

Full Length Research

Assessment of Customer Satisfaction with Products and Services of Academic Libraries in Zaria Metropolis

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This paper discusses customer satisfaction with products and services of academic libraries in Zaria metropolis. The products include books, internet access, journals, databases, newspapers and magazines and so on. The libraries comprise of Kashim Ibrahim Library of Ahmadu Bello University, Samaru, Federal college of Education, Nuhu Bamalli Polytechnic and Ameer Shehu College of Advance studies Libraries all in Zaria Metropolis. Survey method was adopted for the research. The population was 377 respondents. Questionnaires were used for data collection. Tables, frequencies and percentages were used to analyze the data. It was found out that customers of these libraries are satisfied with the products and services of the academic libraries in Zaria metropolis.

Key Words: Customer satisfaction; Products and Services; Academic Libraries; Zaria metropolis

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INTRODUCTION

Background to the study

The increasing expectations of users have challenged libraries to improve their quality of services so as to meet their satisfaction level in their information provision. Customer satisfaction can be seen as bring back method adopted by libraries to retain their customers. By adopting quality management, the libraries image and service quality can be improved, and librarians can increase productivity while focusing on the customer's needs. Needs of customers are met by the delivery of benefits and services. Bradshaw's (1972) identifies five kinds of social need: normative, felt, expressed, comparative and technical. Normative need is defined by experts or professionals using professional standards, while comparative need is defined by comparing the differences in people's access to resources (e.g.

services). A person's or group's felt need is based on their own belief of need, which becomes an expressed need once it has been formulated as a demand. Finally, technical need occurs when existing provision is made more effective or a new kind of provision is invented, in which case a need for a new kind of solution arises.

One of the difficulties of defining need, is the temporal dimension of the term, in other words the assumption that the needs, attitudes, expectations and values of care recipients will remain constant. Godfrey and Callaghan (2000), in their study of a user-centred approach to need, noted that 'need is usually defined in terms of demand for existing services' Godfrey and Callaghan (2000), thereby constraining the scope of both the demand for services and the supply of services.

The interest in marketing has tremendously increased over past few decades in academic libraries like other

service centres such as hospitals, education, transportation insurance, banking, hotels etc. For a long time now, libraries and librarians have lost interest in working for their customers to come back and do business with them and there are greater chances that dissatisfied customer will find some other suppliers of information to meet his information needs. This has brought us to some unique reasons that require marketing orientation in library and information services and it will help us in the following ways below:

Management of libraries: Due to explosion of information at the global level, there is every need for management of libraries to meet information needs of users. "The world in which libraries exist has changed dramatically. It moves faster, relies on technology and competes more intensely. Fearful that change may threaten our existence. We must look to marketing to help manage better. In other words libraries and librarians have to employ marketing strategies to bring back its users.

Commitment to customer satisfaction: satisfaction of the customer is the primary concern in marketing process and the entire ethos and shared values of the organization owe the responsibility of satisfying the customers. The library and information centre is not a profit-oriented organization in marketing. The increased customer satisfaction will result in the increased willingness to return and use the library by its users or customers. This entails being approachable, accurate in providing products and services, having the zeal to motivate the customer, willing to follow up in situations whereby a request is put forward and the library lacks the necessary resources to meet such a need.

Understand our customers. This entails asking questions like who are our customers. Who are we trying to serve? What is the interest area? What can we provide to serve this interest better? What are the conditions for offering library and information products and services? How well do we communicate to our customers and they communicate to us? There is a common understanding that, he who knows better about library knows better about its resources, facilities, services and products particularly in the information era. The most important role of marketing in libraries and information centres is to find information and products for the customers not customers for the information and products.

Libraries need to grow. According to Ranganathan's 5th law "Library is a growing organism", more information comes every second and today's information is old very fast for tomorrow. Libraries continue to face changes in strategies and outcomes. Good marketing efforts take care of all resources and how it can be done in an efficient way.

Improving our image: Library staff is always willing to put in his/her best. This gives good reputation of the library and librarian; there is cordial relationship between

the user community and the library (approachability), good facilities, high service standard, good discipline, well qualified staff members and good results, which can cement the relationship between the library and its customers which in essence is to keep them coming.

Libraries and Librarians are to understand that the crux of marketing is to find out your customer's real needs and desires and then to create and "sell" a product or service which fulfills that need and desire.

