated that they found NBC information services very beneficial. On their part, 169 (35%) dealers Indicated that the information services were beneficial to them,

while the remaining 18 (4%) found the Information services fairly beneficial.42 (9%) indicated not beneficial. Majority of the respondents' base on their responses agreed that NBC information services are beneficial to them.

The regularities of NBC information services to dealers is shown in Table 4.15

TABLE 4.15: REGULARITY OF NBC INFORMATION SERVICES

Regularity of Information Services	Regular	Very Regular	Fairly Regular	Undecided	Not Regular	TOTAL	
						Freq	%
Competitive Market	12	9	11	10	15	57	17
Shop to Shop Delivery	11	12	10	12	27	72	22
Personal Development	8	5	16	9	52	90	28
Dealers incentives	7	6	13	8	30	64	20
Dealers Target Services	4	5	9	7	18	43	13
TOTAL	**42(13)**	**37(11)**	**59(18)**	**46(14)**	**142(44)**	**326**	**100**

Table 4.15 Show the regularity of NBC information services to dealers. The dealers SSD, HVO and VIP agreed that NBC information was very regular amounted to 37 (11%) Those who agreed to regular information were 42 (13%). This was followed by fairly regular 59 (18%). Those with undecided were 46 (14%) while those who believed not regular were 142 (44%). This implies that NBC information services are not regular to meet the dealer's information services need.

4.6 Types of Information Needed By NBC Dealers

The types of information needed by NBC dealers is as shown in Table 4.16

TABLE 4.16: TYPES OF INFORMATION NEEDED BY DEALERS

Type of Information Needed	Number of Responses	Percentage
Trade Discount Incentive (TDI)	79	16
Rebate	97	19
Sales Promotion	326	65
Others	-	-
Total	502	100

The information needed mostly by the dealers, according to table 4.16 was on sales promotion 326 (65%) responses. On their part 97 (19%) respondents needed rebate information, and 79 (16%) required trade incentives information. The information mostly needed by dealers was sales promotion this is obvious because the dealers always want to know in advance the next promotion that will take place so as to expand their business opportunities.

Table 4.17 present why NBC dealer needed information

TABLE 4.17: REASONS FOR USING INFORMATION BY NBC DEALERS

Need for Information	Number of Responses	Percentage
To Improve Sales	362	72.11
To know About NBC Incentives for Dealers	110	22.91
To Beat Competitors	30	5.98
Others	-	-
Total	502	100

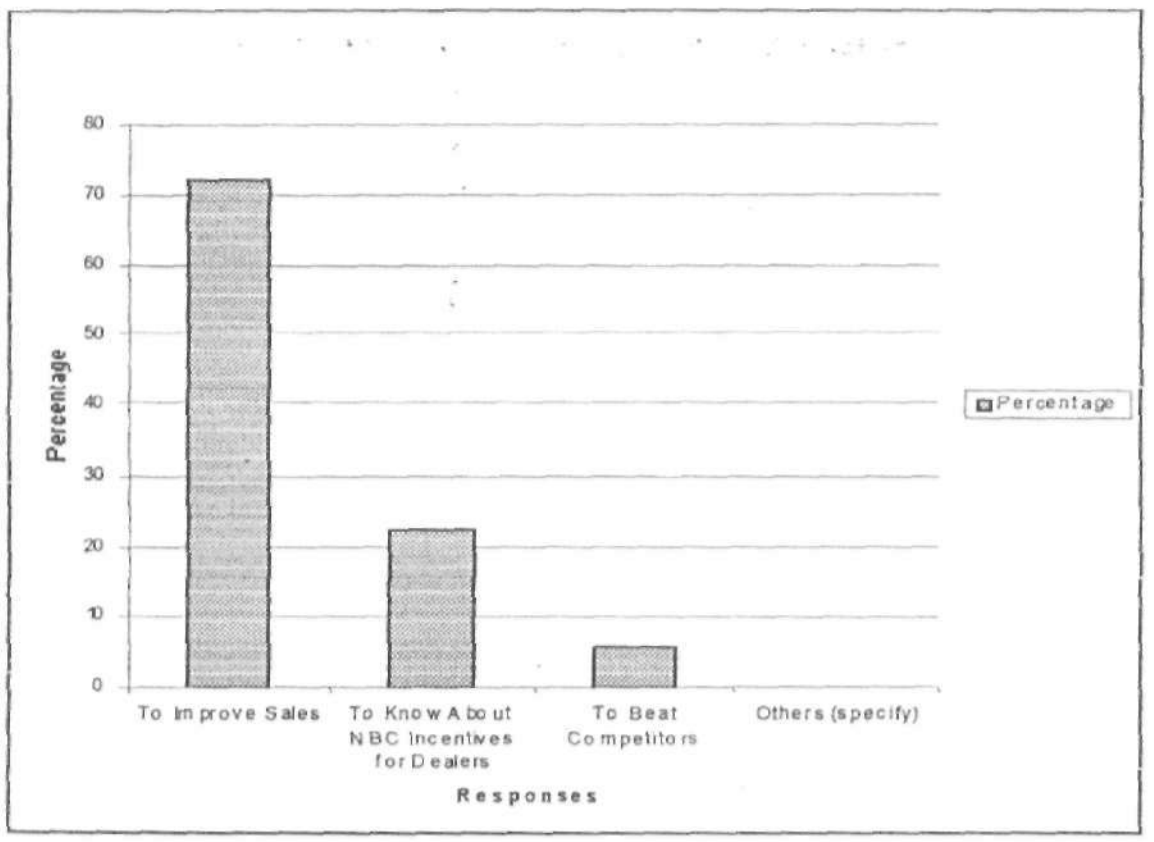


Fig. 4.4: REASONS FOR USING INFORMATION BY NBC DEALERS

From the responses in Table 4.16 and Figure 4.4, 362 (72%) of the dealers needed and used information to improve sales, 110 (22%) needed and use information to know about NBC incentives to them and the remaining 30 (6%) dealers needed and used information, which would put them ahead of competitors. The important lesson from the findings is that dealers generally desired information about NBC and its sales activities.

