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Awareness and Marketing of Open Access (OA) Resources among Academic Libraries in Southwest State University Of Nigeria

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Academic libraries in Southwest universities in Nigeria were established to supporting teaching, learning and research needs of their parent universities. This mission is best accomplished through effective marketing of Open Access (OA) resources in the library management. Questionnaires are adopted as an instrument for data collection. Ninety questionnaires were distributed but only sixty-two (62) questionnaires were returned and were found useful for this study. Both descriptive and inferential statistics were used to analyze the data collected from the respondents. The analysis revealed that most librarians were professional and experienced. It was observed that most librarians aware and use OA resources daily and weekly. Various methods were used to strategies the marketing of OA resources. There is no significant relationship exists on demographic factors of the respondents and the level of awareness of Open Access resources. It recommends that librarians should consider acquiring the latest and good quality of Open Access resources and ICT tools for easy accessibility.

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INTRODUCTION

Open Access (OA) are resources through which information is communicated and accessed in academic libraries, organizations and in the societies at large. This vision for the future of the academic library is predicated on information professional track records of tremendous advocacy for opening up access to research outputs and others library materials that are freely accessible both online and manual with full reuse rights. Open Access resources is fast becoming one of the best avenues utilized by academic libraries affiliated by established institutions in making their research knowledge or output widely available and accessible to the outside by the use of information communication technology tools. According to Peter (2002) noted that open access to

scientific articles means online access without charge to readers or libraries. This will imply dispensing with the financial, technical and legal barriers that are designed to limit access to scientific research articles to paying customers are removed. Gupta (2003) has said that the notion of service has changed, from basic to value added, from staff assisted to self-service, from in-house to out-reach, from free to priced, from reactive to pro-active, and from mass customization to individualized service. Librarians and information professionals need to find new ways of serving their clienteles more efficiently and effectively. Promoting and marketing of information source through (OA) is seen as having the capability to serve this purpose. It is on the basis of the above that the study intends to find out the extent to which academic librarians in state universities in Southwest States of

Nigeria aware and marketing Open Access resources for their academic productivity.

STATEMENT OF THE PROBLEM

As a result of the severe financial constraints under which all academic libraries suffer, there has been a move to find additional sources of information on a cost less rate to meet the yawning needs of librarians and other library users. In Nigeria academic libraries, both government and private own libraries, the situations are not different as inadequate sources of information severely affected library and other information services. The method of using hardcopy to source for information are very cumbersome and outdated is not helped to meet the ever-growing information needs and behaviours. The study therefore, investigates the awareness, strategizing, and marketing of Open Access resources among academic libraries in Southwest states universities of Nigeria.

Research Objective and Question Statements

This study seeks to identify ways through which Open Access resources are aware, and strategically marketed among academic libraries in the Southwest State Universities, Nigeria. Other specific objectives examined are:

i.   To examine the demographic factors of respondents.
ii.   To ascertain the level of awareness and frequency of Open Access usage by librarians.
iii.   Also to find the marketing strategies used for Open Access resources among librarians in the Southwest State Universities, Nigeria

Research Question Statements

i.   What are the demographic factors of respondents?
ii.   What is the level of awareness and frequency of usage of Open Access by librarians in academic libraries in the Southwest State Universities, Nigeria?
iii.   What are the marketing strategies used for Open Access resources among librarians in the Southwest State Universities, Nigeria?

Hypothesis

$1H_0$: There is no significant relationship between the level of awareness of Open Access resources and demographic factors of the respondents.

Brief History of Southwest State University Libraries in Nigeria

Ladoke Akintola University of Technology: also known as (LAUTECH) is a technical university located in Ogbomoso, Oyo State, Nigeria. The university currently enrols 25,000 students and employs more than 3,000 staff. The main campus is the site of the university's administration as well as home to six faculties and post-graduate school. Fields of study include pure and applied science, medicine, agriculture, engineering and technology, environmental science and faculty of management. The university management has put in place improved internet bandwidth for the whole of LAUTECH community. The university now has internet bandwidth on fibre link and VSAT link. LAUTECH is currently working on how to expand and improve the reliability and availability of internet networks in the university. Automation process of library services at LAUTECH, Ogbomoso started in the late 90s. Initiated in the mid-90s by Dr J. O. Fasanya (First University Librarian) and kick-started by Dr Gboyaga Adio (Second University Librarian). The library administration under the leadership of Mr Isaac Olugbenga Ajala knowing that digitization would eventually lead to a new culture, introduction of Open Access resources was sourced for.