It has been observed that, library and information products and services provided by academic libraries in Nigeria generally cannot meet the needs, aspirations or expectations of their consumers as no library no matter big it is it cannot satisfy its customers because of certain constraints. For the students of tertiary institutions to achieve the desired goals in education as stated in the National Policy on Education there must be well equipped libraries with efficient products and services that can actualize these goals. The library is regarded as the "Hub" by which all the curricula and extra-curricula activities of the various institutions have to revolve. The effective provision of library and information products and services is very vital in achieving the goals of education and that of the parent institution of learning established to achieve.

Even though, it is not easy to measure consumer satisfaction with services and products offered by academic libraries in Nigeria generally and Zaria metropolis in particular for the fact that the services and products are not growing rapidly with the demands and aspirations of the community they are serving, libraries have to find ways of measuring and analyzing satisfaction. This could be by educational level or attainment of their users. The lower the level of educational career, the lower the satisfaction scores of an individual. In essence, the satisfaction level of an undergraduate or Higher National Diploma (HND) is different from that of the postgraduate and that of the postgraduate will be different from lecturers.

Today, technology has spawned a change in the dynamics of customer relationship. Libraries have to use technology to help them understand what their customers want and when they want it. Alvin Toffler wrote in power shift as cited in J.D. power III (2006) that, "information age has shifted power based in profound ways. The customer is no longer the passive recipient of goods but has been transformed by internet and availability of knowledge into a power broker. Armed with data and knowledge gleaned from countless sources that were once unavailable, buyers in auto dealership, patients in hospitals, travelers in hotels, educationists in universities, polytechnics colleges of education etc are now unwilling to compromise. They have high expectations and data to back them up. The customer voice is louder and clearer than ever and attention must be paid. It will be interesting to believe that libraries in general and

academic libraries in Zaria metropolis in particular could be motivated to embrace these ideas simply because it is the right thing to do.

STATEMENT OF THE PROBLEM

Even though studies on customer satisfaction pertaining to several socio-economic sectors based on quality of service are available, specific studies on predicting customer satisfaction in Kashim Ibrahim Library, Ahmadu Bello University library in Nigeria, based on quality of services, are not available. Jayasundara (2009) argued that Customer satisfaction through service quality has been widely researched in the academic world; however, a review of the literature reveals that the current body of knowledge regarding the prediction of customer satisfaction in relation to service quality in libraries by examining expectations and/or perceptions of their customers is limited in scope. Furthermore, very few studies have addressed such a perspective in university libraries across the world. As such, it remains the least researched subject area open to intense research.

University of Colombo and University of Sri Jayewardenepura as cited in jayasundara (2009), stress that "if we as librarians are not thinking about our customers' satisfaction and service quality in our libraries, we should not think of the future sustainability of our libraries to any further extent."

The Kashim Ibrahim Library (KIL), Nuhu Bamailli polytechnic library and Federal College of education library which are academic libraries reflects the development of these tertiary institutions. The basic assumption governing the growth and development of academics is that, libraries play a role of control and critical importance in these institutions.

Academic libraries exist to serve the learning students, researchers, academics, the community and those mandated to use it. But today, readers are leaving our libraries for the fact that, the products and services of academic libraries are lacking in one way or the other. The general believe is that, once a customer comes into the library with information need(s), the need will be met or satisfied but is not so with our academic libraries.

Customers have been complaining and leaving these academic libraries because of lack of good ventilation, no air conditioners, when power fails, there is no generator to supply electricity, lack of assistance from staff, no orientation as to how to use the catalogue, impolite way of addressing issues by staff members, no internet services, outdated databases, long time taken by the librarian to find answer or materials to questions asked etc. From personal experience and interaction with the customers, the researcher has discovered that, students only use the libraries when it is compulsory for them to do their assignment and write their examinations. It is

therefore assumed that, if libraries take into consideration customer satisfaction as a way of returning its customers and as a challenge just like any other service organization by providing good library products and services in other to meet the needs and expectations of their customers, they will stand a chance of having satisfied customers who will be willing to come back and do business with them.