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4.9: Channel for Accessing Information in NBC

The channels through which dealers accessed NBC information is as presented in Table 4.18.

TABLE 4.18: CHANNELS THROUGH WHICH DEALERS ACCESSED NBC INFORMATION

Channels	Number of Responses	Percentage
TV Advertisement	23	5
Radio Advertisement	17	3
Sales Men/Market Development Officers	401	80
NBC Bulletin	12	2
Others	49	10
Total	502	100

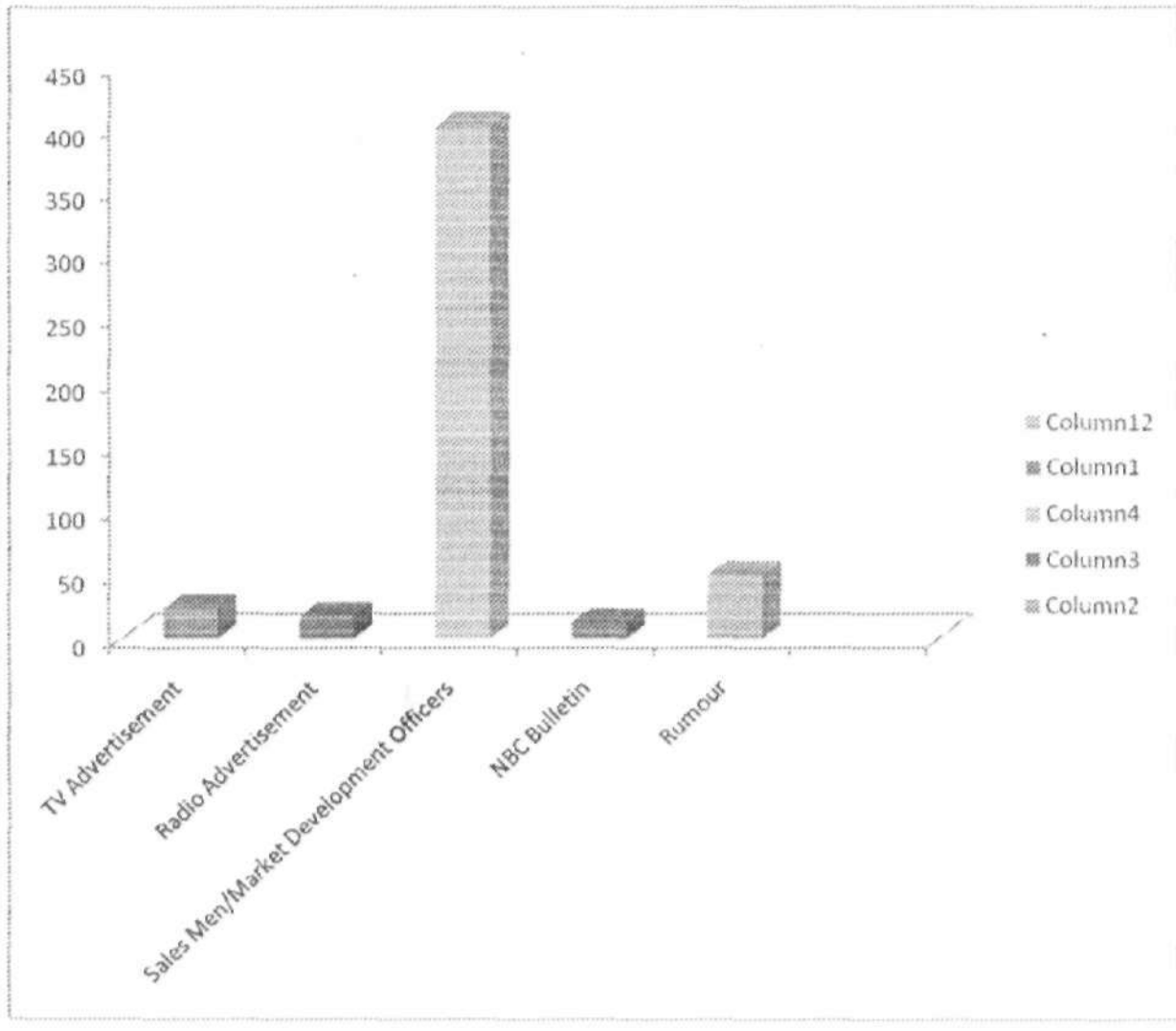


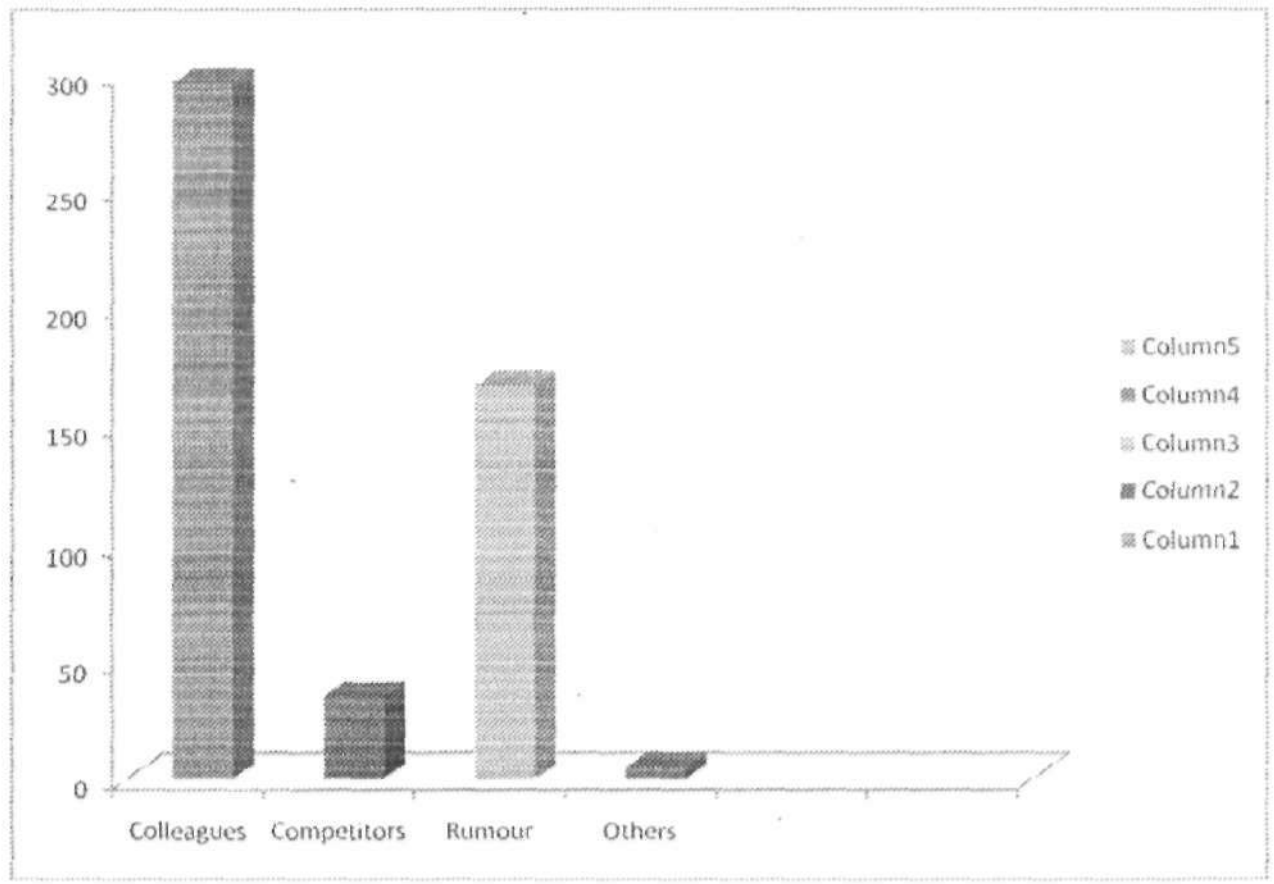
Fig 4.5 Channels through which Dealers Access NBC Information

The dealers who received or accessed information through sales men/market development officers were 401 (80%), followed by 49 (10%) respondent's accessed information through other sources of information such as competitors, rumours, and colleagues, etc. Other channels through which dealers accessed information were television advertisements; 23 (5%), radio advertisements 17 (3%), and NBC Bulletin, 12 (2%) respectively.

The methods dealers used to access NBC information is shown in Table 4.19

TABLE 4.19: METHODS DEALERS USE/ADOPT TO ACCESS NBC INFORMATION

Avenues	Number of Responses	Percentage
Colleagues	296	59
Competitors	35	7
Rumour	166	33
Others	5	1
Total	502	100



Fig, 4.6: METHOD DEALERS USE/ADOPTED TO ACCESS NBC INFORMATION

