

Full Length Research

Impact of Marketing Library Information Resources on Higher Institutions in Nigeria in the 21st Century

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This paper was designed to examine the impact of marketing library information resources on higher institutions in Nigeria in the 21st century. The study was conducted in Makurdi, the Benue state Headquarters. Four research questions were answered by the study. Population for the study included all library staff in University of Agriculture, Benue State University and College of Advanced and Professional Studies (CAPS) Makurdi. Sample for this study was 183 respondents. Data was collected using constructed questionnaire. Data collected was analyzed using mean and Chi-square statistics. Findings revealed that marketing of library information resources has great impact on higher institutions in the 21st Century. The study concluded that marketing of library information resources is essential in making the proper planning, designing and use of such services and products for the better and optimal use of the library. It was recommended that the ultimate aim of marketing library information resources should be to provide the right information to the right user at the right time. All types of library information should be made available for marketing in higher institutions. The problems of marketing library information resources should be properly addressed by the government to enhance the growth and development of higher institutions.

Keywords: Library, Information resources, higher institution, impact and Marketing.

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INTRODUCTION

Marketing means different things to different people. Generally, it is the process of buying and selling of goods and services. For some people, it is equated with communication tools while others view it as a means of creating awareness. According to Lewis (2000) marketing is a social and managerial process by which individual groups obtain what they need and want through creating, offering, and exchanging products of value with others.

The emphasis in this definition is identifying the needs and wants of consumers and how to provide services and products that will satisfy them.

According to the American Marketing Association (2006) "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization

objectives". Kotler (1983) defined marketing as: The analysis, planning, implementation, and control of carefully formulated programs to bring about voluntary exchanges of value with target markets, for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target market's needs and desires, and using effective pricing, communications and distribution to inform and service the market.

Marketing implies exchange of relationship between the service provider and service consumer with the aim of satisfying consumer's needs. Library and Information professionals are involved in the process of marketing because they identify users' information needs, acquire and package information to meet these needs. Thus, the marketing concept is based on the principle of an exchange occurring between two parties (i.e. the librarians and users). Each group that is identified has something that the other wants and the purpose of marketing is to facilitate an exchange of these values. This can be done by developing a marketing plan, whose four key components are analysis, planning, implementation and evaluation especially in marketing library information resources.

An Information Resource is a piece of information that describes or represents a Resource. It includes this amount of information that is necessary to describe a Resource in a certain kind. Hence, the Subject of an Information Resource is this characterized Resource. In general, an (abstract) Information Resource is usually realized by a Semantic Graph, which consists of a (concrete) Description of a Resource. This is necessary to make an Information Resource easily machine-processable of course, plain text is (more or less) easily processable by a human being, but not by a machine.

An Information Resource represents a Resource in some way. Nevertheless, it cannot really represent a Resource completely. This is simply grounded in the nature of things that we cannot really define what a complete Description shall be about. There exist at least always subjective Descriptions, which are unforeseeable.

Librarians and information specialists have debated the idea of marketing for the information sector. Several things have compelled us to learn about marketing and begin doing it. Librarianship is experiencing rapid change. Information technology has created a new gateway for information services. Information products and services in a multiplicity of formats have made libraries and information centres more competitive and alert. Libraries are being subjected to significant pressures from the information revolution. The challenges of budget cuts, increased user base, the rapid growth of material, rising costs, networking demands, competition by database vendors, and complexity in information requirements are forcing the professionals to adopt marketing to improve the management of library and information centres.

Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and the goal is client satisfaction. Rowley (2001) calls marketing, the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. Kotler (1999) says, that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives. Under the umbrella term marketing, we study concepts like building customer relationships, branding and corporate identity, marketing communications, price and pricing policy, collecting marketing data and marketing strategy and planning. For the purpose of this paper it will restrict the scope of the subject to impact on higher institutions in Benue state.

Higher education, post-secondary education, or third level education is an optional final stage of formal learning that occurs after secondary education. Often delivered at universities, academic colleges, seminaries, and institutes of technology, higher education is also available through certain college-level institutions, including vocational schools, trade schools, and other career colleges that award academic degrees or professional certifications. Tertiary education at non-degree level is sometimes referred to as further education or continuing education as distinct from higher education.