AIMS AND OBJECTIVES OF STUDY

The study have assessed the following

1. To identify the products and services provided by Academic libraries in Zaria metropolis.
2. To find out what products and services of Academic libraries in Zaria Metropolis Customers need most.
3. To ascertain the level of customer satisfaction with products and services in academic libraries in Zaria Metropolis.
4. To identify the challenges encountered in providing products and services to customers by academic libraries in Zaria metropolis.

Research Questions

For the purpose of this study, the following research questions are raised.

1. What are the products and services provided by Academic libraries in Zaria metropolis?
2. What products and services of Academic libraries in Zaria Metropolis Customers need most?
3. What is the level of customer satisfaction with products and services in academic libraries in Zaria Metropolis?
4. What are the challenges encountered in providing products and services to customers by academic libraries in Zaria metropolis?

REVIEW OF RELATED LITERATURE

Concept of Academic Library

A library attached to university, college polytechnic or any tertiary educational institution can be regarded as academic library. Academic libraries can be regarded as institutions built or established in an institution and they differ from public or special library in purpose and services in satisfying their customers.

Customer Satisfaction

Ruyter et al (1970 modified the SERQUAL scale and

empirically tested the healthcare service of chiropractic care attempting to determine the relationship between service quality and customer satisfaction. The result suggest that, service quality (SERQUAL) should be regarded as an antecedent of customer satisfaction.

Brady et al (2001) employed LISER analysis to study customers of fast food restaurants in American and Latin America. The result indicated that there was a certain relationship between service quality and customer satisfaction based on different cultural background. In addition, service quality had significantly impacts on customer satisfaction.

Sureshchandar et al (2002) found that service quality and customer satisfaction were highly related Coote (1994) observed that libraries do not need a good marketing person to run marketing operations like a business firm that person would hire an advertising agency, change the advertising campaign, redesign company logo, design the brochures train the sales force, retain a high powered public relation firm and alter or reposition the company's complete image. On the contrary, marketing is nothing but a way of doing business, which does not required good marketing persons, but certain skills or attributes which are in no manner different from other service organization. Marketing is:

A belief in customer satisfaction; A clear understanding of their organizations overall aims and objectives; Ability to assemble and interpret information for the benefit of the customer; Good communication skills both oral and written; Enthusiasm and commitment and, ability to take criticism not always constructive

From Coote assertion, it is clear that if a librarian is having professional skills and competence as he has mentioned above, he will be able to deliver the aims and objectives of marketing in libraries which is customer satisfaction. Martensen and Gronholdt (2003) review literature and survey focus groups, indicating that key determinants for library service quality were; electronic resources, collections of printed publications, other library services, technical facilities, library environment, and human side of user service.

Hermon (1999) conducted a series of factor analysis on over 100 variables and found that the dimension of library service quality included: guidance, waiting time, electronic services, staff (including obtainment, courtesy, accessibility of services and friendliness), and accurate places of data, normal operations of equipment, handling time of data delivery, library buildings and environment, library facilities, data that meet users' needs and so forth.

Chang and Hsieh (1996) conducted an exploratory study on the perceptions of library service quality, focusing on key users including faculty and students from

21 universities of Taiwan. They employed a questionnaire survey and series of factor analysis. The results indicated proposed seven factors including competence, moderation, convenience, tangibles, communications and sufficiency of staff as major determinants of service quality.

Sureshchandar et al (2002) pointed out that customer satisfaction should be viewed as a multidimensional construct and the measurement items should be generated with the same dimensions of service quality.

Lee (1999) conducted a case study on the library council for economic planning and development of executive Yuan, investigating users' usage on the library service and their satisfaction. Circulation, operations, collection utilizations, environment and physical facilities, attitude of staff serving manner and education and consultancy are considered as six (6) major dimensions of evaluating users satisfaction the results serve as a reference for the library to improve its service quality and service performance.

Library Products and Services

Libraries and other nonprofit organizations have only recently become aware of the need to market their products and services. Libraries and information products and services are now recognized as commodities that can be lent, exchanged and transmitted. Academic libraries rely on their host organizations for operational cost.

In an article written by John Dean (1969) titled "objectives of the college and school library; the discussion were based on the role college and school library can play in promoting education for the Nation. He stated that, in determining the design of any library services, the primary aim is to analyze the need of the clientele and provide for their satisfaction so far as the resources permit. He said, a large assortment of materials constitute the library product. A library offers goods either tangible (eg books and internet access) or intangible (e.g. personnel assistance or value of the library as the premier community institution).