The means used mostly for accessing NBC information by dealers through colleagues, came up with 296(59%) score. This was followed by rumours with 166(33%) responses. On their part competitors and other sources as means through which dealers accessed NBC information attracted 35(7%) and 5(1%) responses respectively. Other sources were information picked up on the roads, in market and shops, etc. this finding is in line with Schwartz (1992). who noted that wholesalers buy in large quantities and then resell the products in smaller quantities to retailers and provides information about competitors and new sells outlets . Retailers then sell in smaller quantities to consumers. He also noted that wholesalers perform several important services for retailers. They maintain warehouses, make deliveries, sell to the retailers on credit, and give

retailers advice on marketing. Ibrahim (2001) subscribes to this notion with the remark that wholesalers are considered very important sources of access to retail information because they supply retailers with information on sources of supply of products.

4.10 The accessibility of information by dealers

Sources were listed and rated using 3 level scale and dealers were asked to score them appropriately. Information on access to information by dealers is shown in Table 4.20 below

TABLE 4.20: FREQUENCY OF ACCESS TO INFORMATION SOURCES/ RESOURCES

ACCESSIBILITY OF INFORMATION/RESOURCES	VERY ACCESSIBLE	ACCESSIBLE	NOT ACCESSIBLE	FREQ.	%
TV/Radio Advertisement	10	34	53	97	21
Annual Calendar	11	23	52	86	18
NBC Signage	29	16	60	105	22
NBC Bulletin	21	0	79	100	21
NBC Promo leaflet	12	24	48	84	18
TOTAL	**83**	**97**	**292**	**472**	**100**

