

**MARKETING OF LIBRARY SERVICES FOR IMPROVED
ACCESSIBILITY TO STUDENTS OF NATIONAL OPEN
UNIVERSITY OF NIGERIA**

BY

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**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
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TITLE PAGE

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**DEPARTMENT OF LIBRARY AND INFORMATION
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APPROVAL PAGE

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I, **Loveth Ogoegbunam Ekwueme** a postgraduate student with Registration Number PG/Ph.D./09/51944 has satisfactorily completed the research requirements for the award of the degree of Doctor of Philosophy (PhD) in Library and Information Science. The work embedded in this thesis has not been submitted in part or full for any other degree or diploma of this or any other university.

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DEDICATION

This research work is dedicated to Almighty God for His love and protections and the National Open University of Nigeria for the opportunity and financial support given to me to embark on this programme.

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ABSTRACT

This study is a descriptive survey on marketing of library services for improved accessibility to students of National Open University of Nigeria. Seven specific objectives, seven research question and three null hypotheses guided the study. Population for the study consists of 15 librarians and 26,175 undergraduates' from six conventional study centres in the six geopolitical zones in Nigeria. A sample size of 847 students' population and six study centre libraries studied were determined using multistage sampling technique while the entire population of the librarians was used. The study employed the use of two instruments for data collection: questionnaire and interview. Two sets of questionnaire were used, one titled "Questionnaire for Librarians on Marketing of Library Services for Improved Accessibility to Students" (QLMLSIA) and the other titled "Questionnaire for students on Marketing of Library Services for Improved Accessibility to Students" (QSMLSIA). Interview was administered on the six study centre librarians. The instruments were validated by professionals in the Library and Information Science and Mathematics and Statistics. Trial tests of the instruments were conducted using twenty undergraduates and six librarians in NOUN Lagos study centre and the centre librarian was interviewed. The Cronbach's Alpha was used in determining the internal consistency reliability coefficient of instruments. 862 questionnaires were drawn and administered to the respondents comprising 847 undergraduates and 15 librarians. A total number of 664 questionnaires were returned comprising 651 from undergraduates and 13 from librarians. Oral interview was conducted with six study centre librarians. The results of the data collected were analysed using mean and standard deviation scores while the hypotheses were tested using ANOVA statistics at 0.05 level of significance. The result showed that the extent of provision of library services to students of NOUN is low. Marketing channels were used to a low extent in improving the accessibility of the library services. The results also revealed that to high extent librarians encounter challenges in the marketing of these library services. The result indicated the appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to NOUN students. Some recommendations were made based on the findings from the study.

CHAPTER ONE

INTRODUCTION

Background of the Study

Open University is an institution of higher learning, which is aimed at extending learning or delivering instructions and resource sharing from a distance, using audio, computers, video conferencing, prints and other information communication technologies to achieve their objectives. Open University is involved in “open learning” education. Open learning as defined in National Open University Nigeria (NOUN, 2014) is any form of learning in which the provider enables individual learners to exercise choice over any one or more aspects of his learning. This involves helping learners to take responsibility for such aspects, as what they learn, how they learn, where they learn, the pace of learning, who to turn to for help and when and where to have their learning assessed. Ololube, Ubogu and Egbezor (2007) defined open university learning as a form of education in which there is a separation between teachers and learners. In this type of education, printed materials, telephone, computer conferencing or teleconferencing are used in bridging the physical gap between the learner and the instructor. United Nations Educational Scientific and Cultural Organization (UNESCO 2002) referred to it as open access to education and training provision, freeing learners’ constraints of time and place, and offering flexible learning opportunities to individuals and group of learners.

Open university education is aimed at providing educational opportunities to individuals who aspire for higher education or have the need to improve on their qualifications but are unable to achieve these goals through the conventional

universities in education mode. It is an open and distant mode of education designed to accommodate numerous qualified candidates and other people who are not opportune to attend conventional university education due to certain reasons. Open and distance learning plays a vital role in the national development of any country. Open University education is a type of learning meant to reach out to all who would not have had the opportunity to attend high education, the underprivileged, and could be seen as a second chance for people who missed tertiary education in their youth.

Tenebe (2012) is of the opinion that except there is the mass education of the populace, there comes a time in the country when the uneducated will not allow the educated to have peace. He went further to suggest that the most effective method of educating the masses in a country as populous as Nigeria is through the Open and Distance Learning (ODL) method. The open university uses open and distance learning mode which involves both teachings at a distance and learning at a distance. It is also regarded as education and training where the learners are physically separated from their educational providers.

Open university learning caters for all varieties of learning such as correspondent studies, undergraduate certifications, postgraduate certifications, workplace and professional training, and lifelong education. In this type of education, instructions are delivered through varieties of media such as prints, CD-ROMs, CDs, radio, television, video conferencing and sometimes face – to - face tutorial sessions to learners.

The objectives of open university are to provide wider access to university education and enhance education for all, provide lifelong learning opportunities for higher education to those who cannot be given a place in the conventional universities to continue their post-secondary school education (Awe, 2017). In this type of

education, learning is provided in a method not limited to time and space, giving learners opportunities to learn at their own pace. Above all open university education is aimed at reducing the cost, inconveniences in education through granting easy access to education and its delivery. It provides for professional growth and improved technical skills especially for those who cannot leave their jobs and home for full-time studies (Uzoegwu & Iloanusi, 2010). Open university is a vital instrument and opportunity for empowering people. It has generated tremendous excitement both inside and outside higher education. It provides learning to new audiences and offers the opportunity to transform learning delivery.

Open university focus on opening access to education and learning, freeing learners from the constraints of time and place and offering flexible learning opportunities to individual/ group (Owusu- Boateng & Essel 2011). Also, Durdulov (2010) described the mode of learning to be flexible in the sense that it allows access to education to students who are geographically isolated or whose work or family commitments conflicts with attending an institution to study at a fixed time and place.

Some of the rationales behind the establishment of open university education, as identified by Oblinger, (2000) include that most states need to expand access to education in order to meet the education and training needs of state residents and companies and to educate under-served populations. Also, many states may have more college students over the next decade than their facilities can accommodate. Some are hoping to leverage the scalability of distance education to avoid overwhelming their bricks-and-mortar capacities. Oblinger stressed the emerging market opportunities for revenue, many educational institutions hope to generate

significant revenue through the introduction of open university education. Access to excellent open university education cannot be achieved without a functional library.

Open University libraries are academic libraries attached to tertiary institutions that offer undergraduates and postgraduate courses through distance education mode. Academic libraries have for centuries played many vital roles in supporting teaching and research in all disciplines within their host universities (Adeyemi, & Oluwabiyi, 2013). The university library is set up to serve its parent institution and considered as an organ around which all academic activities revolve and therefore the library can aptly be described as the “heart” of the university (Ogbuiyi & Okpe, 2013). So a library is established and saddled with the responsibilities of ensuring that knowledge is acquired, transmitted and new knowledge created from whatever methods that are identified to actualize that functions (Usman, 2010). For Open university library to ensure acquisition of knowledge and transmitting of new knowledge, the library needs to provide resources and services that will help in inculcating such knowledge. These resources and services are being provided and managed by professionals known as librarians and other supporting staff.

Librarian is a person who works professionally in a library and is trained in librarianship known as a library and information science (Binta, 2013). The author stated that librarian plays the role of providing information sources and services that support teaching, learning and research at all levels of education. Deductions from the above definition show that librarians are entrusted with the responsibilities of providing services such as acquisition, processing, preservation, storage and dissemination of information sources to library users. Through dissemination of information, users become aware of library services provided for them by the

librarians. Librarians in open university provide library services to their students who are involved in distance learning programme.

The followings are the most common library services offered to distance learners; access to library card catalogue, access to print materials, remote access to online catalogue, electronic database, electronic books, and journals, library orientation, online information literacy tutorial, electronic research guides on academic and special interest and topics, electronic general library guide, CD- ROMs, videotapes, Ask – A – Librarian, interlibrary loan, electronic reserve, photocopying services and document delivery services (Nicholas & Tomeo 2005). Access to these library services is a vital element for distance learners to achieve his or her educational pursuits.

Accessibility can be seen as the ability to be reached or approached, to use and obtain. This shows the extent to which a user or customer can obtain a service whenever it is needed. According to Nwachukwu, Abdulsalami & Salami (2014) accessibility can be described as the degree to which a system is usable by a wide range of users. In other words, it can be described as the degree to which one gets to a certain location from the other locations. Accessibility is very important specifically when it deals with distance learners and their access to educational opportunities and learning facilities. It is one thing to provide these library services and it is another thing for students in distant learning programme to have access to these library services.

The America National Standards Institute /Human Factors and Ergonomics Society ANSI/HFES (2008) defined accessibility as a set of properties that allows a product, service or facility to be used by people with a wide range of capabilities,

either directly or in conjunction with assistive technology. Accessibility ensures that all the users can have access to all the services provided to achieve specified goals. Accessibility can be measured in relation to utilization of library services which is dependent on the affordability of internet facilities, computer, physical accessibilities and acceptability of the services provided and not merely on the availability of such services provided. Nwachukwu, Abdulsalami, Salami (2014) in support of this opined that what is available but not accessible is equally useless, only what is accessible is usable. So the library services provided for the students of open university can only be usable when they are accessed by them to satisfy their academic and research purposes and when they are not accessed the services are underutilized.

The underutilization of these library services can be traced to poor accessibility of the services by the users. Oyedira in Ugah (2008) carried out a research on the low use of the library by students of Yaba College of Technology, Lagos and the low patronage of the library was attributed to accessibility problems. So accessibility is a vital factor in the effective utilization of library services provided for students in higher education irrespective of the type of education. The librarians should endeavour to make the library services provided for the students to be accessible through informing and creating awareness on the services provided because you cannot access what you do not know about its existence.

The provision of library services is one thing but the accessibility of the services by the user is paramount for effective utilization of the library services. However, for these services to be utilized by students of open university, the librarian should not only provide the resources and the services for them but should create awareness service for their numerous users to know what is available and how to

access these services. Fisk & Summey (2005) said that distance learning students may not think of the “campus” library as the first place to fulfil their information needs and may not even be aware of their services available to them. The author noted that one way to reach out to these students is for librarians to adopt and adapt marketing technique from the business world in the marketing of library services.

The concept of marketing in libraries is often misunderstood by many, some associate it with profit making while some see it only as the promotion of library services (Okogwu, 2006). These assumptions are not totally wrong but do not expose the broad nature of marketing. Okogwu opined that marketing includes knowing market niches, defining products and services, setting prices, promoting services, and building good public relations. In open university library setting, marketing of library services entails understanding the objectives of the library, researching on the needs of the target market, packaging the library services to meet these needs of the distance learners who learn at different locations, not limited to time and space. Marketing according to Kotler & Armstrong (2010) is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Thus the essence of marketing involves finding out what the users want and then set out to meet those needs. Based on the need to improve the accessibility of these library services, librarians need to market library services to users in order to create awareness, increase patronage and connect these students to the library.