Apart from the products mentioned by John Dean in the above paragraph, other products of the Library may include databases (online and off line), journals, OPAC, Newspapers, magazines, personnel, indexes and abstracts, videos and radio cassettes, bibliographies ,ASK a librarian, blogging, face book, and so on.

De Aze (2002) says products and services which provide benefit for users most important needs are the core business of the library and information services.

From the words of De Aze, it can be seen that, libraries as information service organizations are established to satisfy information needs of their users by providing products and services that are of benefit to the users or

customers NOT just any product. Scetharama (1998) considers that without products no organization has any reason to exist, there is no task to perform, and hence product is the most important factor in marketing.

As opined by Scetharama, it can be seen that, if a library is established and such a library has no product to offer and not just a product but the type that can satisfy her users', there is no need for such a library to exist and that is why products and services of libraries and information centres or academic libraries should be customer oriented so that the impact will be felt by all the users.

Koontz (2005) asserts that, product mix is a set of all product lines and items that the organization makes available to its customers. A product line is all the various products with in product mix that are closely related, with shared characteristics, offered to a specific segment of clients or through a specific channel. A product item is a unit within the product line- product item for a university library may include those product lines and items offered through public or technical services to satisfy users' needs.

Kavulya (2004) opined that, academic libraries need to be more persistent in investigating users' needs by using marketing approach to develop services that meet the needs or expectations. It is not just marketing of already existing services to the users but to find out what the users want.

According to Mauro-faune, Isley and Mauro-faune Malcon (1994) as cited in Sanusi, K.A. (2003) the aim of total quality management (TQM) is to ensure that each activity contributes to achieving the objectives of the business and is carried out efficiently. Therefore, the services rendered in readers' services in tertiary institutions must help in developing or promoting the good image of the institution.

From the above statement as cited by Sanusi K.A., it is expected that services rendered by readers' services division of tertiary institutions libraries should be geared towards meeting the expectations or needs of customers so as to promote the good image of academic libraries in particular and that of the parent organization in general which will make them to be loyal to the library and also serve as a way of bringing back the users.

Sanusi, K.A. (2003) opined that, in today's market economy, readers services in tertiary institutions need to provide their library users with what they want. It must be innovative and quick to respond to the needs of users. All these must be done at minimal cost. Quality has a vital role in achieving all objectives. It is through understanding the clienteles' requirements, organizing reader's services and harnessing the skills of every employee to satisfy these requirements that readers services and library as a whole will continue to be successful..

McNicol (2005) remarks that, idea of marketing as a

practice for businessmen only is out dated. Marketing is now conceived as a strategy. Strategy is the direction of scope of an organization over the long term which achieves advantage for the organization through its configuration of resources within a changing environment to meet the needs of markets and to fulfill stakeholder's expectation.

Feria (2000) observed that, the main objective of strategy is client satisfaction; librarians in academic libraries should know it and apply it as part of a permanent activity in the management and planning processes. He further stressed that, strategy plays a key role by using strengths, weaknesses, opportunities, and threats (SWOT) and the identification of critical success factors (CSF) and the generation of strategic projects, as well as other elements. Among other methods there is the creation of customer and supplier data bank, advertising, and staff which is very important element since the main good of a marketable information service is the people who work in it. Promotions and advertising are part of the success in service marketing, but not as important as measuring customer satisfaction and the ability to keep customers.

Kavulya (2004) observed that, strategic marketing approach should provide academic libraries with tools that can assist them in task of designing, developing and delivering appropriate services. It can enable them to start with the customers rather than seeing them as finishing point in the information supply chain and shift from product and services to customer and need orientation.

According to Mu (2007) librarians need to market their services and resources for students and potential users to create awareness of the academic libraries value. Major sectors of the potential market for the libraries services are probably not aware of all the services available or have no understanding at all of what is offered. That is why marketing is vital to the existence and success of the academic library. The main focus of every library should be a good customer service. Good service can equal a good marketing campaign which is another reason why marketing is important for libraries. Effective marketing provides the means by which users are made aware of the services of the library and their value. A large percentage of the academic library users are students who have misconception about the library and its role. This image has to be changed with marketing strategies.