Ten respondents agreed that NBC information is very accessible, 34 respondents expressed accessible while 53 of the respondents disagreed with 44 respondents who said not accessible bringing a total respondents on TV/Radio advertisement to 97 (21%). 11 respondents said NBC information sources/resources are very accessible, 23 supported accessible while 52 respondents express not accessible, bringing the total of respondents to 86 (18%). The respondents who

indicated that NBC information is not accessible are more than very accessible and accessible respondents. NBC Signage 29 responded very accessible information, 16 agreed accessible while the majority 60 respondents indicated not accessible bringing the total respondents to100 (21%). NBC Bulletin 21 respondents agree, no respond for accessible, while 79 indicated not accessible bringing the total respond to 100 (21%). NBC Promo Leaflet 12 respondents indicated very accessible, 24 accept accessible while 48 respondents expressed not accessible giving a total response of 84(18%). The respondents who indicated that NBC information sources are not frequently accessible are more than those who support the idea of accessibility, even though 30 respondents did not tick any options whether very accessible, accessible or not accessible, this means that information in NBC is not accessible, which answer the research question number 5 that asked the accessibility of information in NBC. This finding contradict Alesandrini (2000) observed that the technological means of distributing and accessing information has become imperative and plays a strong part as the facilitator. As a result, he points out that the most traditional information management practices are too limited and narrower in scope to tackle the new dimension added to information management. He suggested that for the information worker to overcome the business of providing timely access to information in this age that is coping, with the challenges of information technologies, change in the roles and functions of information professionals is envisaged. Electronic formats are becoming more common in place. Online services give immediate access to data bases

A follow up question was asked about the extent of difficulty by dealers in accessing in NBC. Table 4.21 gives the dealers responses on extent of difficulty in accessing NBC information by dealers.

TABLE 4.21: EXTENT OF DIFFICULTY IN ACCESSING NBC INFORMATION BY DEALERS

CHANNEL	SSD				HVO				VIP/CDP				TOTAL	
	V. DIF	DIF	F.D	N. DIF	V. DIF	DIF	F.D	N. DIF	V DIF	DIF	F. D	N. DIF	FQ	%
TV Advert.	3	4	6	0	18	8	4	0	25	11	4	0	83	18
Radio Advert.	4	5	3	0	9	12	3	0	22	16	6	0	80	17
Sales/ Market Dev Officer	7	9	12	0	18	16	10	0	29	9	10	0	120	25
NBC Bulletin	9	11	9	0	12	14	7	0	19	12	7	0	100	21
	3	4	6	0	15	14	4	0	28	11	6	0	91	19
TOTAL	26	33	36	0	72	64	28	0	123	59	33	0	474	10

Key:

V.DIF. - Very difficult

DIF. - Difficult

FD. - Fairly Difficult

N.DIF. - Not Difficult

From the responses given in Table 4.19. It is very clear that accessing needed information from NBC was very difficult as indicated by SSD 26 response, HVO 72 response VIP/CDP 123 response totaling 221 responses compares to not difficult responses. The response of the table shows that the entire dealers sample indicated that NBC information and its information sources are not accessible to them. Out of 502 sample population 474 responded difficulties in accessing NBC information. Those dealers who did not respond accessible or not accessible amounted to a negligible number of 28 dealers.

4.11 Purpose of using Information Sources in NBC.

Table 4.22 and Figure 4.7 present the purpose of use of NBC information by dealers

TABLE 4.22: PURPOSE OF USING INFORMATION BY DEALERS

PURPOSE OF USE	SSD	HVO	VIP/CDP	TOTAL	
				FREQ.	%
To stock up NBC Product	71	64	30	165	27
To know computer	32	61	30	123	20
To know NBC benefit for dealer	49	32	46	127	21
To promote sales	67	72	59	198	32
TOTAL	**219**	**229**	**165**	**613**	**100**

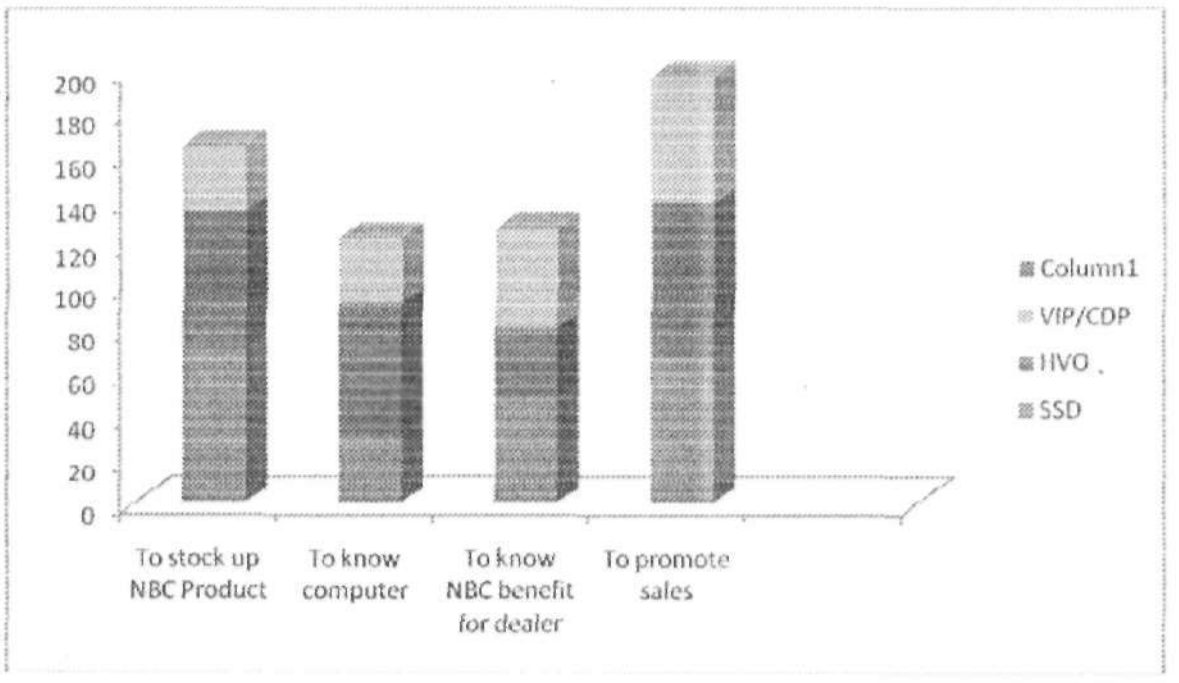


FIG.4.7 PURPOSE OF USING INFORMATION BY DEALERS

Table 4.22 and Fig 4.7 shows the purpose of using NBC information by dealers the overall total of the respondents total 613 which was slightly above the sample total population of 502, this was so because the respondents were instructed to tick as many of the purpose of the information for use, hence the number 198 (32%) indicated that the purpose of using information is to promote their sales, 165 (27%) also indicated that they use information to enable them stock up NBC products