Marketing of library services are the processes involved in connecting library services to the library users or customer with the aim of satisfying their information needs. In order to connect the library users to the services provided, the librarian

needs to develop “Brand Identity” to show its users his products, service or institution. The brand identity shows what kinds of services are available in the academic library to support teaching, research and learning (Madhusudhan, 2008).

In marketing of library services to users librarians are faced with many challenges that hinder the activities of marketing these products and services as stated by Igbokwe, Ezeji & Obidike (2010) as inadequate fund, irregular power supply, inadequate infrastructure like photocopier, computer literacy among staff, lack of professional training in marketing, inadequate library materials to market and library management do not have marketing policy. Despite these challenges, there is still the need for librarians to market library services to the users due to the explosion of information at the global level and the introduction of information communication technology, budgets are becoming tight and rising competition among similar information providers (Madhusudhan 2008).

Marketing of library services is essential in open university library in order to satisfy the needs of users. Also, Helinsky (2008) stressed that if the representative of libraries, do not act now to demonstrate how important they are and how significant library resources will constitute for the whole society. They will not be noticed in the ongoing information flow. So in order to remain “Significant” and “noticed” by the students, librarians in open university need to market these library resources and services through employing effective marketing strategies to encourage and promote life-long learning skills in students involved in open and distant learning programmes, there is an urgent need for librarians to employ marketing strategies; to inform the students in open university on the available library services for their research and academic pursuits.

Marketing strategies mean selecting various techniques in proper proportion and balance (Ronke 2013). These techniques include carrying out marketing research to find out the needs of the customers. Aderibigbe (2015) listed strategies in the marketing of library services to include publicity, internet marketing through the use of web 2.0 and mandatory seminar for librarians on marketing principles. Other strategies the author enumerated are having a standard marketing policy, an organization of library week, student orientation and quiz competitions amongst library users. These strategies when put in place in a library, need effective channels of communication to be employed to inform the students on the existing library services.

Channels used in the marketing of library services according to Adegoke (2015) are the use of talks, displays, exhibitions, interactive library portal linked to the university website, use of banners to announce programmes organized by the library and user education for newly admitted students'. Other channels are during library orientation, posters and use of social media. Use of social media is a new trend in marketing industry which librarians have adopted in the marketing of library services to their respective users. Other trends in marketing of library services are brand advocacy and internet marketing.

Gopnik in Schmidt (2011) identified ten marketing trends to include the followings building reliable brand advocates, excelling in one area rather being all things to all people, creating quality content as a viable marketing tool, moving more marketing dollars to social media, tracking brand reputations on the social web in greater detail and increasing in branded online experiences to meet diverse consumer needs. Also pursuing mobile marketing, geotargeting and localized marketing will

become a top priority, accepting that silo marketing is ineffective and co-marketing to boost returns and lower marketing costs. Other trends identified are the need for transparency and trust, and the need for brand loyalty and advocacy. Brand loyalty implies focusing on strong core products and services of the library during marketing activities. This can be done by establishing a link between the library using logo, slogan, and phrase to develop a profile that can be used in the library.

But Spalding & Wang (2006) stated that academic libraries in the United States market their library through playing with words. Illinois State University Library generated fund for the library through brochure with a slogan “Redefining ‘normal @your library, University of Missouri - Kansas City (UMKC) library made a colourful posters showing faculty members with quotes about library services and they are pasted around campus and their website. UMKC had annual marketing theme of “Get It Friendly @your library” while America University Library in Washington, DC raise the attention of undergraduates on the library services provided through using the theme “Are you in the Know?”, while the University of Hawaii at Manoa during their National Library Week 2002 had its theme as “Let Ideas Flow@ Your Library”. Also American University Library in Washington, Dc used the poster, kits, and mugs with notes to market library services available to users (Spalding and Wang 2006.) Marketing of library services through playing with words are aimed at creating awareness in improving access and patronage to students in open university.

Students in open university are distance learners that enrolled in university which provides distance learning education at tertiary levels. Their concept of education is limited to their materials, assisted learning through ICT facilities and sometimes face – to- face communication but is separated by time and space from the

providing institutions. According to Littlefield (2017), most of these students are adults, matured, employed, having family responsibilities and are willing to take responsibility for their own education. They tend to be independent, self-motivated and assertive but they ought to have good ICT skills for effective learning in order to achieve their educational aims. According to Iyere (2010), these students are not resident in the providing institution and learning activities do not take place at a particular place or time and students are flexible students since they make choice on how, when and what to learn and where to be assessed unlike the students in conventional universities. It is the duty of National Open University authority to provide library resources and library services to these students for effective learning processes.

The National Open University of Nigeria (NOUN) according to (NOUN 2012) is the country's largest tertiary institution in terms of students' population. The University was established on 22nd July 1983 as a springboard for open and distance learning in Nigeria. However it was suspended on 25th April 1984, eight years after the closure, compelling reasons that necessitated the earlier establishment was still confronting the country. They include, the need to fill the vacuum created by the profit-oriented outreach programmes of many conventional universities in the country, the necessitating needs for economic funding of education, and the need to take advantage of emerging developments in the field of information communication technologies, which have changed the techniques and methods of instructional deliveries in the distance learning mode. All these led to its re-establishment. This rebirth has renewed a focus to make education available to many people that have the ability, and are willing and ready to benefit from the quality education provided through flexible and qualitative distance learning. Later, in the recognition of its vital

role in tackling the country's educational problems and providing access to education for all, it was resuscitated on 1st of October 2002. (NOUN 2012)

National Open University of Nigeria (NOUN) is dedicated to preparing professionals in various disciplines through the distance learning mode. The University is aimed at widening access to education so that it can be available to all citizens that aspire to achieve one and maintaining the quality of education while keeping the cost as low as possible. This is expressed in the university's mission, which is to provide functional, cost-effective, flexible learning which adds lifelong value to quality education for all who seek knowledge. Also, the vision of the university is to be regarded as "the foremost university, providing highly accessible and enhanced quality education anchored by social justice, equity and natural cohesion through a comprehensive reach that transcends all barriers". All these vision and mission statement cannot be achieved without adequate planned curriculum programmes and library support services for the distance learners (NOUN 2017).

The university has eight faculties with sixty – one programme being offered at undergraduate and postgraduate levels. The university has its headquarters at Abuja and centre for Education and Entrepreneurial development in Kaduna. It has 78 study centres spread all over 36 states of the federation. The study centres are categorized into three major types namely Conventional, Community and Special study centres. They are 44 conventional study centres, 17 Special Study Centres and 17 Community Study Centres. (See, Appendix7). The conventional study centres are study centres that the federal government provided the physical structures and accommodation to the university and are usually sited at the state capital of any state while special study centre are study centres sited by organizations, agencies, military and Para-military

like National Road Transport Works, Immigration, Navy and prisons, such agency provide the physical structures and some equipment and hand them over to university authority for smooth takeoff. Community study centres are sited at different towns and the community where they are sited provides an enabling environment and facilities and hand them over to the university some of the community centres are donated by individuals from such community.

NOUN course materials are in print and online through the NOUN website, online tutorial known as “iLEARN”, electronic media such as radio broadcast, audio CDs, CD-ROMs and Online course material which can be downloaded through the university website as the mode of instruction. The university has its first hybrid functional Library established in 2007 in Lagos which is aimed at supporting teaching, learning, and research activities of the university irrespective of the users’ location.

The main library was relocated to NOUN Headquarter Abuja in 2016 when the university headquarters was relocated to Abuja. The library is known as a Learning Resource Centre and is a hybrid library combining electronic resources with print sources in their collections. NOUN library has a well-developed collection of online research databases numbering 32 which can be accessed through the E-Library from the university website www.nouedu.net. NOUN library with access rights to these databases gives remote access to their distance learners to study at their homes, offices, while in transit to achieve excellent academic result bringing flexibility to the learning experience. These electronic resources can be remotely accessed through different devices like mobile phones, palmtops, laptops, notebooks, iPods and other

miniature gadgets. Thus, NOUN learning resource centre brings education to the remotest part of the country where people seek knowledge.

Through the NOUN E-Library, users can access over 1.5million volumes of electronic books and journal, newspapers and magazine articles online. An online resource is relevant only with reliable networks, universal access and a sound IT infrastructure. In view of this, Rudatebwa & Stockman (2007) stressed that online resources demand electricity, PCs, internet connectivity, and a network. At present, the university has hybrid libraries situated at Abuja headquarter, Wuse in Abuja and Immigration Abuja, Lagos study centre, Apapa and McCarthy in Lagos state, Enugu, Kaduna, Benin, Yola and Akure, Asaba, Ibadan, Abeokuta, Jos, Kastina. Others are Bauchi, Dutse, Makurdi Calabar, Kano and Agidingbi study centre libraries which are at their developing stage. The NOUN libraries when fully developed will have a physical presence at all the study centres of the university irrespective of the type of study centre. Conventional Study Centres have 15 developed physical and virtual libraries out of the 44 in the six geopolitical zones of Nigeria. These centre libraries are Yola (North-East) Kaduna, Katsina and Kano (North-West), Jos, Abuja headquarter and Wuse library Abuja (North-Central), Benin, and Asaba (South-South), Enugu (South-East), Lagos, McCarthy, Ibadan, Abeokuta, Akure (South-West). In South – East zone only Enugu study centre library and Yola study centre libraries in North East have a physical and virtual presence in their geo-political zones.

Presently the National Open University library has a workforce of 56 professionals, including nine Senior Library Assistant, eight Library Assistants, and five Administrative staff. NOUN library is open to every student irrespective of his or

her study centre. The library invests much money in the acquisition of resources and subscriptions to various databases considering the uniqueness of the program and changing needs of the students being served. To serve these students entails providing services at their workplaces and even at their homes since they do not visit the library regularly.

However, from the records available in the circulation units of the six study centre libraries namely Enugu, McCarthy, Benin, Yola, Kaduna and Jos show low patronage of these libraries by their students. Also, the E-library sections of the libraries have the same story. The researcher interviewed some users to find out why they do not patronage the library, some users claim that they have their course materials to read, no time to come to the library because of office work, some claim that they can access their course materials from their phones and laptops. Some claimed that with the internet you have all information needed. These views are in line with the findings of Kiilu & Otike (2016) on reasons for non-use of library services by undergraduate which included lack of awareness, perceived lack of relevance, lack of time, distance and poor skills in the use of electronic resources, having personal books and access to internet from home affected the utilization of services provided in the library.

The researcher noticed from all the six conventional study centres of NOUN libraries visited that these libraries market their library services through the library website, posters in the university compounds and organize library orientation for the newly admitted students for them to know the services and resources provided for their learning and research purposes.

Statement of the Problem

Potentials of the libraries to support, teaching, learning and research are enormous yet poor patronage of these libraries indicates that these users are not aware of the services provided. Access to appropriate library services and resources are essential for the attainment of superior academic skills. When users do not access the services provided in the libraries, it will result to underutilization of library resources, services and wastage of fund on the part of the library management. Also, it will promote poor reading culture in the students and over patronage of cybercafés by few serious students. Researchers revealed that marketing of library services to users in academic libraries affect awareness and increases access to library services provided for users.