Kumar Basanta and Kumar Sanjay (2008) in their study on marketing of library and information services in a global era: A current approach observed that, the modern library is now generally called an information market and the library user is the consumer of information or customer of the library. Looking carefully at the aims and objectives of marketing which is satisfaction of her customers, it is assumed the information market (library)

has to use marketing strategy which is client satisfaction in delivering services and products of the library to its numerous or potential and actual users of the library.

According to Hsieh Pao-Nuan, Chang Pao-long and Lu Kuen-Horng (2000), in their article on quality management opined that, quality management approaches and techniques can help libraries but do not always guarantee the outcome. Libraries wanting to continuously improve their service quality and completely satisfy customers must create a customer oriented culture in their organizations. They said that library and information products and services have a direct encounter with customers and the product and service quality depends highly on the performance of the reference librarian and their interaction with customers. Therefore, the design of reference service can adopt the technique of quality function development to satisfy the needs of users in an encounter.

Getting (2003); Tsang and Ou (2000) said, service quality has been recognized a key factor in differentiating service products. Customer satisfaction can be secured through high quality services and products.

Carrison (1996) mentioned that, poorness or non-existence of customer satisfaction systems can cause organizations to be lacking in market orientation. Attributes of the service and product that add value for the customer and increases his/her satisfaction might be unknown and that gives no guide to the organizations staff for improvement projects.

Lewis (1987) suggested that, what can be measured in service quality gaps are the differences between the abstractions. So, if we can measure the difference between expectations and perceptions, which is defined as perceived quality, we can therefore determine the level of satisfaction. This concept was similar to the conceptual model of service quality suggested by Parasuraman, Zeithaml and Berry (1985), which applied the expectancy disconfirmation theory. These authors have identified that, there were five discrepancies that can influence customer evaluation of product and service quality.

Gap 1 was the gap between customer expectations and management perceptions of those expectations.

Gap 2 was the gap between management perception of what the customer wants and specifications of service quality.

Gap 3 was the gap between service quality specifications and delivery of service.

Gap 4 was the gap between service delivery and what the company or organization promises to the customer through external communications.

Gap 5 was the gap between customers' service expectations and their perception of service performance.

Zeithaml and Bitner (2003) stated that, in order to

manage service quality, it was important to manage the gaps between expectations and perceptions on the part of the management, employers and the customers. The most important gap (gap 5) was that between customer's expectation of service and their perceptions of the service actually delivered. So, by referring to the service model, it was noted that a service marketer must lessen the customer gap (gap 5). In order to do so, the service provider must first try to lessen the other four gaps (Gap 1, 2, 3 and 4) within the organization that inhibit delivery of quality service as each of these elements contribute towards the expectations of customers.

Subsequent to the gap model Parasuraman et al (1985) designed the SERQUAL instrument to identify and measure the gaps between customer expectations and perceptions of service quality. They defined service quality into ten (10) major dimensions that consumers use in forming expectations and perceptions of service. And again in 1998, they revised and devised the service quality into five dimensions as; reliability, responsiveness, assurance, tangibles and empathy. The instrument suggested service quality as the gap between customer's expectations (E) and their perceptions of the service provider's performance (P). Hence the service quality scores (Q) can be measured by subtracting the customer's perception score from customer's expectations scores. This is demoted by the following equation $Q = P - E = S$. So, service quality is the difference between customer's expectations and perceptions of service delivered by service firms which will give us satisfaction or not.

Nitecki et al (2000) defined service quality in terms of meeting or exceeding customer expectations or as the difference between customer perception and expectations or satisfaction of service.

Daret et al (2001) identified 5 factors of service quality which were, core or service product, human element of service delivery, systemization of service delivery, tangibles of service, and social responsibility.

Aguolu (2002) found that, Nigerian university libraries do not meet user expectations. As a result, most students do not learn how to use the library and are not aware of the relationship of the library to their studies.

In essence the above writers are saying, Nigerian Academic libraries do not satisfy their users and this has made them not to use it and are not aware of the library impact on their studies.

Hiller (2001) recommends a strategic plan that will develop and implement a study to identify user populations, their information needs and how well they are to be met.

This is to say, a library cannot stand up in one day and satisfy her users except by firstly identifying them, studying them and knowing their areas of need and how well these needs will be met before they will go into providing a service that will satisfy their information needs

through strategic plan.

DISCUSSION OF FINDINGS

The researchers will discuss the result of the research using tables, frequency and percentages.