University of Osun State: also known as (UNIOSUN) is set up as a conventional, multi-campus university charged with the production of high quality, well-rounded, globally competitive and entrepreneurial graduates who are catalysts for rapid and sustainable social-economic development of Osun State and Nigeria. UNIOSUN was established by Osun State Government pursuant to the University Establishment Law passed by the State House of Assembly in December 2006 and signed into law by His Excellency, Prince Olagunsoye Oyinlola. Osun State University Library is an Academic library. This library is affiliated with Osun State University.

Lagos State University: also known as LASU - was established in 1983 by the enabling Law of Lagos State of Nigeria, for the advancement of learning and establishment of academic excellence. The university caters for a population of over 35,000 students enrolled for full-time. The university also offers courses at Diploma, Undergraduate and Postgraduate levels. Lagos State University is located in Ojo, a town in Lagos State, Nigeria. LASU is the only state university in the former British colony. The academic library was established with the university to support the goals and objectives of the university.

Tai Solarin University of Education: known as TASUED, pronounced TARSUD, established on 29 January 2005 by the administration of His Excellency,

Otunba Gbenga Daniel, is a unique tertiary institution in the country. Apart from being the first of its kind in Nigeria, she also shares a unique feature as the only institution in the country that offers both the bachelor's degree programmes in education (B.Ed.) and trains National Certificate of Education (NCE) graduates within the same academic environment. The university was named after the Nigerian educational administrator and human rights activist Tai Solarin (1922–1994). The TASUED Library came into existence in July 2005 and since then staff and students of the University have been using its resources.

Ekiti State University Ado Ekiti (EKSU) was established as Obafemi Awolowo University, Ado-Ekiti on 30 March 1982 by the administration of late Chief Michael Adekunle Ajasin, the first civilian governor of Ondo State. The university is a member of the Association of Commonwealth Universities. It is located about 12 minutes' drive from the centre of the city of Ado-Ekiti, Ekiti State in Western Nigeria. (EKSU), Ado-Ekiti, as it is known today, was at inception in 1982 a pride to itself as a University sought after and as of today, the only university in Nigeria that has within a quarter of a century had its name changed four times. The name was changed to Ondo State University in 1985, the University of Ado-Ekiti in November 1999, and to its present name the Ekiti State University of Ado Ekiti in September 2011.

Adekunle Ajasin University: known as (AAUA) was first established as Obafemi Awolowo University in March 1982 by the government of the old Ondo State, headed by the late Chief Michael Adekunle Ajasin. The amended and subsisting statute of the University was signed into law in November 2007 by yet another governor, the former Governor Olusegun Agagu. In these circumstances, it can rightly be said that while the history of AAUA started in 1982, its relocation on 5 November 1999 marked the beginning of the second phase of its history now in its present location, Akungba Akoko. Adekunle Ajasin University Library, the academic nerve centre and heartbeat of the University. The Library, as is well known the world over, is the hub of every University, saddled with the responsibility of providing information resources (books, journals, electronic materials, etc) to support teaching, research and community service activities that constitute the raison d'etre of Universities. The Library currently has a sitting capacity for about 1,200 readers, holds about 50,000 volumes of books and subscribes to over 250 foreign and local journals. All of these physical resources are complemented with a host of subscription-based and open access to electronic resources. The library operations and services are fully automated using Strategic Library Automation and Management (SLAM).

LITERATURE REVIEW

Concept of Open Access Resources in Relation to Academic Library: One of the most widely and cited definitions of Open Access has been that proffered by the Budapest Open Access Initiative (BOAI, 2002) cited by Jain (2012) which defined the concept of Open Access in relation to journal literature in the academic library as:

"free availability on the public internet, permitting any user to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution and the only role for copyright in this domain should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited."

Chimah and Nwokocha (2015) also described Open Access resources in relation to a journal article in academic library as is interested in the free availability of scholarly outputs on the internet granting the user to make legal and non-commercial use of the document and at the same time acknowledging the intellectual ownership of the author of the document. Ugwauanyi, et al, (2013) refer that Open Access means accessibility of all kinds of information that is published and can be accessed through the internet free of charge. So also Crow (2002) presents a working definition of Open Access in the academic library as Institutional Repository namely "a digital archive of the intellectual product created by the librarians of academic libraries and accessible to end users both within and outside of the institution, with few if any barriers to access. All the authors did justice to remove every obstacle and barrier against the accessibility and use of information materials. The essence of the Open Access resources is to discourage any barrier to access information at a minimal cost. Hence the Open Access initiative makes it possible for researchers to make their research output like scholarly articles freely available to the public by means of any Open Access instruments such as Open Access Journals or Open Access Repositories.