for sales especially when there are sales promotion, 127 (21%) also use information to acquaint them to know the benefit available to them from NBC in order to be able to make more profits or receive incentive to improve their business while 123 (20%) use information in order to be able to be a step ahead of the competitors. This means that dealers use for sales promotion, followed by the information that will lead them to the purchase of and stock enough product for sales and profit, they use information to know the benefits made available from NBC to dealers and to know how to make more profits than their competitors. This answer the research question, what do the dealers use the information made available to them by NBC for. This is also the opinion of Schwuchow (1995) who posits that customers are the main party in the marketing exchange and that people use information either to support their business and professional activities or for education, leisure or community involvement hence information sources like radio, catalogue, compact disc, computer, facsimiles, manuscripts, signage bill board, journals, etc become vital instruments for use by clients.

4.9 Satisfaction of Dealers with Information Provided by the NBC

The study sought to find from the dealers whether they were satisfied or not with the information provided by the NBC and their responses are given in Table 4.23

Table 4.23 SATISFACTION WITH NBC INFORMATION SOURCES

SOURCES	SSD			HVO			VIP/CDP			TOTAL	
	V Sat	Sat	Not sat	V sat	Sat	Not sat	V Sat	Sat	Not Sat	Freq.	%
NBC Signage	25	21	9	20	10	7	18	13	5	128	23
NBC Trade Lunch	8	5	4	6	3	7	2	3	12	50	9
NBC Annual Calendar	23	10	14	8	11	21	5	6	20	118	21
NBC Promo Leaflet	11	6	21	5	20	14	8	10	21	116	21
TV/Radio Advertisement	4	8	11	0	6	10	3	6	9	57	10
VIP Profile	8	10	20	5	6	15	5	6	10	85	15
TOTAL	**79**	**60**	**79**	**44**	**56**	**74**	**41**	**44**	**77**	**554**	**100**

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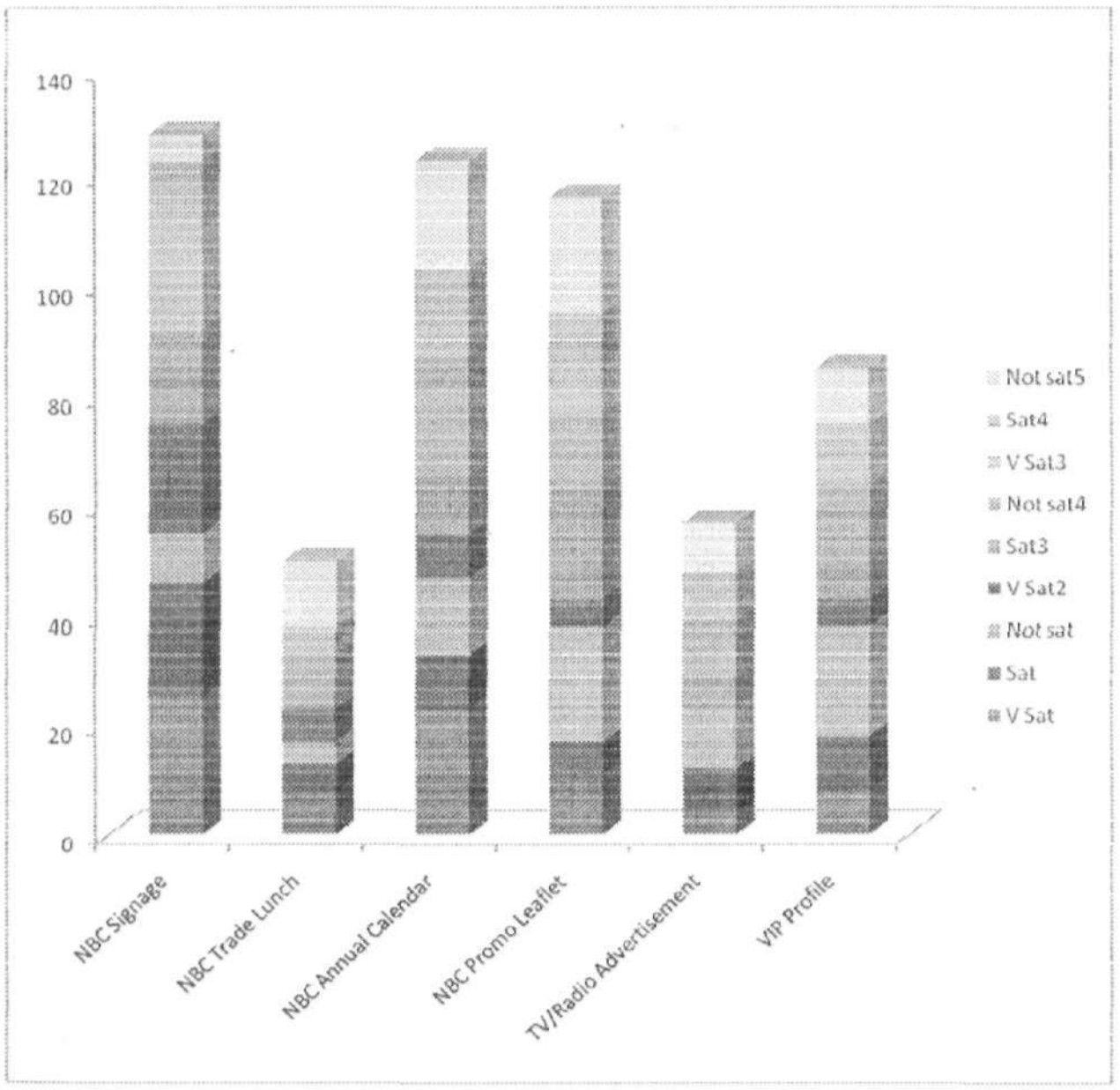