Question 1. Products that are provided by academic libraries in Zaria metropolis

Table 1 showing products that are provided by Academic libraries in Zaria metropolis

The table 1 shows distribution of library and information products offered to the customers. It is not surprising that out of 377, 171(48.4%) agreed that books are the products offered by these libraries. This is because; the researcher as well observed that books formed the nucleus of these library products. This might be attributed to the fact that majority of the customers need books for their assignments, paper presentation and the products close to books are the journals with 65(18.4%) respondents. Reason attributed to their fewer numbers might have being as a result of their scarcity, high cost and unwillingness by researchers to carry out research and publish their findings. Newspapers have 35(9.9%) respondents; databases have 20(5.7%) respondents. Staff has 12(3.4%) respondents oral interview with the customers and physical observation revealed that most of the customers fail to understand that the staffs are library products. Films had 13(3.4%) respondents. Oral interview with the customers reveal that, they were not aware the media section of the library stock films for their consumption. CD-Rom had 17(4.8%) of respondents. Reason attributed to this low rate by readers was they did not meet most of their information needs. Internet access had 40(10.6%) respondents. Theses and dissertations had 5(1.4%) respondents. The reason attributed is, it is only meant for postgraduate and academic staff. Undergraduates are restricted from using them except with express permission. The other twenty four (6.4%) respondents could not indicate what products that is available in the library. This might have being as a result they do not know what library products are. As regards theses and dissertations, it might be as a result that many customers never go there to see what others have done in their areas before to enable them know which area in their field that needs researching for.

Products that mostly satisfy the customers

The researcher asked this question in order to know from the myriad of products that are provided which one mostly serves customers' needs. The Table 2 shows products that mostly satisfy the customers

From the table 2, it could be seen that books are the products that mostly satisfy the customers with 157(42.8%) respondents. It is probably so because most library users consult books for their research work, assignments and projects. It is followed by journals with 74(20.2%) of respondents. Databases account for 15(4.1%) respondents on the satisfaction Table. CD-Rom accounts for 8(2.2%) respondents. 16(4.4%) respondents are satisfied with staff. 24(6.5%) respondents are satisfied with internet access. 34(9.1%) are satisfied with films 66(18.0%) respondents are satisfy with the level newspapers do keep them abreast. 2(5%) respondents indicated and identify their level of satisfaction with theses and dissertation. Out of 377 respondents, 10(2.7%) could not decide on which of the products satisfy them most. The reason for low responses to film could be attributed to the inability of the libraries to make known to the customers that such a service exist to serve them.

Question 2. Services that mostly satisfy the customers

The reason of this question was to enable the researcher know which services mostly satisfy their information need. The Table 3 shows services that mostly satisfy the customers.

From the table 3, lending was made up of 51(14%) of the population of customers that are satisfied with this service. 25(6.9%) of the respondents are satisfied with media. 51(14%) of respondents are contempt with research and bibliographic services. 1(.3%) respondent is satisfied with inter-library loan and document delivery service. This cold be attributed to the cost that is involved that most of the libraries do not engage in this service or may be many of the customers do not know kind of service exist. 87(24%) of the respondents are satisfied with the reference services 2(.5%) respondents are satisfied with the services provided. 123(33.9%) respondents are satisfied with readers services. This might be as a result of the quality of staff, products and services rendered. 11(2.9%) respondents are satisfied with reprographic services. 3(.8%) of the respondents are satisfied with current awareness. 9(2.5%) respondents are satisfied with internet/online services. 23(6.1%).

Question 3. Customer's satisfaction level with products and services rendered by the library

This question was asked to ascertain the level of satisfaction customers are having with the products and services offered to them.

Table 4 Showing customer satisfaction level with products and services rendered by academic libraries in Zaria Metropolis.