Awareness of Open Access resources Among Librarians in Academic Libraries:

In developing countries, academic librarians have begun experimenting with Open Access software in the creation of Institutional Repository (IR) systems in academic libraries. Not only access to a myriad of information

sources from all over the world was being made possible, it was in a faster, easier and cheaper mode. In viewing the level of awareness of Open Access resources (Ogbomo and Ivwighreghweta, 2010) reported that several studies indicated that open access is an unknown concept to many researchers especially in Nigeria. This view was also supported by research conducted by (Nwagwu, 2013) found a very low level of awareness prevailing over higher educational institutions and research institutes, organizations and governments agencies. Based on the authors perspective, awareness is a pre-requisite to subsequent promotion and marketing of Open Access resources unless an individual uses it unknowingly.

Marketing of Open Access Products and Services in Academic Libraries:

Many authors have defined the concept of marketing in different ways. According to Kotler (2007) defines marketing as the anticipation and stimulation, facilitation, regulation and satisfaction of the consumer and public demand for products, services, organizations, people, places, ideas, through the exchange process. In the content of libraries, the anticipation of librarians is to design information materials to meet the target needs of users. Therefore, Ravichandran and Babu (2008) define marketing in library and information services as the process of planning, pricing, promotion and distributing library products to create exchanges that satisfy the library and the customer. Today interpretation of marketing has shifted from "selling" definition (Weingand, 1999). Rather the definition of marketing of library products and services is according to the writer's view and perception. In libraries and information practice, the library should design products, to meet the users' needs instead of spending time to attempt to persuade the users that they should use what the library has because it is valuable. Marketing is seen as having the capability to serve this purpose. Kotler (2002) cited by Michael, et al (2014) offers the following general definition of marketing as the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. Therefore, this supports the finding of Apejoye (2013) which stated that marketing practitioners employ different persuasion tactics, referred to as advertising appeals, to gain the attention of the target audience, confers credibility and increase the popularity of products over the others. A successful academic library, have found that effective marketing about their operations and services through Open Access are a critical success factor that has proven to be a vibrant tool for disseminating information.

Use of Open Access (OA) Resources Among Librarians: Velmurugan (2011) described Open access as free, permanent, immediate, full text, online access, for any user, web-wide, to digital scientific and scholarly material, primarily research articles published in peer-reviewed journals. This ascension is supported by Nosakhere and Abdelwahid (2014) that usage of OA resources in African libraries is considered by all respondents to be essential for the growth of research, the continuing relevance to library services and reputation of the institution. When the resource is plentiful, relative to the demand for it, an Open Access system may not only be unproblematic, it may actually be the best management system since it involves so little oversight and benefit of the academic community it also permits free access to research publications of any online users. Furthermore, Velmurugan (2011) described the Directory of Open Access Journal as 'gold' because it is free and easily accessible to users with the aid of the internet and its tools.

METHODOLOGY

Based on the nature and scope of this research work, a total enumeration method was adopted to the manageable size of the population and to ensure high response rate. The major instrument for data collection for this study is questionnaires. The major respondents to extract information on data analysis for this research are the professional librarians from concerned academic libraries. It should be noted that South-West Nigeria is made up of six states (Oyo, Osun, Lagos, Ogun, Ondo and Ekiti). Hence, libraries attached to State universities in each of the states are picked for the study. In order to get the necessary information needed to answer the research questions and test the hypothesis, Ninety (90 questionnaires were distributed but only sixty-two (62) questionnaires were returned and were found useful for this study. The return rate was 68.9%. The responses obtained from the completed copies of the questionnaire were recorded and analyzed using the Statistical Package for Social Science (SPSS). Both descriptive and inferential statistics were used to analyze the data collected from the respondents. Such descriptive statistics include the use of Percentages, Frequency distributions, and Simple Regression Analysis is used in finding relationships between variables.

RESULTS AND DISCUSSIONS

Table 1 shows the first number represents the number of questionnaires that were set out while the number in the parenthesis represents the responses, that is 62.
Table 2 shows the presence of a large number of

Table 1: A summary of the sample sizes and distribution procedures used in the survey

S/N	South-West State Universities	NO. Of Respondents	Percentage (%)
1	Ladoke Akintola University of Technology (LAUTECH)	15 (14)	22.58
2	Osun State University (OSU)	15 (10)	16.13
3	Lagos State University (LASU)	15 (10)	16.13
4	Tai Solarin University of Education - Ogun State (TASUED)	15 (11)	17.74
5	University of Ado-Ekiti - Ekiti State (EKSU)	15 (08)	12.90
6	Adekunle Ajasin University - Ondo State (AAU)	15 (09)	14.52
TOTAL		90 (62)	100.0