It has been perceived by the researcher, through observation and experience that there are poor access and utilization of library services provided for the students' of the National Open University of Nigeria. There is poor access to electronic database and textbooks provided for these students as many users claim to be reading only their course materials. Also, there seems to be no link between the students and the library services provided by NOUN library. These negative trends on access to library services by students of NOUN if not checked by the librarians and the university authority, may affect the quality of graduate being produced and make the resources used in providing these services to be a waste.

However a number of articles have been written by both foreign and Nigerian authors on marketing of library services to users in academic libraries but to the best of the researcher's knowledge through extensive search of literature and within the context of this research, no research has been carried out on Marketing of Library

Services for improving accessibility to Students of NOUN. The problem of this study put in a question form, therefore, is what nature and extent of marketing of library services are for improving accessibility to students of National Open University of Nigeria?

Purpose of the Study

The general purpose of this study is to investigate the marketing of library services for improved accessibility to students of NOUN from the conventional study centres in the six geopolitical zone of Nigeria. The specific objectives are to:

1. Identify the extent of library services provided for students of National Open University of Nigeria (NOUN) in the conventional study centre libraries ;
2. Ascertain the extent of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria;
3. Identify marketing strategies and methods employed by the Conventional study centre libraries of NOUN for improved accessibility of library services to their students.
4. Ascertain the marketing channels in use for improved accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility.
5. Determine the extent to which marketing of library services improves accessibility to students of NOUN in the conventional study centres,
6. Identify the challenges associated with the marketing library services for improved accessibility for NOUN students in the conventional study centre libraries in the six geopolitical zone of Nigeria,

7. Determine appropriate strategies to be employed by librarians in the marketing library services for improved accessibility to students of NOUN in the conventional study centres in the six geopolitical zone of Nigeria.

Research Questions

The following research questions were formulated to guide the study;

1. What is the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria?
2. What is the extent of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria?
3. What are the marketing strategies and methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?
4. What are the marketing channels in use for accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility?
5. To what extent do marketing library services improve accessibility to students of NOUN in the conventional study centres?
6. What are challenges associated with the marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?
7. What are the appropriate strategies to be employed by librarians in the marketing library services for improved accessibility to students the conventional study centre of NOUN in the six geopolitical zone of Nigeria?

Hypotheses

The following hypotheses were formulated and tested at a 0.5 level of significance;

HO 1. There is no significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries.

HO 2. There is no significant difference between the mean ratings of students on the accessibility of library services among the students in the different conventional study centres in the six geopolitical zone of Nigeria,

HO 3. There is no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

Significance of the Study

The findings of this study will be significant to students of NOUN, librarians and NOUN management, other institutions and the general public embarking on open and distance education. The findings will help librarians to appreciate the extent of library services provided to the students and the need for the use of marketing research in finding out the needs of library users before providing any resources and services to their respective users. When marketing research is effectively carried out it will help in improving accessibility and increased patronage of the library services by students. The outcome of this research will also create the urgent need to fund the library for proactive strategic planning and marketing of their service to users, by the

university authority. The findings of this work, if adopted will be of great benefit to the management of National Open University libraries as it will reveal the strengths and weaknesses of its library services. The findings will also showcase the areas where adjustment may be made in the library services provided.

Also, the finding will encourage the federal government and the university authority to increase the budget allocated to the library for effective provision of resources and services. For students, researchers and the general public, if library services are marketed it will enhance their access to information for solving their academic problems. The finding will also help Librarians to find the need to evaluate and create awareness on improving the accessibility of their services by their patrons.

Finally, this work will be an additional knowledge in the literature of the Library and Information Science since much has not been written on library services to students of open universities and other researchers will use it as background information for similar studies. Also, the study will help lecturers to appreciate the use of library services for research and to encourage the students to access information through the library for their assignment and other academic works. To the general public, it will help them to understand the Open University librarians and the services they provide.

Scope of the study

The study will cover the marketing of library service for improved accessibility by students of National Open University of Nigeria. The study will cover one Study centre library from the conventional study centres of the university from each of the six geographical zones of Nigeria. This study will cover available library service, the extent of accessibility of these services to the students and the channels

used in informing the users about these services. Also, the problems associated with the marketing of these libraries services and suggest possible means of improving marketing of library services for improved accessibility by NOUN students. The study will also cover all the librarians working in the six selected conventional study centre libraries from the six geographical zones of Nigeria namely Yola (North-East), Kaduna (North-West) Jos (North-Central), Benin(South-South), Enugu(South-East), Lagos(South-West.

CHAPTER TWO

REVIEW OF LITERATURE

The chapter covered a review of literature related to the study. The literature reviewed are presented under the following subheadings

Conceptual Framework

Concept of Open University

Concept of Library Services

Concept of Students

Concept of improved Accessibility

Concept of Marketing

Concept of Marketing of Library Services

Marketing Library Services to Students in Open University

Channels of Marketing Library Services to Students in Open University

Challenges Associated With Marketing of Library Services to Students in Open University

Strategies for Enhancing Marketing of Library Services to Students in Open University

Theoretical Framework

Social Marketing Theory by Philip Kotler and Gerald Zaltman (1970s)

The Five Laws of Library Science by Ranganathan (1931)

Marketing Mix Theory by Neil, H. Borden (1964)

Review of Related Empirical Studies

Summary of the Literature Review

Conceptual Framework

Concept of Open University

Open university is fast becoming an acceptable method of obtaining a tertiary education by a disadvantaged person who could not attain conventional university education for one reason or another. Open University Education (OUE) is a process of extending learning, teaching or delivering instructional resource among learners in locations away from a classroom, through using video, audio, computer, and multimedia communication technology to impart knowledge (UNESCO 2002). Open university is a distance learning mode which gives access to higher education disregarding age and location, through the use of new technology to bridge the institutional gap caused by the physical separation between the teachers and the learners. Mundi (2010) opined that open university refers to the flexibility of learning and access to instruction by the distance education mode in order to ensure that the broad availability of educational opportunities reaches out to as many segments of the population as possible. Also, Pena (2011) sees open university education as a field of learning that focuses on teaching methods and technology with the aim of delivering teaching, often on an individual basis, to students who are not physically present in a traditional setting such as a classroom.

Open universities have their own degrees and curricula although they are similar to the curricula and degrees of a conventional university. This similarity of curricula and degrees structures demonstrates equal quality and makes the recognition of distance education at the tertiary level easier (UNESCO 2002). Open Universities in many countries have developed into what is known as Mega – universities, a term

used in describing a university that has more than 100,000 students. Also, UNESCO (2002) sees the open university as an increased access and flexibility as well as the combination of work and education. It involves more learners – centred approach, enrichment and higher quality of education.

Open university means so many things to so many people, for an employer of labour open university offers high quality and cost-effective professional development of workers in their workplace and upgrading of their working skills responsive to contemporary changes and development. To the government open university helps to increase the capacity and cost-effectiveness of education and training, to reach target groups with limited access to conventional education. It helps in training and promotes innovation and opportunities for lifelong learning. Jegede (2010) stated some benefits of open and distance education in Nigeria which the National Open University of Nigeria is one of its kinds to include the followings; access and equity for comprehensive national development, alleviation of capacity constraints for economic, human resources and rural development, education for all, especially to reduce and totally eliminate illiteracy and poverty. The author included capacity building for human resources development in areas of acute deficiencies such as vocational education, science and technology, lifelong and life-wide education in order to build a learning and knowledge-based society and creates an avenue for transforming our higher education responsive to contemporary changes, development and needs as the benefits of open and distance education in Nigeria.

Also in support of the above assertions Gemegah and Tortoin in Kwadzo (2014) outlined some of the reasons for distance learning education at various levels to include; providing avenue for adults who for whatever reasons could not afford

full-time courses to upgrade themselves; to cater for the increasing demand for improved skills and capabilities of workers to fit into the current opportunities. Also, satisfy 's the demand by people in work to upgrade themselves with higher academic qualifications for better career opportunities and also climb the organizational ladder which gives increasing competition in the job market.

Open university offers distance education at tertiary level with the primary aim of providing access to educational opportunities and resources to all who seek knowledge irrespective of your age, location and it enables one to contribute meaningfully to the society and earn a living. The early pioneer of open education was an Englishman named; Isaac Pitman in 1840s. He taught shorthand by mailing texts transcribed into shorthand on postcards and received transcriptions from his students in return for correction. This scheme was successful because of uniformed postage rate across England in 1840. The University of London was the first university to offer distance learning degrees, establishing its external programme in 1828.

In United States distance learning started at the university level in 1874 at Illinois Wesleyan University where bachelor and graduate degrees could be obtained in absentia. This was followed by the university of Queensland in Australia in 1911. Athabasca University, Canada's Open University was established in 1970. The open university inspired the established of Spain's National University of Distance Education in 1972 and Germany's Fern University in Hagen in 1974. Education through open and distance learning became popular with the invention of the educational radio in the 1920s and television in 1940s. The use of radio and television in learning created a revolution in the scope of the correspondence

program offered in open university. Also, the invention of the telephone system in the early 1900s and teleconferencing in 1980s helped to increase the scope of interaction and learning experiences among educators, the institution and the learners. In support of this Okopi (2010) opined that distance education gained momentum in the early 1980s using a combination of satellite-delivered video and two – way audio spurred by interest and video conferencing technology.

According to Jegede (2010) struggle for access to higher education marked the beginning of distance education in Nigeria. In the 1930s to 1940s, there was only one University College (Ibadan) with less than 70 students in higher education. There were less than 1000 secondary schools and about 5000 primary schools (Tenebe 2010). There were a lot of competitions for admission into the only university college Ibadan during this period. This made many people seek for admission to correspondence college in many universities and other institutions in the United Kingdom. Many students registered as external students for the General Certificate of Education (GCE) both at ordinary and advanced levels at University of London and Cambridge University all in the United Kingdom. The word correspondence college indicates that teachers and students communicated through the posting of mails. The study materials for the students and assignments are mailed to them from the United Kingdom; likewise, students return their assignment to the teachers through posting.

The first university to offer open education at tertiary level in Nigeria was the Ahmadu Bello University Zaria in 1972 when it started University of Air and then followed by University of Lagos (Tenebe, 2010). The increased demand for tertiary education necessitated the setting up of a committee in 1976 by the Federal

Government to advise the government on the establishment of open university. The report of the committee gave rise to the establishment of National Open University of Nigeria by the National Assembly on 20th April 1983 although it was suspended by General Muhammadu Buhari in 1984 and resuscitated by President Olusegun Obasanjo in 2002. Open university learning was introduced in Nigeria with the establishment of National Open University of Nigeria in the year 1983 as an institution of higher learning aimed at providing high accessible and cost-effective learning for all who yearn for it. There are other institutions in Nigeria that offer distance learning as accredited by National Universities Commission

The five accredited institutions by National Universities Commission (NUC) that run distance learning education at tertiary levels are the followings;

1. The National Open University of Nigeria (NOUN).
2. The Centre for Distance Learning (CDL), Obafemi Awolowo University Ile-Ife.
3. The Distance Learning Institute (DLI) of the University of Lagos.
4. The Distance Learning Centre (DLC) of the University of Lagos.
5. The National Teachers' Institute (NTI), Kaduna.