Marketing of library information resources is very vital in the present information society. Marketing of information services has emerged as an indispensable tool in the library and information service industry. This is so because library and information professionals in this 21st century have realized the benefits offered by the marketing of their services to their clients. One of the goals of library and information centers is to satisfy their users. In order to achieve this aim, library and information centers need to know what the needs of their users are, and how best to meet those needs. The importance of marketing information services for the purpose of effective utilization of resources among library and information professionals is sometimes overlooked. A possible reason for this oversight is the assumption that users would seek for information when such information is needed, forgetting the need to create awareness among users. The trend is that many users are not aware of the services and resources available for their use in libraries and information centers. Thus, it is important for the 21st century library and information professionals to find out the information needs and/or behaviour of users of library and information centres in different contexts (Kassel, 2002).

Marketing of information products and services, among

other things helps information professionals to ascertain the needs of their clients. It also goes without saying that marketing of information products and services plays a significant role in satisfying the needs of the clients in that it creates awareness of the availability of resources. Hence, this important area in the field of library and information studies should be taken seriously. In the light of this, therefore, this research paper examines possible ways of marketing information services by the 21st century librarian and information professionals for effective utilization of resources by the clients. The paper looks at information resources that are already in place for marketing; the impact of library resources and also suggests the strategies that can be adopted in the marketing of library information resources.

OBJECTIVES OF THE PAPER

The main objective of this study is to examine the impact of marketing of library information resources in the 21st century. Specifically, the study seeks to:

1. Identify types of information resources marketable in libraries in Benue state
2. Examine the impact of marketing library information resources on higher institutions in Benue state
3. Identify the strategies for marketing library information resources in Benue state
4. Identify problems militating against marketing library information resources in Benue state

Research Questions

The following questions are asked to be answered by the study:

1. What are the types of information resources marketable in libraries in higher institutions in Benue state?
2. How does marketing of library information resources impact higher institutions in Benue state?
3. What are the strategies for marketing library information resources in higher institutions in Benue state?
4. What are problems militating against marketing library information resources in higher institutions in Benue state?

Hypotheses

The following hypotheses were formulated and tested at 0.05 level of significance:

H₀: There is no significant impact of marketing of library information resources on higher institutions in Benue state

H_A: There is significant impact of marketing of library information resources on higher institutions in Benue state

MATERIALS AND METHODS

The design for this study was survey research design. The research covers three higher institutions in Makurdi, the Benue state Headquarters. The population for the study was 206 comprising of 122 library staff in University of Agriculture Makurdi, 66 from Benue state University and 12 from College of Advanced and Professional Studies (CAPS) Makurdi.

A sample size of 91 respondents was drawn for the study using proportionate random sampling technique.

Data was collected using a structured questionnaire titled "Impact of Marketing Library Information Resources Questionnaire 'IMLIRQ'". The questionnaire was divided into two parts; 1 and 2. Part 1 deals with demographic data of respondents. Part 2 has 4 sections and was used to elicit information on the impact of marketing resources on higher institutions. The questionnaire was an open-ended-structured with restricted response options of strongly agree (SA), agree (A), disagree (D) and strongly disagree (SD) with corresponding values of 4, 3, 2 and 1 respectively.

The instrument was validated by 3 experts in Library science in University of Agriculture and Benue State University Makurdi. In order to ensure the reliability of the instrument, a sample size of 20 library staff of the Nasarawa state University who were not included in the sample for the main study were used. The purpose of this was to test-try the instruments that will be used in the study. A reliability coefficient of 0.89 was found ideal for the study.

Data collected was analyzed using descriptive statistics; precisely arithmetic mean. Bench mark for decision making was 2.50 ($4+3+2+1=10/4=2.50$).

Presentation of Results

Results in table 1 shows Respondents mean ratings on the types of library information resources. All respondents rated the items with above 2.50 which is the bench mark. The marketable library information resources were books and ebooks with mean rating of 3.42, films (2.68), journals (2.52), magazines (3.33), newspaper (3.32), statistics (3.16), internet (2.72) and special information with 3.16. This is an indication that there are many types of library information resources for marketing.