The table 4, shows satisfaction level of customers with

Table 1. Library and information products available in the library

| Library and information products | Frequency | % |
|----------------------------------|-----------|------|
| Books | 171 | 45.4 |
| Databases | 20 | 5.3 |
| CD-Rom | 17 | 4.5 |
| Staff(services) | 12 | 3.2 |
| Internet access | 40 | 10.6 |
| Films | 12 | 3.2 |
| Journals | 65 | 17.2 |
| Newspapers and magazines | 35 | 9.3 |
| Theses/dissertations | 5 | 1.3 |
| Total | 377 | 100 |

Table 2. Products that satisfy the customer's most

| Products that mostly satisfy customers | Frequency | % |
|--|-----------|-------|
| Books | 157 | 41.6 |
| Journals | 74 | 19.6 |
| Databases | 15 | 4.0 |
| CD-ROM | 8 | 2.1 |
| Staff | 16 | 4.2 |
| Internet access | 34 | 9.1 |
| Films | 5 | 1.3 |
| Newspapers/magazine | 66 | 17.5 |
| Theses/dissertation | 2 | .5 |
| Total | 377 | 100 |
| Total | 377 | 100.0 |

the products and services offered, it could be seen that 38(10.1%) respondents are highly satisfied with the products and services provided by these libraries. 239(63.4%) respondents are satisfied with the products and services provided. This might have been attributed to hard work and dedication of the staff because, if the resources are there but the staff did not perform their

duties satisfactorily, there might be a hitch in the service provision thereby giving unsatisfactory services and tarnishing the image of the library. However 65(17.2%) were dissatisfied with the products and services of their libraries. 9(2.5%) were highly dissatisfied, 14(3.8%) respondents could not decide their satisfaction level. 129(3.2%) did not indicate their level of satisfaction.

Table 3. Services that satisfy the customer's most

| Services that satisfy customers | Frequency | % |
|--|-----------|-------|
| Lending services | 51 | 13.5 |
| Media services | 25 | 6.6 |
| Research and bibliographic Services | 51 | 13.5 |
| Inter-library loan and Document delivery | 1 | .3 |
| Reference services | 87 | 23.1 |
| User education services | 2 | .5 |
| Readers services | 123 | 32.6 |
| Reprographic services | 11 | 2.9 |
| Current awareness | 3 | .8 |
| Internet/online services | 23 | 6.1 |
| Total | 377 | 100 |
| Total | 377 | 100.0 |

Table 4. Satisfaction level with products rendered

| Satisfaction level with products | Frequency | % |
|----------------------------------|-----------|------|
| Highly satisfied | 38 | 10.1 |
| Satisfied | 239 | 63.4 |
| Dissatisfied | 65 | 17.2 |
| Highly dissatisfied | 21 | 5.6 |
| Undecided | 14 | 3.7 |
| Total | 377 | 100 |
| Total | | |

FINDINGS

The researchers have found out the following:

Those academic libraries in Zaria metropolis provide their customers with the following products. Books, databases, CD-Rom, Staff, Internet access, films, journals, newspapers and magazines, theses/dissertations. And the products that mostly satisfy them were found to be books, journals, newspapers and magazine

For the products that mostly satisfy the customers,

171(45.4%) said they are satisfied with books, 65 (17.2%) said they are satisfied with journals 40(10.6%) said they are satisfied with internet, 35(9.3%) said they are satisfied with Newspapers and magazines

On services that mostly satisfy the customers, they said they are satisfied with Readers services (32.6%) reference service (23.1%) research and bibliographic services (13.5%) and lending services (13.6%)

With respect to Customer's satisfaction level with products and services rendered by the libraries 277 (73.5%) said they are satisfied while 26.5% representing 86 are not satisfied and 14 were undecided.

CONCLUSIONS

From the above findings, the researchers make bold to conclude that customers of these libraries are satisfied with the products and services of the academic libraries in Zaria metropolis.

RECOMMENDATIONS

It could be said that Academic libraries in Zaria metropolis provide their customers with products and services that that will make them to return but there is great need to improve on their internet access as most of the customers today are computer savvy.

Libraries in Zaria metropolis should Endeavour to provide not only the above services listed but try to provide products like remote access, online databases, wireless network that can keep their customers coming.

They should improve on their services like, interlibrary loan, current awareness and user education be introduced in their curriculum so as to teach the students information literacy skills which is necessary in this century.

List of Abbreviations used in the text.

CD-ROM:- Compact disk read only memory.
 CSF: - Critical success factor.
 HND:-Higher National Diploma.
 ICT:-Information and communication Technologies.
 KIL: - Kashim Ibrahim Library.
 OPAC: - Online public access catalogue.
 SDI: _ Selective Dissemination of information.
 SEQUAL: - Service quality.
 SWOT: - Strength weakness opportunities and threats.
 TQM:- Total quality management.

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