Only the National Open University of Nigeria offers distance university programme without combining it with the regular on-campus university system in Nigeria. The justification for open and distance education in Nigeria as stated in NOUN Profile (2014) are as follows, provision of education for all and promotion of lifelong learning, filling the gap created by the closure of outreach/satellite campuses, cost effectiveness, improved economies of scale, flexibility of delivery system,

maximum utilization of academic personnel, on the job teacher training, poverty eradication, vocational and lifelong education, provision of non-formal education, reaching the unreached and propagation of national orientation

The term open university is a form of education where a student follows the course of study but has little or no face-to-face contact with the teachers in the institution offering such course. This means that various forms of information communications technologies have to be used to bridge the gap between the institutions and the students. The earliest form of ICTS use in bridging the gaps between the institutions and the students are radio, film, television, computers, DVDs and the Internet, as well as social communication media such as Facebook, Twitter, Myspace and YouTube (Durdulov 2010)

Open university students are distance learners who participate in distance education and are typically older nontraditional students with unique characteristics, who need special services provided by their university library in order to obtain an education equal to their on-campus counterparts (Whitehurst and Willis 2009). Also, Bower and Mee (2010) of the Rochester Institute of Technology (RIT) noted that the line between distance learner and campus learners has blurred as all users now demand access outside the boundaries of the campus itself such as electronic access to library materials. Distance learners; learn at a time that suits them and from the location of their choice.

Concept of Library Services

The roles of academic libraries in distance learning institutions are to provide print and non-print resources, reference and referral services, and access to the

electronic database, interlibrary loan and document delivery to their students. Library services in open university libraries are aimed at satisfying the informational and research needs of students of a tertiary institution that studied at a distance. Distance learning library services are information services in support of colleges, university or other post-secondary courses and programs offered away from the main campus or in the absence of a traditional campus and regardless of where credit is given (ACRL, 2008). The recent increase in distance learning programs at colleges and universities have increased the needs to provide library services to distance students. Faulhaber in Gandhi (2003) argues that “distance education without a digital library is not possible but emphasizes that “we need to support (distance learner) with library services or we’ll lose them.

In view of this, the Guideline for Distance Learning Library Services developed by the Association of College and Research Libraries (ACRL 2008) stated that members of the distance learning community are entitled to library services and resources equivalent to those provided for students and faculty in the traditional campus setting. Also the Southeastern Association of College and Schools in Gandhi (2003) which is the regional accrediting agency for education in the south, has a specific criteria for library services in support of distance learning programs as thus distance learning institution must ensure the provision of and ready access to adequate library / learning resources and services to support the courses, programs and degrees offered. The institution must own the library/ learning resources. Provide access to electronic information available through existing technologies, or provide them with formal agreements. Such agreements should include the use of books and other materials. The institution must assign responsibility for providing

library/learning resources and services and for ensuring continued access to them at each site.

In addition to above requirement, Heller – Ross in Gandhi (2003) suggests that library services to distance learners are vital because of the curriculum requirement, students and faculty research needs and the importance of information literacy. The distance learner needs library support to achieve his academic goals. Barron (2002) affirms that students who are truly “distant”, are learners who are more than an hour’s drive away from campus as such need specialized library services and information access more than on-campus students. This is because students on campus can access the library services by trekking to the library to seek face –to - face assistance from librarians, access the print and non-print resources of the library, receive person to person library instructions, interlibrary loan and document delivery services, unlike distance learners.

Hence Association of College and Research Libraries (ACRL 2008) defined distance learning library services as library services in support of the college, university, or another post-secondary courses and programs offered away from the main campus or in the absence of a traditional campus and regardless of where credit is given. The courses being supported may be taught in traditional formats or media, may or may not require physical facilities and live interaction of teachers and students.

Academic Libraries offer many services to distance learning students. Library services are a vital element in learners support services to any distance learner for him to achieve his educational pursuits. The following are some of the library services

which may be offered to distance learners; access to the library catalogue, access to print materials, remote access to online catalogue, electronic database, electronic books, and journals. Others are library orientation, online information literacy tutorial, electronic research guides on academic and special interest, literature search, and topics, online library guide, CD- ROMs, videotapes, Ask – A – Librarian, interlibrary loan, electronic reserve, access to past printed questions , bindery services , photocopying services and document delivery services, and reference services using the social media.

The Standard Guideline in ACRL (2008) further specifies that distance learning library has the primary responsibility to make its resources and services available to its users regardless of their physical location. The library should do these through identifying, developing, coordinating, implementing and assessing these resources and services to meet not only the standard information and skills development needs but also the unique needs of the distance learning community. The followings, although not exhaustive are essential library services; reference assistance; online instructional and informational services in formats accessible to the greatest number of people, including those with disabilities; adequate services hours for optimum user access. Also promotion of library services to the distance learning community including documented and updated policies; regulations and procedure for systematic development of information resources; access to reserve materials in accordance with copyright fair use policies or permission, prompt delivery to users of items obtained from the instructions collections, or through interlibrary loan agreement delivery system and point of use assistance with and instruction in the use of non print media and equipment.

Considering the above-listed library services to distance learners Summey (2004) believes that the core groups of services that consumers expect from libraries include the accessibility to books and other materials along with reference and research services. Johnson (2002) in his own opinion outlined the library services to distance learners to include the followings: Interlibrary loan as a delivery agent by mailing books and journals to students free of charge. Electronic reserve is another example of library services provided to distance learners. The electronic reserve system allows professors to place course reading materials and other study materials on the library website for easy access by distance learners. Library staff in the reserve section of the library can scan recommended reading materials and load the titles into the reserve module of the library catalogue. Library provides access to the subscribed – database electronic resources through the library website. The services include awareness and assistance service through conducting library induction/workshop and orientation to explain the scope of the library services available to students

In a literature review on improving library services to distance learners; Raraigh-Hopper (2010) exposes most common library services offered to distance learners to include “remote access to online library catalogue; electronic databases, electronic books and journals; online information literacy tutorials; electronic research guides on academic and special interest topics, electronic general library guides, Ask-A-Librarian (Chat, e-mail, or telephone), interlibrary loan; electronic reserves and document delivery service.

Also Parnell (2002) outlined library services offered by reputable universities to include; 24/7 access to online library and information resources, direct access to materials contained in general and research collections, assistance from professional

librarians, documents delivery to students, both electronically and via courier or regular postal services, user education programs, access to websites via subject and course-based virtual libraries and access to the physical collections of other institutions.

Another vital library service is the preservation of information resources so that the intellectual heritage could be transmitted to future generations (Fosket, 2005). The process of the preservation is done through the use of scanners to create a digital image of such information source on a magnetic or optical disc. There is an urgent need to draw the attention of our various users to library services provided for them to satisfy their information needs and make libraries variable in this technology age.

In view of this Madhusundhan (2008) opined that librarianship is experiencing rapid change due to the existence of information products and services in a multiplicity of formats which has made libraries and information centres to be competitive and alert. He went further to say that libraries are now subjected to significant pressures from information revolution, which has forced the professionals to adapt to the marketing of services to improve the utilization of their services. Hence library and information products and services are now being recognized as products that can be sold, exchanged, lent and transmitted. To meet the needs of students in distance learning, library services should include access to computers, internet, and database, online access to full text of electronic journals, digitized resources, the online library catalogue, reference services and inter-library co-operation. However, these services can be effectively utilized if there are a well-developed marketing plan and strategies to inform the students involved in the open university on the existence and value of these library services provided. The essence

of marketing library services involves finding out what the users want, then set out to meet those needs.

Concept of Students

Students are persons who are studying at a university or other place of higher education. Who is studying in order to enter a particular profession or who takes an interest in a particular subject (English Oxford Dictionaries 2017)? Students in open university are distance learners because they are students who are physically separated from traditional setting such as a classroom and they learn from a distance. Their mode of learning is flexible in the sense that it allows access to education to students who are geographically isolated or whose work or family commitments conflicts with attending an institution to study at a fixed time and place, Some of these students in open university are students who may have missed their educational opportunity at one level or the other, but have a chance of recapturing the lost educational opportunities by flexibility, low costs, and convenience, without possibly returning to the conventional classroom.

Littlefield (2017) stated that these students are self –motivated and set their own goals. They realize that there will never be face – to- face with people who give them assignments and grade their work. These students enjoy the freedom of working at their pace and appreciate the ability to study at their own time instead of waiting for the entire class. In view of this open university students are independent learners; possess good organizational and time management; can study without an external reminder and manage the stress from the study, home and workplace. Simpson (2012) summaries the attributes of students in open and distance learning to include,

intelligence on the ability to deal with job pressures, ability to handle demands of family, manage the paperwork, create a good study environment, ability to prioritize amongst study demands, handle the stress of being assessed and being constructive criticism.

Awe (2017) opined that understanding distance learning students can help in tailoring distance learning courses, logistics and course design to meet their needs. In agreement with this statement distance learning librarians need to understand the students involve in open university so as to provide library services which will meet their informational and research needs for improving accessibility and utilization. Students of open university access the provided library services and resources in writing their course assignment, studying and carry out research work.

Concept of Improved Accessibility

Accessibility is defined as the ability to reach desired goods, services, activities and destinations, for example, a store provides access to goods (TDM Encyclopedia 2017) so library provides access to services and resources. Improved as defined by Collins English Dictionary (2017) means becoming better in quality, enhanced, gain strength and reformed. Improve accessibility can be seen as gaining strength, enhanced and increased ability to reach out to desired services.

Improve access is concerned with helping users to utilize the appropriate library services in order to attain excellence in their academic pursuit and to satisfy their informational needs. Access is a complex concept that needs to be evaluated in order to find out the usefulness of the services provided. If services are available and adequate but are not accessed there is an urgent need to address this situation. The

extent to which students' gain access to library services depends solely on the awareness created on such services. This barrier that limits the access to these services can be improved through employing adequate marketing strategies and channels by librarians and library staff in creating awareness on the available library services. Thus access measured in terms of utilization is dependent on the affordability, physical accessibility and acceptability of services and not merely adequacy of supply of the services. Library services available must be relevant and effective if the students are to gain access to satisfy their informational and research needs. Gulliford, Figueroa, Figueroa-Munoz, Morgan, Hughes, Gibson, Beech, Hudson (2002) agree that equity of access may be measured in terms of the availability, utilization or outcomes of services.

In the findings from a research carried out by Ugah (2008) on availability and accessibility of information sources and the use of library services at Michael Okpara University of Agriculture, Umudike, Abia state show that nearly 80 percent agree that the use of library services depends on the accessibility of information sources; that information sources are not easily accessible to users due to poor indexing and cataloguing, inefficient loan and circulation system, poor shelving and lack of adequate guides to library arrangements as well as administrative and physical barriers. Also, accessibility of information is affected when the library lacks adequate hardware which will aid the accessibility of the information sources in non-prints media and electronic forms. The researcher recommended improvement in these areas so as to encourage accessibility of these library services by users.