Result in table 2 shows respondents mean ratings on the impact of library information resource. They agree that it facilitates informal self-education of all people in the community (2.68), enriches and further develops the

Table 1: Respondents mean ratings on the types of library information resources

S/N	Item	SD	D	A	SA	N	Mean	Std. Dev.	Remarks
1	Books and ebooks	7	15	56	105	183	3.42	.79	Agree
2	Films	26	49	66	42	183	2.68	.98	Agree
3	Journals	40	32	87	24	183	2.52	.98	Agree
4	Magazines	10	22	48	103	183	3.33	.89	Agree
5	Newspaper	13	31	41	98	183	3.22	.97	Agree
6	Statistics	20	27	39	97	183	3.16	1.04	Agree
7	Internet sites	36	39	48	60	183	2.72	1.12	Agree
8	Special information	24	30	22	107	183	3.16	1.12	Agree

Source: Field survey 2015

Table 2: Respondents mean ratings on the impact of library information resource

S/N	Item	SD	D	A	SA	N	Mean	Std. Dev.	Remarks
1	It facilitates informal self-education of all people in the community;	26	49	66	42	183	2.68	.98	Agree
2	Enriches and further develops the subject on which individuals are undertaking formal education;	24	32	40	87	183	2.52	.97	Agree
3	Meets the informational needs of all;	41	31	49	62	183	2.72	1.15	Agree
4	Creates and further develops civic sense and habits of the citizens;	7	23	31	30	91	2.92	.94	Agree
5	Supports educational, civic, and cultural activities of groups and organizations;	3	8	31	49	91	3.38	.78	Agree
6	Encourage wholesome recreation and constructive use of leisure time.	4	9	20	58	91	3.45	.84	Agree
7	Provides children, young people, men and women opportunity to educate themselves continuously	9	6	25	51	91	3.29	.97	Agree

Source: Field survey 2015

subject on which individuals are undertaking formal education (2.52), meets the informational needs of all (2.72), creates and further develops civic sense and habits of the citizens (2.92), supports educational, civic, and cultural activities of groups and organizations (3.38), encourage wholesome recreation and constructive use of leisure time (3.45) and provides children, young people, men and women opportunity to educate themselves continuously (3.29). This means that there is impact of marketing of library information resource has impact on higher institutions.

Result in table 3 shows respondents mean ratings on the problems of library information resources. All items received mean rating above 2.50. The relatively low level of knowledge and lack of agreement on user requirements, wants, and needs had 3.41, the subsidized non-market environment in which most scientific and technical information products and services are used (2.67) while the virtual impossibility of estimating the value contributed by information products and services to the efficiency and conduct of research and development and the advancement of scholarly pursuits (2.51) and

Table 3: Respondents mean ratings on the problems of library information resources

S/N	Item	SD	D	A	SA	N	Mean	Std. Dev.	Remarks
1	The relatively low level of knowledge and lack of agreement on user requirements, wants, and needs	7	15	56	105	183	3.41	.79	Agree
2	The subsidized non-market environment in which most scientific and technical information products and services are used	26	49	66	42	183	2.67	.98	Agree
3	The virtual impossibility of estimating the value contributed by information products and services to the efficiency and conduct of research and development and the advancement of scholarly pursuits	24	32	40	87	183	2.51	.97	Agree
4	The general economic unsophistication of those mostly schooled in the humanities and the non-market oriented library school environment	41	31	49	62	183	2.72	1.15	Agree
5	The reluctance of librarians and other information professionals to engage in marketing	20	28	45	90	183	3.12	1.03	Agree

Source: Field survey 2015

The general economic unsophistication of those mostly schooled in the humanities and the non-market oriented library school environment and the reluctance of librarians and other information professionals to engage in marketing (3.12). This indicates that there are problems associated with marketing of library information resources in Nigeria.

In table 4, the result revealed that analysis which is the steps which sets marketing apart from public relations (2.61), planning that involves the setting of challenging but attainable objectives for the marketing effort (2.39) while implementation where some adjustments are required (2.90) and evaluation which is the "final and usually the most important of the marketing plan (2.80) were strategies for marketing library information resources.

Result in table 5 shows X^2 -calculated value of 78.30 which is greater than the X^2 - tabulated value of 53.53 ($p=78.30>53.53$) with a degree of freedom of 9. This indicates that library information resources has impact on

higher institutions in Nigeria. The null hypothesis which says there is no significant impact of marketing of library information resources on higher institutions in Benue state is rejected and the null hypothesis which says here is significant impact of marketing of library information resources on higher institutions in Benue state is upheld.