Table 2: Demographic Factors of the Respondents

Variables	Frequency	Percent	Cumulative Percent
South-West State Universities			
Ladoke Akintola University of Technology - Oyo State	14	22.6	22.6
Osun State University - Osun State	10	16.1	38.7
Lagos State University - Lagos State	10	16.1	54.8
Tai Solarin University of Education - Ogun State	11	17.7	72.6
University of Ado-Ekiti - Ekiti State	8	12.9	85.5
Adekunle Ajasin University - Ondo State	9	14.5	100.0
Total	62	100.0	
Working Year of Experience			
Less than 6 years	6	9.7	9.7
6-10 years	13	21.0	30.6
11-15 years	14	22.6	53.2
16-20 years	15	24.2	77.4
21 years above	14	22.6	100.0
Total	62	100.0	
Academic Qualification			
BLS	9	14.5	14.5
MLS/M.Inf.Sc.	38	61.3	75.8
MPhil	6	9.7	85.5
PhD	9	14.5	100.0
Prof	0	00.0	
Others	0	00.0	
Total	62	100.0	
Professional Status			
Assistance Librarian	5	8.1	8.1
Librarian II	9	14.5	22.6
Librarian I	15	24.2	46.8
Senior Librarian	22	35.5	82.3
Principal Librarian	6	9.7	91.9
Deputy Librarian	4	6.5	98.4
University Librarian	1	1.6	100.0
Total	62	100.0	

respondents in LAUTECH which accounts 14 (22.6%). It is not surprising to find out that the LAUTECH, Ogbomoso has the largest respondents and lowest number of respondents from TASUED 8 (12.9%). The statistics indicate 16-20 years were 15(24.2 %). The implication of this finding is average service years for academic librarians. The respondents' education level ranged from Bachelor's degree (BLS) to Postgraduate education level. Out of 62 respondents, 9(14.5 %) has BLS degree and PhD respectively with each other. While 38 (61.3%) hold a Master's degree. Overall, the results indicate that over 53 (85.5 %) of the respondents hold

Table 3: Type of Open Access (OA) Awareness and Frequency of Usage

Variables	Frequency	Percent	Cumulative Percent
Open Access Journal/Databases (OAJ)			
Never	3	4.8	4.8
Yearly	3	4.8	9.7
Monthly	18	29.0	38.7
Weekly	25	40.3	79.0
Daily	13	21.0	100.0
Total	62	100.0	
Institutional Repositories (IR)			
Never	3	4.8	4.8
Yearly	3	4.8	9.7
Monthly	13	21.0	30.6
Weekly	22	35.5	66.1
Daily	21	33.9	100.0
Total	62	100.0	
Subjects /Discipline Repositories (S/DR)			
Never	3	4.8	4.8
Yearly	6	9.7	14.5
Monthly	7	11.3	25.8
Weekly	27	43.5	69.4
Daily	19	30.6	100.0
Total	62	100.0	
Directory of Open Access Repositories (DOPR)			
Never	7	11.3	11.3
Yearly	13	21.0	32.3
Monthly	13	21.0	53.2
Weekly	21	33.9	87.1
Daily	8	12.9	100.0
Total	62	100.0	
Directory of Open Access Journals (DOAJ)			
Never	4	6.5	6.5
Yearly	6	9.7	16.1
Monthly	10	16.1	32.3
Weekly	24	38.7	71.0
Daily	18	29.0	100.0
Total	62	100.0	

post-graduate degrees. Also, 15 (24.2 %) and 22 (35.5 %) respondents were Librarian I and Senior Librarians respectively. It shows that the largest number was professional and experienced librarians.

Table 3 shows that a large number 25(40.3%) of the respondents aware and use Open Access journal/databases weekly, while a small number 3(4.8%) of the respondents aware and use Open Access journals yearly. 22(35.5%) and 21(33.9%) of the respondents aware and use Institutional Repositories weekly and daily respectively. While 3(4.8%) never aware and use Institutional Repositories. A large number of respondents 27(43.5%) aware and use Subjects/Discipline

Repositories weekly, 19(30.6%) daily and 3(4.8%) never aware nor use. In awareness and use of Directory of Open Access Repositories in the Western State Universities. Use of frequency per week 21(33.9%) topped the list. Follow by frequencies use a monthly and yearly 13(21.0%) respectively. While 8(12.9%) respondents aware and use Directory of Open Access Repositories daily. Furthermore, 24(38.7%) of the respondents aware and use Directory of Open Access Journals weekly and 18(29.0%) daily aware and use Directory of Open Access Repositories. 4(6.5%) respondents aware and use it daily. This study is negated with that of Ogbomo, et al (2010) and Nwagwu (2013)