To improve the accessibility of library services by open university students the role of library marketing cannot be ignored. Alkindi and Al-sugri (2013) see library

marketing as the distribution and provision of awareness of the existence of the library, and its resources and services, using different tools and technologies in order to get users to use those resources and services provided for them. Library marketing is about reaching the users and informing them of library services and resources provided in the library by using existing technologies that fit in with users' needs in this new era. Effective marketing can be done by looking at digital world requirements, understanding users' needs and behaviour, and their expectations when dealing with these technologies. When this is properly done by librarians and the library staff there will be an improvement in the accessibility of the services provided.

Web 2.0 brought many advantages that can be used for innovative marketing techniques to improve access to library services. So, library and information marketing within Web 2.0 can be seen as a term that has developed within Library 2.0 applications with emphasis on communication, collaboration and user-generated content, together with the use of different social media software and applications. All these are aimed at creating awareness of the library services and resources to library users and to enhance the effective use of these services and resources in order to improve their learning.

Furthermore, Library of Queensland operational Plan (2014) advocated that for the library to attain a high level of the accessibility of library services to the users. The following should be achieved; increase the use of collections by making them accessible through a range of platforms, including Internet Archive, Flickr Commons, YouTube, Vimeo, Historypin, increase digital modes of delivery to increase public value and make content, services and programs accessibility to everyone, identify and address barriers to access, including print and digital literacy issues; and technological

barriers and increase ease of access, including an identity management solution to provide simpler access to content and services.

Concepts of Marketing

Marketing according to Kotler in Das and Karu (2008) is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchange of values with target markets for the purpose of achieving the organizational objectives. It relies strongly on designing the organization's offering in terms of using effective pricing, communication, and distribution to inform, motivate and serve the market. There are seven major points to be emphasized in this definition which are marketing is a managerial process involving analysis, planning, implementation and control, carefully formulated programs as random actions, but designed to achieve the desired response, and is targeted at bringing voluntary exchange. Marketing selects target markets and does not seek to be all people. Marketing is directly correlated to the achievement of organizational objectives. Marketing emphasizes the target market's (customers) needs and desires rather than the producer's preferences. Marketing is aimed at using effective pricing, communication, and distribution to inform, motivate and serve the market.

The UK Chartered Institute of Marketing in Bhatt (2011) states that marketing is the management process which identifies, anticipates and supplies customers' requirements efficiently. The essence of marketing includes finding out what users want, then set out to meet these needs. All librarians should be involved in the process of assessing users' needs and devising a means of fulfilling them, by so doing library

resources and services will be marketed. In order to achieve an effective result, librarians need to understand and embrace marketing activities. In another definition, Enache and Maffei (2003) perceive marketing as an integrated way of offering library services with adjustment to the environmental influences, the analysis of needs and goals of the present and potential users. The imaginative modelling of services, target communication, facilities, conveniently and attractively placed the value of services which surpasses the user's cost for obtaining them. Libraries provide services to users irrespective of their kinds. So any action or activities the libraries use in promoting library services to users in order to attract them to use the resources available to them is an act of marketing.

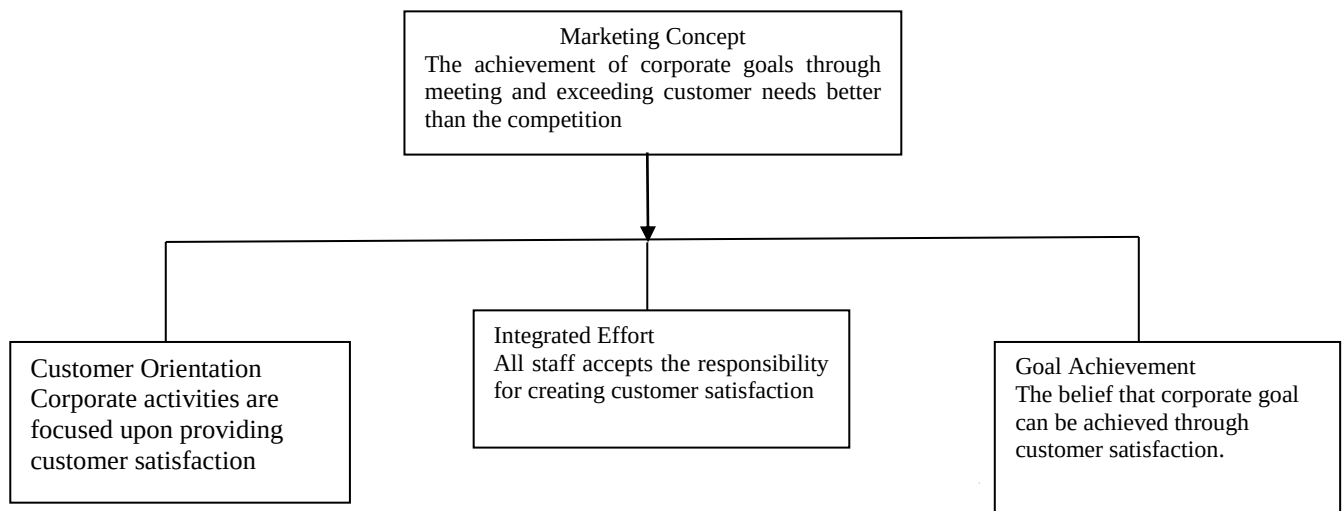


Fig 1. Key Component of the Marketing Concept (Adopted from Jobber, D. and Fahy, J (2009))

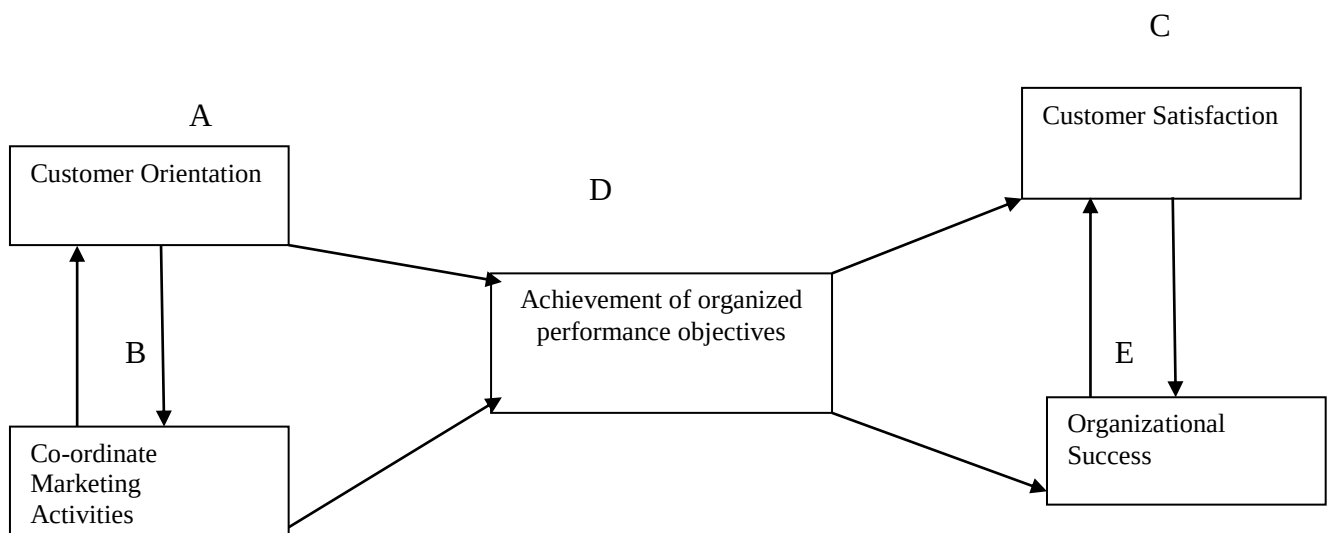
The marketing concept is aimed at putting the customer and customer satisfaction at the centre of things. In support of this, Pride and Ferrell (2011) believe that marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationship and maintain

favourable techniques with stakeholders in a dynamic environment. Kotler and Armstrong (2010) defined marketing as human activities directed at satisfying needs and wants through exchange processes, also is a social and managerial process by which individuals and organizations obtain what they need and want, through creating and exchanging value with others. So, the two issues highlighted in the above definition of marketing involve building profitable value-laden exchange relationships with customers and building strong customer relationships in order to capture value from customers. The above definition of marketing by Kotler and Armstrong involves the exchange of product or service for money, customer satisfaction with reference to the needs and satisfaction.

Goals and objectives of marketing are aimed at achieving the goals of the buyer and the seller. The process involved in marketing emphasis methods/ strategies that marketer must undertake to ensure that the customer needs are identified. This is done through a process of marketing research and then supplied through the development of a product supplied at a price; through appropriate channels with the effective promotion. The Product supplied at a price indicates the exchange of goods, services, ideas and people. Market research shows that library should systematically gather, record and analyzed data related to the demand for a service or product by library users. The analyses should be in terms of funding sources, the contribution the library makes to the mission of the parent institution, resources available and the needs of the users. There are two basic functions of market research; which is reducing the uncertainty of the decision-making process of marketing and to monitor and control the performance of marketing activities.

All the processes of marketing undertaken by the library must be guided by these objectives. The marketing process begins at the university objectives from which the library derives its mission statement. The mission statement should reflect the values of the library and the services it provides. In view of this Ifidon and Ifidon in Ifijeh (2011) outline the major objectives of university libraries as; the provision of material in support of the learning process, provision of materials for research for students and faculty; provision of materials to help library users in their personal self-development; cooperation with other libraries to broaden access to materials for the benefit of users in meeting the specialized information needs of the university community.

FIG 2 Components and outcome of marketing Concepts



Source: Adapted from Sommers and Barness in Nwegbu (2010)

From the above diagram, marketing is customer centred and so all the planning and operations of an organization must be customer centred. This shows that every department and staff of the library should focus on the satisfaction of the information

needs of their clientele. In order to achieve this, acquisition of library resources should be done in accordance with the curriculum or programmes of the university. The coordination of marketing activities should not be done in isolation but with the combined effort of the faculty who sends lists of core text to the librarian for acquisition. Also during the acquisition process, the librarian should endeavour to go through the reader's request file before making the final selections in order to satisfy the information needs of their users. Whenever the needs of these users are met it leads to the achievement of library objective which results in organizational success.

The marketing concept is based on three beliefs which were illustrated by Summers and Barness in Nwegbu (2010) where marketing is regarded as a total system of business activities designed to plan, promote, and distribute want-satisfying product, services and ideas to target markets in order to achieve the objectives of both the customer and the organization. According to them marketing is a system for business activities which is designed through the plan, price promotion and distribution of products, services that are valuable for the present and future of the target market and the organization.