DISCUSSION OF FINDINGS

Research question one seeks answer on the types of library information resources. Findings in table 1 revealed various types of library information resources. The findings are similar to a study conducted by Mizzi (2011). He said information can come from virtually anywhere media, blogs, personal experiences, books, journal and magazine articles, expert opinions, encyclopedias, and web pages and the type of information you need will change depending on the question you are trying to answer. Look at the following sources of information

Table 4: Respondents mean ratings on the strategies for marketing library information resources

S/N	Item	SD	D	A	SA	N	Mean	Std. Dev.	Remarks
1	Analysis which is the steps which sets marketing apart from public relations	32	40	78	33	183	2.61	.976	Agree
2	Planning that involves the setting of challenging but attainable objectives for the marketing effort	58	32	57	36	183	2.59	1.12	Agree
3	Implementation where some adjustments are required	25	39	48	71	183	2.90	1.06	Agree
4	Evaluation which the is "final and usually the most important of the marketing plan	30	42	45	66	183	2.80	1.10	Agree

Source: Field survey 2015

Table 5: Chi-square result on the impact of library information resources

Variable	X ² -cal	X ² -tab	df	Remarks
Library information resources Higher institution	78.30	53.53	9	Significant

Source: Field survey 2015

Table 2 answered research question 2. Findings revealed the impact of library information resource. This finding is in conformity with a study carried out by Mizzi (2011) on the role of library in promoting reading and literacy. According to his findings, education' and 'library' are two inseparable indivisible concepts, both being fundamentally and syn-chronically related to and co-existent with each other. One cannot be separated from the other, and the existence of one is impossibility without the other. None of them is an end in itself; rather both of them together are a means to an ultimate end. One dies as soon as the other perishes. One survives as long as the other exists. *This* inter-relation, *this* co-existence, *this* dependence of one upon the other have been coming down from the birth of human civilization to the posterity through a process of evolution in accord with varied needs, changes, and circumstances of various stages of human life.

Education is an 'aggregate of all the processes by means of which a person develops abilities, altitudes, and other forms of behaviour positive value in the society in which he lives. It is a 'social process by which people are subjected to the influence of a selected and controlled environment (especially that of the school) so that they may attain social competence and optimum individual development. Education is thus the result of acquired knowledge and the cumulation of observations and experiences, while a library is both the fountain and

source, and the protector and storehouse of that knowledge and experience. Education cannot exist alone in the absence of library, and library has no meaning if it cannot impart education. Education is an eye-opener to a human being ;it gives him perfect, adequate knowledge, creates civic and rational sense, withdraws him from the subjection of low habits, selfish passions, and ignoble pursuits, and thus educes him from abysmal darkness to limpid and perspicuous enlightenment, while library is an instrument of self-education, a means of knowledge and factual information, a centre of intellectual recreation, and a beacon of enlightenment that provide accumulated preserved knowledge of civilization which consequently enrich ones mental vision, and dignify his habit, behaviour, character, taste, attitude, conduct, and outlook on life. Library makes available all the records of knowledge of the past and 'present, whereas a man acquires that conserved knowledge to choose as between good and bad, the right or wrong, which distinguish him from the other animals who have no rational power or thinking .

Education has been defined as a complex of social processes of acquiring knowledge and experience, formally or otherwise. Education involves the total apparatus used for the development of the individual.

The library enables the individual to obtain spiritual, inspirational, and recreational activity through reading, and therefore the opportunity of interacting with the

society's wealth and accumulated knowledge. The library can be seen as an extension of education. Library services are needed to keep the skills that have been acquired through literacy classes alive by the provision of good literature.

Education and Library are two inseparable indivisible concepts, both being fundamentally and synchronically related to and co-existent with each other. One cannot be separated from the other. None of them is an end in itself; rather both of them together are a means to an ultimate end. One dies as soon as the other perishes. One survives as long as the other exists. This inter-relation, co-existence, this dependence of one upon the other have been coming down from the birth of human civilization to the posterity through a process of evolution in accord with varied needs, changes, and circumstances of various stages of human life.

Education cannot exist alone in the absence of library and library has no meaning if it cannot impart education. A Good well equipped library is a sine qua non for the intellectual, moral, and spiritual advancement and elevation of the people of a community. It is an indispensable element of the absolute well being of the citizens and that of the nation at large. People acquire education through certain institutions, schools, agencies, welfare bodies, museums and organizations, and the library is the most outstanding of such institutions. A school, a club, and enterprise of a society can never alone impart education; each of them is dependent upon a library a centre of wholesome education, and the quencher of thirst for concrete, fathomless, ultimate knowledge.