FIG.4.8 SATISFACTION OF DEALERS WITH INFORMATION SOURCES PROVIDED IN *NBC.*

Table 4.23 and Fig 4.8 shows the satisfaction of dealers with information sources provided by NBC.SSD that indicated very satisfactory were 25, 21accepted satisfactory and 9 respondents express non Satisfactory. HVO had 20 dealers as very satisfactory, 10 dealers as

satisfactory and 7 dealers as not Satisfactory while VIP/CDP had 18 respondents as very satisfactory, 13 satisfactory and 5 not satisfactory totaling to 128 (23%). This gives a generalization thatNBC signage information source is satisfactory to the NBC dealers' base on their responses. NBC Trade Lunch.16 respondents from the three categories of dealers agreed very satisfactory, 11 respondents also agreed satisfactory while 23 disagreed satisfaction of the information sources, this total to 50 (9%). This means that NBC signage is most use than NBC Trade Lunch.NBC Annual Calendar, 36 respondents from SSD, HVO and VIP express very satisfactory, 27 agreed satisfaction while 55 both from the three strata disagree with the satisfaction. NBC Promo leaflets form the three categories, 24 accept very satisfaction while 66 respondents from the three categories of dealers expressed not satisfactory.

TV/Radio advertisement 7 dealers amongst the three categories of the dealers agreed that the TV/Radio information is very satisfactory, 20 of the respondents or dealers indicated satisfaction while 30 amongst the three categories indicated satisfactory. From the VIP Profile 18 respondents i.e. SSD, HVO, and VIP indicated satisfactory, 22 respondents from the same strata expressed satisfactory while 45 of the respondents indicated not satisfactory. From the table NBC Signage had 128 (23%), NBC Trade Lunch had 50 (9%), Annual Calendar had 118 (21%) NBC Promo Leaflets had 116 (21%) TV/Radio advertisement had 57 (10%) while VIP Profile had 85 (15%) respectively; from the explanation NBC Signage is the common information sources available to dealers this was followed by the Annual Calendar, NBC Promo Leaflets VIP Profile and TV/ Radio information sources. The implication is that the other sources that are less provided for dealer's satisfaction will have an adverse affect on the dealers information needs and the trading activities since important information needed to carry out important business is lacking. In summary information sources did not satisfy the dealers' information need. This

provide an answer to the research question number seven on satisfaction of dealers with Information in NBC.

TABLE 4.24: GENERAL SUGGESTIONS BY THE DEALERS

Dealers Suggestions	Number of Responses	Percentage
Visit Dealer Occasionally	93	19
Collect Dealers Telephone No for Contact	296	59
Monitor Sales Activities	113	22
Others	-	-
Total	502	100

296 (59%) respondents advised that NBC management should collect dealers telephone numbers for easy contact. 113 (22%) suggested proper monitoring of dealers/staff sales activities and suggested occasional visits to dealers outlet when ever senior manager was on tour to depot.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The chapter presents the summary of the findings; conclusion and recommendation was drawn to provide possible solutions to the problems identified with regards to information accessibility and use by dealers of Nigerian Bottling company plc Kaduna Plant.

5.2 SUMMARY OF THE STUDY

The purpose of this study was to examine information accessibility and use by dealers of Nigerian Bottling Company PLC, Kaduna plant. Survey method was used because of its appropriateness of total of 502 dealers, made up of Small Strategy Depot (SSD), High Volume Outlets (HVO) and Customers Distributor Partners/Very Important Personality (CDP/VIP). The whole population was selected as a sample that represents each of the different levels or cadres of dealers, seven research questions were generated and answered. The instruments used for the data collection were the questionnaire, personal interview and direct observation. The data collected was tabulated and analyzed using frequency tables, percentages and histograms.

The questionnaire administer was divided into six parts i.e. Biodata, Information Sources/Resources and Services, Information Organisation and Management of sources /Resources, Types of Information Required/Needed by Nigerian Bottling Company Dealers, Use of Information Sources/Resources available at Nigerian Bottling Company Kaduna plant by dealers, and Satisfaction of Dealers with Information Sources/Resources and Services of NBC, Kaduna Plant.

5.3 SUMMARY OF THE FINDINGS

Arising from the data collected and analyzed, the following major findings were made:

Majority of the dealers, i.e. 342(68%) were above forty one years of age while majority of the dealers, i.e. 405(81%) were males.

Majority of the dealers, i.e. 376(75%) had non formal education, those dealers that represented by 198(39%) were full time coca cola dealers while most of the respondents i.e. 335(67%) had 22 years and above of experience as coca cola dealers.

Information sources identified in the study were computer, website, bulletin, files, telephone Services, Calendar, Signage. the Information sources most used by dealers was NBC signage because it's the only sources available while five sources, i.e. NBC Trade Lunch, TV/Radio advertisement, Market Insight, NBC Partnership and NBC Merchandise were not use at all.