The implications of the definition of marketing by Summers and Barness are: that all the marketing activities in the organization must be customer – oriented which must centre on customer relationship – customers needs and wants must be identified and satisfied effectively and marketing program includes ideas for the product or services which will not end until the customers wants are satisfied. The marketing program in the organization should consist of four co-ordinate elements namely a product or service assortment, a pricing structure, distribution system, channels and promotional activities.

Marketing is all the activities involved in making sure that you are continuously meeting the needs of your customers and getting value in return. Marketing activities include “inbound marketing” such as marketing research which is aimed at finding out what group of potential customers exist, their needs, which of the needs you can meet and how to meet them. Inbound marketing includes analyzing the competition, positioning your new product or service and pricing your products and services. “Outbound marketing” includes promoting a product through advertising, promotion, public relation and sales. Marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivery of the desired satisfactions better than competitors do (Kotler and Armstrong 2010). In order to achieve the inbound and outbound marketing process, there should be a well-defined marketing plan.

The market plan involves the identification (through market research) of specific customer needs and how the firm intends to fulfil them while generating an acceptable level of return. It includes analyzing the present market situation (opportunities and detailed action programs, budgets, sales forecasts, strategies, and projected financial statements.

Also Sharma and Bhardwaj (2009) view market plan as the actual process which will establish the library’s business goals and objectives and figure out how to achieve them. Katz in Sharma and Bhardwaj (2009) sees marketing action as the most effective when the actions include, relevant activities that are planned and coordinated. A marketing plan is a tool which will ensure that the library services and products are viewed in a focused and clear way. Market plan components according to Dubicki (2007), project description; which is a detailed explanation of the

product/service which the library wants to promote or offer while Current market; indicates how the products are currently being used and whom and who are the library's competitors in providing similar services. SWOT analysis; identify the strength, weakness, and opportunities and threats the library faces with the services. Target market; identify the key user of each service based on similar customers' needs. Marketing goals and objectives; goals are statements of purpose such as increasing awareness and usage and objectives are the measurable means the goals are intended to achieve. Marketing strategies; which entails marketing approach to be employed in achieving the goals and objectives – selecting appropriate marketing mix. Action plans involve defining the steps to be taken in achieving the objectives, identify the cost associated with the tasks, and define timelines and the assignment of responsibilities for the completion of the tasks. Evaluation/ Assessment techniques are the ways of measuring the success or failure of the marketing process. The marketing plan should be revised on an annual basis to reflect any change in the library environment and the revision of goals based on the previous year's experiences.

Concept of Marketing Library Services

The interest in the marketing of library services has increased over these years because there is an urgent need to take information to the users wherever they may be found and to make library relevant in this era of the computer age. Marketing of library services is an integrated way through which librarians showcase their services to their users. Keiser and Galvin in Kumar Das and Kumar Karu (2008) are of the view that the world in which libraries exist has changed dramatically. It moves faster, relies on technology and competes more intensely. Fearful this change may threaten our existence; we must look up to marketing to help us manage better. Librarians and

library staff should show a positive attitude and favourable relationships with users through welcoming them to the library with a warm smile and meeting their information needs. Through these means, librarians will market the image of the library to various users. So in meeting the information needs of users, marketing attitude plays a vital role. Das and Karu (2008) said that good reputation may involve cordial relations with the community, good facilities, high service standard, good discipline, a well-qualified staff and good results. As such, marketing efforts can help librarians in improving their image and that of the library through improved services.

Marketing of library and information services is vital for any professional librarian, in order to promote the image of the library and the community it tends to serve. The size, type and the location of the library do not matter. There is always need to draw the attention of your community, staff, administration and students to the library and information services available to them. According to Jestin and Paramaswani (2002) libraries and information centres have realized that marketing of information products and services is an integral part of administration especially as a means for improving users satisfaction and promoting the use of services by current and potential users. Also Nwegbu (2010) is of the opinion that library as a nonprofit organization should market their services in order to satisfy the users irrespective of their type, size, and purpose and must perform the following marketing activities; identify the customer they wish to serve or attract, specify objectives, decides on price to charge (although they use terms such as fees, fines, donations), determine where services will be offered, communicate their availability of the services through, advertisement or signs or public service announcements.

The interest and needs of the library user are paramount in the provision of library and information services. This implies that if you don't have the users you do not have a library. The success of any library should not be only in getting users but also on how to keep its consumers. This can only be possible through knowing their information needs and constantly meeting their needs through making the users be aware of the information sources available to them through marketing. Marketing helps to bring the library users closer to the librarian and the library. In support of this Gronoroos in Jobber and Fahy (2009) stressed on the importance of relationship building in the definition of marketing when explaining the objective of marketing as establishing, developing and commercializing long-term customer's relationships. Gronoroos in Jobber and Fahy went further to say that since most markets are characterized by strong competition, the statement suggests that there is need to monitor and understand competitors since the customers can turn to their rivals for their needs to be met.

Marketing of services covers those activities that connect the organization to those parts of its environment and outside world that use, buy, sell or influence the outputs it produces and the benefits such services offer. As Kotler in Jestin and Parameswari (2002) points out, organizations such as museums, universities, libraries, and charities need to market their causes and their products to gain political and social support as well as economic support. Marketing is planning and managing the organization's exchange relations and clientele which comprises of studying the target market needs, designing appropriate products and services and using effective pricing, communicating and distribution to inform, motivate, and serve the market (Jestin and Parameswari 2002). They went further to stress that libraries and information centres

have begun to realize that marketing of information products and service is an integral part of administration especially as a means for improving users satisfaction and promoting the use of services by current and potentials users.

Marketing is not just about developing and promoting new services and products but it includes bringing awareness to clients on the existing services and products and determining their appropriateness (Sharma and Bhardwai 2009). All these library services provided by a library needs to be marketed in order to create awareness of their existence so as to increase the utilization of such services. There are many reasons to justify the expenditure or effort employed in the marketing of library services to distance learners. According to Guideline for Distance Learning Library Services (ACRL DLS, 2000), institutions of higher learning and their libraries “must meet the needs of all their faculty students and academic supports staff wherever these individuals are located” As stated in the Guideline, it is the responsibility of the librarian in charge of the distance library service to discover the needs of the community being served, provide equitable services and resources. The “guideline” specified mandatory promotion of the resources and services available to those involved in distance learning at academic institutions. Some of the services that should be marketed are the arrival of new books and non - books materials, reference sources and services, access to the library database, guides on how to use the library, inter-library loan services, selective dissemination of information (SDI), use of Online Public Access Catalogue. In order to market these library services effectively, the librarians are expected to put the followings into considerations as stated by Agha (2004). know the purpose of the library, identify the core business of the library, understand the changing relationship between the library and its immediate and

broader environment. Also, know enough about library customers to establish a meaningful and mutually beneficial relationship and monitor the information needs of library customers periodically. Determine the products and services that would best meet the information needs of customers and plan and design identified products and services within the limits of available resources. Furthermore create awareness among the customers on the existence and availability of products and services, monitor the use of products and services and evaluate products and services periodically.

Furthermore, Shontz, Parker and Parker (2004) perceive marketing of library services as a purposeful group of activities which foster's constructive and responsive exchange between the providers of library and information services and their actual and potential users. These activities are concerned with the products and, a method of delivery and promotional methods. Also, Ifijeh (2011) defined marketing of library services as understanding the objectives of the library, researching the needs of the target market, packaging the library and its services to meet these needs. This shows that marketing concept emphasizes on customer's needs and the coordination of marketing activities to achieve both the customer and the organizational objective.

Lovelock and Wirtz (2010) identified a few key characteristics of services marketing which can be applied to the marketing of libraries services to include the followings,

- i. There is no customer ownership; which means that in a library setting, customer derives value from services without obtaining permanent ownership of a tangible product. Patrons check out materials, obtain reference services, or participate in book clubs; however, they don't actually purchase a product.

- ii. Although library clients read books, use databases, and check out games, the service performance is intangible. The benefit comes from the knowledge or experience gained from the activity.
- iii. Many library services involve the client as an active participant. For instance, reference interviews are an important element of reference services. A positive experience with the staff member, the comfort and convenience of the facility or the ease of use of the website may determine whether the patron will return or not.
- iv. People as part of the product shows that, in high-contact services, customers come in contact with staff members as well as other patrons. While a staff member may coordinate a book club, the core activities may be organized by volunteers and group members. As such, the customers become part of the service. Although a service may be face-to-face, increasingly libraries provide virtual services such as virtual reference services, online homework help, and distance learning workshops.
- v. Variability in inputs and outputs; are because services may involve a variety of staff, volunteers, as well as other patrons, it's difficult to control the quality of services. Standardizing procedures can increase the likelihood of a consistent, high-quality experience.
- vi. The difficulty of customer evaluation shows experiences can be difficult to evaluate. By matching needs to specific services, features are easier to examine.

vii. Different distribution channels show libraries have many ways to disseminate information. Increasingly, online communication and interaction are important services. Rather than trying to be all things to all people, today's libraries are positioning their services to appeal to specific market segments. Information services must be tailored to customer needs, shared efficiently, and actively promoted to users for their utilization.

Marketing Library Services to Students of Open University

The librarians should work with faculty in developing courses, specific websites and subject search guides for improving access to available library services to students in open university. It is most regrettable that lack of physical proximity, most distance learners cannot access library services available to them from their parent institutions; neither do they use them until when they are faced with the examination and class assignment. In support of this statement Lebowitz (2001) points out that “most students do not think about library services until they encounter a problem or realize that they do not know how to use the library and its resources effectively. The marketing of library services to students in open university will help in making the university administrators see the need to fund the library for efficient services. Gandhi (2003) opined that in order to ensure adequate funding for library services to distance students, it is crucial that librarians market their services to college and university administrators. This is to avoid being marginalized and to ensure that they have adequate budgets to support the library needs of distance learners.

Nwosu (2010) argued that marketing is very necessary for today's and tomorrow's world because government funding of libraries and information centres has been declining. Hence libraries and managers must be forced to generate revenues by carrying out marketing research on the information needs of students involved in open university education so as to provide rightful information timely and effectively. The Society of College, National and University Libraries (SCONUL) in Brewerton (2008) summed up the needs and expectations of the distance learning students in one word which is "access". Students will require timely access to information, space, group study rooms and study area equipped with PCs and library services. Since distance learners may not visit the building often; it is essential that the library is proactive in marketing services to this unique population. Owens (2009) agrees that the benefits of marketing library and information services include; to demonstrate values to users, help the organization to see the bigger picture; build users allegiance, trust and respect, gain organizational support; enhances visibility; shapes perception of users and engenders accountability.