The findings is also in agreement with the study carried out by *Ukwoma(2014) on the Strategies for marketing library services by library and information science (LIS) professionals in Nigeria*. The findings of the study reveal that marketing of LIS is undertaken in most libraries. The major reasons for marketing include: to showcase the resources available in the library, for librarians to maintain their relevance, to promote the image of the library, to help in the survival of the library, to create awareness among the university community and, to ensure the visibility of the library.

Research question three was answered in Table 3. The findings revealed that there are many problems militating against marketing of library information resources. The finding is similar to a study conducted by Igbokwe, Ezeji, & Obidike (2010) on the Problems Militating against Marketing of Library Services in Selected Nigerian Libraries in Nnamdi Azikiwe Library University of Nigeria, Nsukka. The findings of the study revealed the following problems associated with marketing of library information resources: inadequate fund, inadequate infrastructure for the marketing of library services, the available staff lack professional training in marketing, the library is under staffed, media access is highly limited, no fund allocation,

there is dearth of library materials to market, library management do not have marketing policy.

Table 4 answered research question 4 and the findings revealed that many strategies can be employed in marketing library information resources. The findings confirms with a study carried out by Claudia, (2003) on marketing strategies for academic libraries. Claudia gives an approach that every planning structure should begin with the creation of a planning team that is composed of internal and external members of the environment.

Internal members are employees of the library from all levels. External members are users of the library, i.e. students, professors, maybe also scientists working at the university. It is useful to let the external members participate in analysing the current situation. But it is also clear that only a few external members can participate and that their impressions cannot be representative for the whole library. It is therefore not a substitution for a questionnaire on the campus where all customers are invited to participate.

Thus, two perspectives have to be evaluated: the external environment on the one hand, and the internal environment on the other hand. The external environment represents the customers' view on the library and its services and not to forget the universities' view (and maybe additional supporters) with their function as stakeholders.

The internal environment shows the situation of the "library's view", that means its own view of its business including internal questions of financing, the role in between the whole organization, and the cooperation with other academic libraries.

A very good help for analysing an organizations' current situation is the so-called strengths, weaknesses, opportunities and threats (SWOT) analysis. The SWOT analysis is a method for finding out the position of an organization and "allows the identification of needs, potential problems and issues and plays an important part in strategic planning. SWOT is the abbreviation for strengths, weaknesses, opportunities and threats. Strengths and weaknesses are factors that refer to the internal environment of an organization, while opportunities and threats refer to the external environment of an organization.

The findings also confirms with a study conducted by *Ukwoma (2014) on the strategies for marketing library services by library and information science (LIS) professionals in Nigeria*. According to him, the major strategies for effective marketing of LIS are: good communication skills, face to face interaction with the user community, networking among professional colleagues, using bulletin boards, seminars and workshops, newsletters, publicity through advertisements and announcements, and through website.

Result in table 5 shows Chi-square result on the impact of library information resources on higher institutions in

Nigeria. The findings revealed a X_2 -calculated value of 78.30 and the X_2 - tabulated value of 53.53 ($p=78.30>53.53$) meaning that library information resources has impact on higher institutions. This finding confirms with a study conducted by Cox and Jantti (2012) on discovering the impact of library use and student performance University of Wollongong. They said by providing access to information resources, academic libraries play a significant role in the student experience. To date, efforts to assess the impact of accessing library-owned or subscribed content have largely focused on satisfaction surveys, feedback, and "return on investment" projects such as contingent valuation. Although surveys and feedback systems provide data and information on a range of service elements, they are limited in their capacity to provide information and insight into the perceived value gained by engaging with the library that is, on a client's return on effort for using library services and resources. They are also unable to identify non-users effectively. Faculty awareness and knowledge of student use of library information resources is equally limited.

CONCLUSION

The modern library is now generally called an information market and the library user is a consumer of information. Information is a vital resource for research and development of any nation. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information.

RECOMMENDATIONS

Based on the findings, the study recommends that:

1. The library should give priority to provide excellent customer service enhancing its image as information provider in the information era.
2. The library and information services should be user (customer) oriented in order to satisfy their information needs effectively.
3. Marketing of library and information services should also include customer (users) priorities,

expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services

4. The ultimate aim of marketing library information resources should be to provide the right information to the right user at the right time.
5. All types of library information should be made available for marketing in higher institutions.
6. The problems of marketing library information resources should be properly addressed by the government to enhance the growth and development of higher institutions.

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