Majority of the dealers, i.e. 461(92%) felt that the information sources were not adequate while the majority of the dealers, i.e. 346(69%) indicated that the information sources were not well organized and managed.

NBC information resources could be accessed through their computers, websites, bulletins, files, telephone services, and calendar while most prominent information services available to dealers were shop to shop drop of NBC products with 413(82%) responses.

Most of the respondents, i.e. 374(75%) indicated that they benefited from NBC information services, most of the dealers, i.e. 142(44%) also indicated that NBC information services were not provided regularly.

The most preferred information by dealers was on sales promotion as indicated by 326 (65%) respondents while the majority of the dealers i.e. 362 (72%) needed information as

expressed by the respondents.

The most popular channel through which dealers access information was through salesmen and market development officers while most of the respondents, i.e. 472 (94%) indicated that NBC information sources and services was not accessible to them.

5.4 CONCLUSION

From the major findings of this study, it was concluded that NBC dealers are indeed in need of information and will appreciate the use of information to carry out their business operational activities. Most NBC managers i.e. depot officers, market developers and some sales manager have failed in the management and provision of needed information at the right time to their esteem dealers. Dealers most often time find it difficult to access to timely and accurate information needed for their business operations.

The study further revealed that majority of NBC staff needed proper training and retraining, their mind should be made to focus on the development of both dealers and the products. Most of the dealers have no formal education while the generality of the dealers rely heavily on rebates for their livelihood.

NBC credit sales supply presently control by managers, managers has made it difficult for dealer to enjoyed and operate effectively within the limit of the credit activities, this hinders the companies growth.

Dealers' usage and access to NBC information sources and services becomes difficult. Information resources are not made readily available and in some instances information is biased, adulterated, or obsolete and does not serve the purpose of providing solution to dealers information needs.

NBC Management has little knowledge of the importance of Librarian /Information

Scientists in the management of information resources, as they seem not to engage their services in this regard.

There is lack of awareness amongst dealers on the importance of information communication Technology (ICT). NBC manager are not actually managing their information effectively for easy access to timely and accurate information needed to support the organizational goals.

5.5 RECOMMENDATIONS

Base on the findings of this study, the following recommendations are made:

1. That NBC should establish a Library/information centre that will be managed by a qualified librarian. This will facilitate access and use of information by dealers of NBC Kaduna Plant.
2. Relevant and adequate information sources and services such as sales agents, bulletins, newsletters, posters and leaflets should be provided as tools for accessing and dissemination information between the dealers and the NBC.
3. With the knowledge of information, dealers in entrepreneur needed information to overcome most of their constraints in order to top the productive/distribution potential.
4. The use e-mail, mobile phone and SMS should be adopted as a modern technique to improve telemarketing between the dealers and the NBC. This will create a functional platform for information access and use in NBC.
5. Regular enlightenment and awareness campaign should be mounted in order to create a forum for customer interaction and dialogue between the dealers and the NBC management.
6. The constant interruption or distortion of information by NBC staff should be addressed.

7. Dealers are not enjoying their credits supply due to the selfishness of some greedy NBC staff in charge of monitoring credit sales, their activities should be monitored and dealers should be given the right to report any staff who is working against the sales strategy or improvement of the dealers.
8. Dealer's areas of business operations should be clearly defined to avoid clash of business interest between dealers and dealers and between dealers and NBC salesmen.
9. Dealers should be involved in the distribution of NBC incentives i.e. cooling facilities, signage, calendars, gifts etc.
10. From various responses, dealers are not satisfy with the information and services provided by NBC.
11. The management methods of information dissemination should be made through professionals.
12. Nigerian Bottling Company should endeavour to trained some of her esteem dealers on how to Access NBC information.
13. NBC information sources and services should be made accessible to them.
14. Adequate information should be provided to dealers.

5.6. SUGGESTED AREA FOR FURTHER STUDIES.

Since this study is limited to Information Accessibility and Use by Dealers of Nigerian Bottling Company Plc Kaduna Plant; there is the need for similar investigations to be carried out in other NBC Plants of the country. This will allow general assessment about Information Accessibility and Use By Dealers of Nigerian Bottling Company, Plc.

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APPENDIX 1

Department of Library and
Information Science
Ahmadu Bello University
Zaria.
13th August, 2007.

Dear Sir/Madam,

RESEARCH QUESTIONNAIRE

I am a postgraduate student of Ahmadu Bello University, Zaria carrying out a research on the above topic. The study is in partial fulfillment of the requirement for the award of Master of Library and Information Science degree.

Kindly assist in filling the under listed questions. All information will be treated with utmost confidentiality. Thank you.

I appreciate your willingness to assist in this research effort.

Thank you for your anticipated cooperation.

Abdulsalami Tijani Lucky

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APPENDIX 1I

QUESTIONNAIRE FOR NBC DEALERS

INFORMATION ACCESSIBILITY AND USE BY DEALERS OF NIGERIAN BOTTLING COMPANY PLC. KADUNA PLANT.

SECTION A: BIODATA.