Smith (2014) believes that some people are of the opinion that library marketing is unnecessary but stressed that with everything out there competing for our users attention, librarians need to remind them that not only are we here and wonderful, we also have resources and services that are exactly what they are likely to get anywhere. Smith went further to say that "unless we keep reminding people how wonderful we are, most of them – you know, the ones who aren't in our libraries weekly – will simply forget" (Smith, 2014). Students in Open University should be reminded of the resource and services available for them in the library since they do not visit the institution regularly as students in conventional university do. This can effectively be

done through strategic marketing of these services to create awareness for maximum utilization of the services provided and to promote the image of the librarians and libraries. As Wright in Klassen (2000) states that image is critical to the success of an institution, having a full understanding of the institution and merging these effectively with marketing publications and activities will help to improve the image of the institution. Also, Igbeke (2008) stated that when library services are marketed it creates a relationship between the customer and the library. This will invariably create a link between the librarian and the students of Open University.

Marketing of library services is essential to ensure maximum utilization of resources provided for users by librarians and library staff. Whether library is physical or virtual an academic library's collections and services are relevant only when they are used by their intended audience. Use of collections and services is not only a reflection of how well they have been developed to meet the mission and vision of the parent University, the academic curriculum and faculty research needs. It is also a result of how well informed the community is about specific resources offered by the library (Smith 2011).

Duke and Tucker (2007) pointed out that the higher quality and more relevant services of an academic library must be communicated to demonstrate how they meet the needs of current users who may not be aware of the library services they are not using, as well as to attract totally new ones. They believe that marketing should be a continual process because academic libraries have a continual turnover of students and a constant stream of new users. They went further to stress that marketing plan should have a framework for the development of activities that can build on and modified over time as users need change and library services evolves to meet them.

The element of marketing should address the target market(s), who will be doing the marketing, what can be marketed, the nature of market activities, what should be included in the activities, evaluation of each activity effectiveness and budget consideration.

Society of College National University of Libraries (SCONUL)'s Focus newsletter in Brewerton (2008) summarized much of the literature when he argued that academic libraries should market library services because; return on investment is needed, customers do not know what they offer. The digital world is often invisible, so the library needs to become visible. The world is changing faster than ever; academic libraries need to remain relevant. There is no longer captive audience there is need to reach various users and professional image needs to be marketed in a positive and relevant manner.

Also Nooshinfard and Ziaiel (2011) writing on Academic Library Website as a marketing tool outlined the followings to be the benefits of marketing library to users; Convenience, ability to control information and technology, increased ability to select information, increased ability to analyze, increased time of access, increased sense of certainty, decreased human error, decreased need for interaction. The benefits of Marketing for specialist (librarians) are facilitating task, saving time and reduces communication gap, diminished time to reply, fulfilling individual requests, offering services at any time, ability to perform several task simultaneously, creating positive image of the library in the mind of students in open university who learn from a distance. Thus, marketing helps to ensure that users; know what information exists know how this information will look in the interface. Know where to find this

information on the site and on the page; know how to use information, and use the website as a navigator for all users. (Nooshinfard, and Ziaiel, 2011)

Libraries and information centres in open university employ different strategies to achieve these benefits through acquiring and organizing information services and products to satisfy the information needs of their patrons but regrettably, these services and products are not fully utilized and appreciated by their users. Bhatt (2011) pointed out that “the best way to overcome this problem is by designing and developing an appropriate marketing strategy for LIS products and services”. Marketing of information sources will help librarians to draw their users to utilize the library services and help in generating revenue for the library. Information marketing has become popular because of reduction in the use of library services worldwide. Also the competition for limited funding which shows that libraries must review their information providing activities in order to look for areas of selling its products and services to generate revenue (Anafor 2014).

In summary Gypta in Soroya and Ameen (2013) argued that literature produced during 1970 -1980 promoted concept that marketing is equally applicable to libraries as applicable to other products of business industry. The major reasons for applying marketing in library services to students in open university will be to adopt the philosophy, to manage libraries better, to make libraries customers focused; to increase users' satisfaction and to improve the library and librarians images. Above all Sharma and Bhardwaj (2009) agree that Library marketing is critical for any information professional in order to spread the word about their library. It doesn't matter what library type, it doesn't matter how large or small the library is - you need

to draw attention to your library, your services, your worth to your community, your administration, your staff, and your users.

In Nigeria library is a non- profit making organization that provides information for people who desire them. It is generally assumed that library users will certainly come to seek for information and knowledge but the assumption is changing due to competitions library is facing from other information providers where users can get the information needed with a free without coming to the library. This called for an urgent need for librarians to market their resources and services for more patronage and accessibility for old and new library users. According to Ned and Terry (2012), it is more important (and more realistic) to build up awareness of the services we offer to the relevant group over a period of time. So that when they do require something, we provide we are the first they think of. Also, Ronke (2013) stated that library in Nigeria should market their products and services because of the following reasons; libraries are no longer the only information industries, there are free web access providers, online books dealers and information consultants. The library has to compete with these organizations; there is a need for the library to remain relevant to the community they serve in this technology-driven information age and librarian should be visible for people to appreciate their roles. Ronke concluded that effective marketing of library services in Nigeria will increase library funds, increase usage of services, educate customers and non –customers, change perceptions and enhance the clout and reputation of the library and staff. The need to market library services irrespective of the type of library, students, services and resources offered are paramount work of librarians.

Channels for Marketing Library Services to Students of Open University

Students in open university are known as distance learners because they learn at a distance and at their own pace. Many channels can be used to market library services to this group of distance learners to ensure delivery of “equivalent” resources and service to distance learners as stated in the ACRL requirement for distance learners’ library services. Distance learner rarely come to the library to use the resources and services provided, in view of this Barron (2002) points out that libraries should be in the business of helping students get information; they want, when they want it, and getting it to them regardless of where they are physically located. Adegoke (2015) stated that Usman Danfodiyo University Library Sokoto-Nigeria markets their resources and services through displays and exhibitions, interactive library portal linked to the university website, use of banners to announce programmes organized by the library and user education for newly admitted students.

Irrespective of the channel to be used in the marketing of library service the message should always tally with the product or services provided. In view of this Dubicik (2007) emphasizes that promotional messages and material must tie together and consistently communicate to its intended user’s group. This will create a demand for the “product” and its use. He went further to enumerate some of the channels used in the marketing of library services in Open University libraries to include the followings;

Direct selling/word of mouth is a powerful promotional tool. These free media can be done by the library staff, key faculty members and trusted patrons spreading the library services to other customers. Also, Bhattacharyya (2010) agrees that word of

mouth marketing strategy is regarded as the most powerful tool for marketing. Libraries should endeavour to provide excellent services and products to draw users to the library.

Printed brochures can be made available in the library, distributed during orientation and can be mailed to patrons. It can be placed where users are likely to be visited to help in creating awareness on existing library services for students.

Posters can be placed wherever the client will see them, producing a high visual impact. They should be attractive and well worded to draw the attention of the users to message. Akpom (2010) is of the opinion that use of leaflets and posters should be used to market library services such as display of new arrivals and book reviews to create awareness to users.

Furthermore, giveaways can be used as channels for marketing services this is done by emblazoning your library logo and website on items to be distributed to patrons, such items like pen, pencil, bookmark, coffee mugs, bottled water, T-shirts, calendar, postcards, tote bags and key chains. Use of Open house through scheduling an open house several times in a year to introduce your library staff to patrons and offer demonstrations of the library's e-resources for fast access. Use of workshop and seminars in providing training on new services, or create a regular schedule of training for patrons on various e-resources and other library services. Through the provision of a link to the e-resources directly from the library OPAC and distribution of newsletters in multiple formats depending on the intended target- print, electronic and web-based. Incorporate brief description of e-resources, show its subject coverage, offer search tips and announce training sessions and sending an e-mail to

those patrons who will be most interested in the service and who will see it as beneficial products. This is most personalized marketing technique directed to a specific market segment. Also, make the message worth the recipients' time to read a message from the library. Introduction of RSS feeds to allow a patron to sign up for automatic notification of news items from the library.

Other means of marketing library services to users are; use of Course Management Systems which include creating links to library resources in courseware such as Blackboard and Desire2Learn to augment course materials. Faculty can help in connecting students to course-specific resources such as tutorials, reading assignment-resources and online reference services, exploit media outlets for the community or college campus such as local/ school newspapers and cable television programs to promote library services.

The library website should be used in providing a direct link to services and they are highly visual and interactive for users. The web page can be used in announcing old and new databases, making patrons current with the services provided in the library. Library websites can be placed in other libraries or community websites to draw the attention of more users or create a library blog where users can interact with the library. Stressing on the use of library website as a channel of marketing services, Chesnut (2006) pointed out that the library webs page is an important marketing tool, especially for distance learners because important news and contact information can be placed on the first page of the site where it can be easily found. She also suggested that faculty should put library link into their classroom sites.

In a similar opinion, Bower and Mee (2010) pointed out that library services should be provided to the distance learners and faculty through phone and e-mail. Nowadays more academic libraries have developed websites through which they reach out not only to their active users but also to their intended users or non – users in order to satisfy their information needs. The library website is a very important instrument in the marketing of library services to distance learners. The main advantage of the internet is that it gives the possibility of direct communication between the one who performs a service and the beneficiary of the service (Bugheanu 2010). Since good communication is vital for every marketing activity. He stressed that webpage is library's best instrument for online marketing. The webpage represents the link between the library and its users, through text and image. Although many libraries have a webpage of their own of late they have realized the vital role the library webpage can offer in the promotion of library services to library users.

The use of internet has introduced internet marketing in librarianship which has enhanced marketing of library service to distance learner. Ilo and Ifijeh (2010) said that Nigeria students rely on electronic resources, especially the Internet in their academic pursuits, they suggested that university libraries can take advantages of the internet in driving their marketing effort towards these target group. Harrigen and Hubert (2011) said that the internet is now a completely interactive (web 2.0) tool that actually requires practising two – way marketing between themselves and customers.

Learning Management System (LMS) is another tool in use for the marketing of library services to users. Nichols and Mellinger (2007) opined that undergraduate in particular; seek information based on course assignments. They are normally seen in the library whenever they are challenged with an assignment or examination. The case

of a distance student is that he may or may not set foot on the campus let alone visiting the library. According to Black and Blankenship (2010) to help solve the problem of underutilization of library services the Ohio State University Library created a system they called “Carmen Library Link” to make library materials available to students through the Library Management System (LMS). The tool developed permits libraries to build a collection of resources that can be delivered to students based on their courses and department. According to them the “Carmen library link” delivers a page of library resources to students when they click the link labelled library within every course page in the Library Management System. The resources list appears in the convenient location of LMS and within the confines of their courses, the library resources are more likely to be in the flow of the student’s coursework.

The Carmen Library Link can also be used in the marketing of library services to users in open university through each student’s portal where their semester courses are posted; a link can be created to integrate the “Carmen Library Link” into the student’s portal. Then a list of all the resource and library services relevant to his course of study available in the library will be made known to him through this means. This will help in creating awareness; improve access and utilization of such services being provided in the library

The use of embedded librarians’ model can also be a veritable channel for the marketing of library services to distance learners. An embedded librarian is a librarian who focuses on the needs of one or more specific groups, building relationships with these groups, developing a deep understanding of their work, and providing information services that are highly customized and targeted to their greatest needs

(Shumaker and Tally 2009). Sullo and Butera (2010) emphasized on embedded librarian model for promoting library services to distance education students through library integration within the course management system. Through this channel students can receive assistance from librarians and librarians can as well market their services to distance learner. Libraries can market its services and events through using of flyers, bookmarks, and announcements in calendars of events, newspapers and press release (Burkhardt 2009).