Table 4: Types of Open Access (OA) Resources Marketing Strategies in the Library

Variables	Frequency	Percent	Cumulative Percent
Product Designing			
Strongly Agree	11	17.7	17.7
Agree	36	58.1	75.8
Disagree	12	19.4	95.2
Strongly Disagree	3	4.8	100.0
Total	62	100.0	
Cost of Open Access Resources			
Strongly Agree	11	17.7	17.7
Agree	28	58.1	62.9
Disagree	20	19.4	95.2
Strongly Disagree	3	4.8	100.0
Total	62	100.0	
Competent and Skill Personnel			
Strongly Agree	11	17.7	17.1
Agree	44	71.0	88.7
Disagree	5	8.1	96.8
Strongly Disagree	2	3.2	100.0
Total	62	100.0	
Channel Activities			
Strongly Agree	10	16.1	16.1
Agree	38	61.3	77.4
Disagree	8	12.9	90.3
Strongly Disagree	6	9.7	100.0
Total	62	100.0	
Physical Environment			
Strongly Agree	11	17.7	17.7
Agree	39	62.9	80.6
Disagree	9	14.5	95.2
Strongly Disagree	3	4.8	100.0
Total	62	100.0	

who observed that Open Access resources is an unknown and found a very low level of awareness in higher educational institutions such as academic libraries. Here the level of awareness and usage is high. These were made possible because all the librarians aware and have access to use the internet to access Open access resources.

Table 4 shown types of Open Access resources market strategies of the libraries studied. 36(58.1%) of the respondent agree with the use of product designing and 3(4.8%) strongly disagree. 28(58.1%) agree and 20(19.4%) disagree to use cost open access to strategize market of open access resources. Likewise, 44(71.0%) agreed on using competent and skilled personnel, 11(17.7%) strongly agree and 2(3.2%) strongly disagree. Also, 38(61.3%) agreed on using channel activities for marketing strategies of open access resources in the libraries, while 6(9.7%) strongly disagree. Lastly,

39(62.9%) of respondents agreed to use physical environment and 9(14.5%) disagree. The implication of this result shows that the largest percentage of respondents strongly agree and agree to use all variables under Open Access resources market strategies for advertising. Therefore, this supports the finding of Apejoye (2013) which stated that Advertising practitioners employ different persuasion tactics, referred to as advertising appeals, to gain the attention of the target audience, confers credibility and increase the popularity of products of the others. Therefore, various methods or strategies can be used for advertising OA resources academic among librarians.

The test of the hypotheses is shown in table 5, indicating the relationship between the dependent and the predictor variables.

H$_0$1: There is no significant relationship between the

Table 5: Regression analysis result

	B	Sig. Level	R Square
Level of Awareness (Dependent Variable)			
Predictor Variable			
University library	0.071	0.581	0.117
Service Year	0.232	0.084	
Academic Qualification	0.243	0.104	
Professional Status	-0.087	0.573	

level of awareness of Open Access resources and demographic factors of the respondents (Librarians). At p>0.05, there is no significant relationship between the level of awareness of Open Access resources and demographic factors (University Library, Service Year, Academic Qualifications and Professional Status) at (p=0.581, 0.084, 0.104 and 0.573). Therefore, the null hypothesis is accepted.

The result from Table 5 revealed that significant relationship was not established between Open Access resources demographic factors of academic libraries in Southwest State Universities of Nigeria and Open Access resources awareness.

CONCLUSION

Based on the findings of this work, it could be seen that despite the very small extent Open Access resources is being aware, utilized, and strategically marketed by state university libraries in the Southwest, Nigeria. This implies that for university librarians to reach out to serve users better, marketing of Open Access resources become a must.

RECOMMENDATIONS

Based on the findings of this research, the following recommendations are hereby made:

i.   Liberians and library management should reform and repackage Open Access resources to meet both local and international standards so as to contribute to the crave and development of researchers and library users.

ii.   Internal awareness be re-strategized about Open Access resources marketing policies and usage that will provide researchers with clear guidance on the opportunities available is highly recommended and librarians should as a matter of urgency see to its advocacy.

iii.   Awareness of Open Access resources in libraries does not necessarily translate into effective utilization of these resources for academic purposes. For this reason, it recommends that librarians should consider acquiring the latest and good quality of Open Access resources and ICT tools for easy accessibility.

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