Please tick as appropriate:

1. Age:
   (a) 20-25 years [ ] (b) 26-30 years [ ] (c) 31-35 years [ ] (d) 36-40 years [ ] (e) 41 years and above [ ]

2. Sex:
   (a) Male [ ] (b) Female [ ]

3. Educational Qualifications
   (a) WASC/TCII [ ] (b) OND/NCE [ ] (c) B.A./B.Sc/HND [ ] (d) MA./M.Sc/MBA [ ] (e) Ph.D [ ] (f) Other (Please specify)---------- -------

4 Occupation:
   (a) Coca Cola dealer only [ ] (b) Civil Servant and Coca Cola dealer [ ] (c) Farming/Coca Cola dealer [ ] (d) Others (Please specify) ----------

5. How long have you been a dealer with the Nigerian Bottling Company?
   (a) 5-10 years [ ] (b) 11-15 years [ ] (c) 16-20 years [ ]
   (d) 21 years and above [ ]

B: ***Information Source/Resources and Services***

6. Which of these Information Sources do you use?
   (a) NBC trade Lunch, [ ] (b) NBC signage, [ ] (c) NBC promo leaflet [ ] (d) TV/Radio [ ] (e) Market insight [ ] (f) V.I.P profile [ ] (g) NBC partnership [ ] (h) NBC merchandise [ ] (i) NBC News [ ] (j) others (Please specify) ----------

7. Which of these NBC Information Services are you aware of?
   (a) Competitive and market research [ ] (b) Shop to shop drop of products [ ] (c) Personnel development services [ ] (d) Others (Please Specify) ----------

8. As a dealer which of these NBC services are available to you?
   (a) Competitive and market research [ ] (b) Shop to shop drop of products [ ] (c) Personnel development services [ ] (d) Others (Please Specify) ----------

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9. How beneficial are these information services to you?
(a) Very beneficial [ ] (b) Beneficial [ ] (c) Fairly beneficial
[ ] (d) Undecided [ ] (e) Not beneficial [ ]

10. Through which sources do you receive Nigeria Bottling Company Information?
(a) TV advertisement [ ] (b) Radio advertisement [ ]
(c) Sales man/market Development officer [ ] (d) NBC Bulletin [ ] (e) Others (Please specify) ----------

11. Do you have easy access to these information sources?
(a) Yes [ ] (b) No [ ]

12. If yes, how accessible?
(a) Very accessible [ ] (b) Accessible [ ] (c) Fairly accessible [ ]
(d) Undecided [ ] (e) Not accessible [ ]

13. Are the information sources of NBC regular in meeting the needs of dealers?
(a) Yes [ ] (b) No [ ]

14. If yes, how regular?
(a) Very regular [ ] (b) Regular [ ] (c) Fairly regular [ ]
(d) Undecided [ ] (e) Not regular [ ]

Section C: ***Information Organization and Management of Sources/Resources***

15. Through which does Nigerian Bottling Company organize its Information sources?
(a) Through meetings organised by Personnel Manager [ ]
(b) NBC storekeeper [ ] (c) Through Sales/Market Development Manager [ ] (d) Others (Please Specify)----------

16. What are the channels of Information Dissemination to Dealers?
(a) Sales manager [ ] (b) Market developer [ ] (c) Sales Men [ ] (d) Others (Please specify)---------

17. Are you satisfied with the Information provided by the NBC?
(a) Yes [ ] (b) No [ ]

18. If yes, how satisfied are you?
(a) Very satisfied [ ] (b) Satisfied [ ] (c) Fairly satisfied [ ]
(d) Undecided [ ] (e) Not satisfied [ ]

Section D: ***Types of Information Required/Needed by Nigerian Bottling Company Dealers***

19. What types of Information do you need?

(a) Trade discount incentive (TDI) [ ] (b) Rebate [ ] (c) Sales promotion [ ] (d) Others (Please Specify) ----------

20. Why does Nigerian Bottling Company (NBC) Dealers need Information?
(a) To improve sales [ ](b) To know about NBC incentives for dealers [ ] (c) To beat competitors [ ] (d) Others (Please Specify)

21. Do you find it difficult to acquire the needed Information?
(a) Yes [ ] (b) No [ ]

22. If yes, how difficult do you find it to acquire the needed Information?
(a) Very difficult [ ] (b) Difficult [ ] (c) Fairly difficult
[ ] (d) Undecided [ ] (e) Not difficult [ ]

Section E: ***Use of information Sources/Resources available at Nigerian Bottling Company Kaduna plant***
by dealer

23. What do you use NBC Information for?
(a) To stock up [ ] (b) To know your competitors [ ] (c) To know NBC benefit/incentives for dealers [ ] (d) Others (Please Specify) ----------
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24. Are the Information sources adequate for your use?
(a) Yes [ ] (b) No [ ]

25. If yes, how adequately well managed are they?
(a) Very well managed [ ] (b) Managed [ ] (c) Fairly well managed [ ] (d) Undecided [ ]
(e) Not well managed [ ]

26. How accessible is the NBC market Information to Dealers?
(a) Very easily accessible [ ] (b) Easily accessible [ ]
(c) Fairly accessible [ ] (d) Undecided [ ] (e) Not easily accessible [ ]

27. What other avenues do dealers use/adopt to get information?
(a) Colleagues [ ] (b) competitors [ ] (c) Rumour [ ] (d) Others (Please Specify)-------
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Section F: ***Satisfaction of Dealers with Information Sources/Resources and Services of NBC, Kaduna Plant***

28. Which of these NBC services are you satisfied with?
(a) Follow up [ ] (b) Sales services [ ] (c) After sales services [ ] (d) Sales promo, Public relation and advertisement [ ] (e) Others (Please Specify)----------
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29. How satisfied are you with the services?
(a) Very satisfied [ ] (b) Satisfied [ ] (c) Fairly satisfied [ ] (d) Undecided
[ ] (e) Not satisfied [ ]

30. How can NBC authority provide solution to information abuse by its staff?
(a) Visit dealer occasionally [ ] (b) Talk to dealers on telephone [ ]
(c) Monitor sales activities [ ] (d) Others (please Specify) ----------
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31. What other useful remarks do you have to improve Information delivery by the NBC, Kaduna Plants to its dealers?----------
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