Johnson (2002) outlined some of the ways librarians can employ in the marketing of library services to distance learners to include through using a delivery agent to mailing books and journals to students free of charge. An electronic reserve is another example of library service provided to distance learner. The electronic reserve system will allow professors to place course reading materials and other study materials on the library websites for easy access by distance learners. Library staff in the reserve section of the library scan's recommended reading materials and load the files into the reserve module of the library catalogue. This method gives easy access to distance learners and saves their time of coming to the library. Access to subscription-based electronic resources should be available through the library website. He also stressed that awareness and assistance services can be done through conducting library induction/workshop and orientation to explain the scope of the library services available to students.

Social Media is another channel of marketing library services to users. According to Khan and Bhatti (2012), social media marketing of libraries is the way of advertising library, its brand products and services via web 2.0 technologies. By using social media libraries can engage with their clienteles and enable them to

participate in the production of library products. These social media includes facebook, twitter, MySpace, blogs, podcasts, photos, video, Flickr, wikis etc. Hendrix and Zafron (2009) said that the main aim of using Facebook in libraries is to market the library and push out an announcement to library users for promotional purpose. Social media is an effective tool librarian use in the marketing of library services to users. Social media such as Facebook, blog and twitter are perfect examples. In support of this Decker and Tomlinson (2014) are of the opinion that academic librarians must continually promote the library as being technologically up-to-date knowledge hubs and by using a medium that is already familiar to the student body, the library's larger marketing campaign is furthered. Social media like library blog can also act as an "explainer," using library resources and services as content providers to provide clarity on topics of interest to readers. Blog content acts as a discovery method for readers; librarians can use their posts to help readers discover answers to questions they didn't know (Dankowski, 2013).

Furthermore, Khan and Bhatti (2012) writing on the implications of social media in the marketing of library services resources emphasized that social media is integral to the marketing of resources and services. That it allows the user to create, connect, converse, contribute, vote, access and share information online. They emphasised that library can advertise different upcoming events like conferences, workshops, orientation by uploading their videos on the YouTube, Flickr can be used in sharing and uploading pictures of different library events and services. Facebook can be used to share information about new arrivals in the library. In summary Yi (2016) is of the view that to adapt to the evolving information technologies, librarians should use a group of software applications such as blogs, wikis and podcasting,

YouTube, Flickr, and social networking services such as Twitter and Facebook to market their services and resources.

Challenges to Marketing of Library Services to Students of Open University

Keiser, (2010) outlined these challenges to include awareness and access issue, understanding what users need and expect from a library, economics and value measures, changing organizational structures. In the marketing of library services librarians are faced with a myriad of problems as discussed below;

Marketing of library services requires packaging and repackaging of some of the services to make it marketable. This requires funding; when these funds are inadequate it frustrates marketing efforts and makes the librarians' efforts fruitless. D'Angelo and Maid in Raraigh-Hopper (2010) acknowledge that limited resources have a reel impact on how much outreach a library can do and this could hinder its ability to provide services to the community of distance learners. Also, libraries around the world are experiencing dwindling budgets due to technological advances and today's dynamic economic climate (Spalding and Wang 2006). Some findings from research carried out show that libraries do not have separate budget or allocation of fund for marketing of library services; this implies that marketing of library services may or not be done at all.

Some librarians and library staff are very unfriendly to their users and making the library environment to be so hostile to users, in such situations no amount of marketing will help in retaining and bringing new users to the library. In view of such attitude Shama and Bhardwaj (2009) opined that in libraries where the librarians are unfriendly and lazy, users are driven away by the personality of the librarian which in

turn determines the rate of utilization of the library by its users. Also, Rin and Sconul in Estall and Stephens (2011) emphasized that library professionals had agreed that “there is a strong feeling among senior librarians that they have failed effectively to communicate the value of their services to those who fund and use them”. When the administrators and the user’s needs are not identified and communicated to through effective marketing plan such marketing strategies will not produce a good result. Meldrum in Estall and Stephens (2011) suggested that attitudes of users and library staff should be considered in marketing implementation. Attitudes are alterable through education and training and are affected by organizational leadership and culture. Inappropriate attitude could hinder successful marketing implementation.

The marketing plan will help librarians to assess where we are (market research) where we are going (objectives) and how we are going to get there (strategies). Many research carried out like Nwegbu (2010) and Aharony (2009) identified lack of marketing plan and policies as a major impediment to marketing library services to users. When a library markets its services without having a committee to decides what to do, who will do what and when marketing process will break down “every body’s business is no man’s business”. This view was supported by Baro and Ebhomeya (2013) commenting on several factors militating against the effective marketing of library resources and services as a poor marketing strategy, the absence of marketing policies, lack of skilled manpower and infrastructural constraints.

The poor attitude of librarians and library staff to engage in marketing activities adds to the problems. Some librarians and library staff are not willing to accept change because they believe that new concepts may displace or add more workload to

them. They believe in “as it was in the beginning so it remains”. In support of this Carlson in Lamb (2012) stressed that “the word marketing has somehow achieved an amazingly negative connotation. Among libraries, it often seems to equate it to either ‘way to much work’ or “unnecessary fluff”. They do not know that learning is a continuous progress when you refuse to change, change will elude you. They believe marketing was not included in their curriculum during their training so it is not relevant. So as professionals they should sit down and wait for the patron to come thereby holding to the traditional duties of acquisitions, cataloguing and shelving of resources.

Some users have developed a negative attitude towards the library and its services. They believe that they can get any information they need through cybercafé and use of the internet without using the library services. Marketing of library services to distance and residential students is an ongoing challenge. Librarians and library staff often put forth great effort to make “distance learners aware of all services that are available to them, however despite the best effort what we often hear from students late in their program or even after they have graduated is that they were not aware of document delivery or other library services (Behr and Hayward 2008).

According to American Library Association (ALA.2003), almost 69 percent of personnel involved in marketing and public relations activities do not have this in their job descriptions while most librarians have no marketing training. Abelloero in Estall and Stephens (2011) listed other barriers to effective strategic marketing as lack of knowledge, weak support from administrations, an issue with terminology and failure to integrate marketing planning with strategic planning. On lack of knowledge Smith (2014) stressed that sometimes someone in computer services is assigned the

responsibility for electronic marketing regardless of whether they know anything about marketing or possible even librarianship, just because they know a lot about electronics. On terminology problem, Gross (2014) is of the opinion that librarians should start using the terminology of education to describe their services in order to help stakeholders realize their values.

Rossiter (2008) summaries challenges in the marketing of library services to include the followings; the library has no specific funding for marketing initiatives, lack of staff trained in marketing techniques. As library schools have not traditionally offered marketing courses; it is imperative that librarians and staff develop such skills on the job training. Also public's perception that libraries are boring places with only books and that the internet makes such facilities obsolete. She went further to say that public's perception can change through marketing of the library and its services when people know of the materials and services available through the library in addition to, books on CD, music CDs, DVDs, free internet access and access to research database they would be far more inclined to frequent use of the library.

Ifejeh (2011) outlined some the problems involved in marketing of university libraries in Nigeria to include lack of fund for packaging of library services and resources for marketing, poor infrastructure, low morale among librarians, lack of business expertise, so librarians tend to focus on the traditional duties of acquisition, cataloguing, classification, shelving and wait for library clientele to come instead of reaching out to old and new users through marketing of their resources and services. .

Some of the problems encountered are that organizations often fail to discover who their customers are and their needs; however, they may make assumptions about

their customers. In view of this Cheney (2007) summarizes this by saying that librarians, as well as other types of marketers, all too often fall into the trap of assuming that they know what is best for their customers, and consequently rush head first into developing and promoting a product or service before asking whether anyone really wants or needs it. So for effective marketing of library services librarians should first find out the information needs of their clientele through conducting market research, the mission and objectives of the institution that offers such programmes should also be considered in the provision of these services.

Strategies for Enhancing Marketing of Library Services in Open University

Developing a strong marketing strategy is essential for the success of any library. Library as a service firm faces a lot of challenges in their marketing strategies as it's often do not offer physical products to be consumed by their users. In order to succeed library management needs a high level of professionalism and efficiency in their marketing strategies in order to provide services which will attract their clientele. Marketing of library services to students in open university can attract donations of resources and fund to the library to improve utilization of the resources and services provided in the library. All these can only be achieved when effective marketing strategies are put place by the librarians and library management. Marketing strategies for the library must be in line with the specific objectives and goals of the library.

Kaur and Rani (2008) on the attitude assessment of library professional on the marketing of library services and products in university libraries in India shows that librarians/ professional staff should have positive attitudes towards the marketing of library services and products. They stressed that each library should have a mission

statement and a full time professional to handle marketing – related activities, but in practice, no library under study has its own logo, mission statement or a specially designated personnel for marketing – related activities. Marketing of library services to students in distance learning requires that librarians should employ marketing strategies through knowing the aims and objectives of the institution which it serves and from it build the library mission statement to achieve the institutional aims and objectives. In support of this Broady- Preston and Steel (2002) believes that it is essential to offer a vision, allowing users and stakeholders to see what the library was trying to achieve in line with the university's vision and how the library's individual contribution fitted in with the vision statements, such things has increased the interest of librarians in marketing of library services. Also, Savard in Shontz, Parker and Parker (2004) conducted an exploratory interview study of twelve Canadian library administrators. Based on their comments, they concluded that while librarians show a growing interest in marketing, their concept of marketing seems inaccurate and the marketing orientation, as defined by experts, is insufficiently developed among librarian. Savard concluded that many librarians still tend to think of marketing as only selling or promoting the library, not realizing that library marketing refers to a total organizational effort to attract and serve library users.

The above statement shows that the librarian must have a great interest in the marketing of Library services to their various users in order to serve and attract them to the library irrespective of the kind of users. To achieve these, librarians need to understand marketing concepts, strategies and acquire the necessary skills needed for effective service. Ifijeh (2011) suggested that librarians need to acquire strong marketing skills through in-house retraining programs and through short-term

marketing courses to improve their services to library users. This is because Nardi and O'Day in Summey (2004) noted that most people are unaware of what librarians are actually doing. People are not aware of the amount of work that transpires in libraries and so they take librarians and the work they do for granted. To be able to sustain old customers and gain new ones, the library needs to take a proactive approach to strategies to be employed in the marketing of its resources and services. Summey (2004) concluded her study by saying that in the past, libraries have not taken a very proactive stance with regards to marketing themselves and their services.

In our current technological age, when inventions such as the World Wide Web compete with the library as providers of information, the library needs to take a more active role in making users access the services they offer to them. This is especially true of the distance learning communities that are increasing in numbers at most colleges and universities. The remote population is especially hard to reach because they are not physically present in the library. So they need to be communicated to the services available to them by their parent institutions.

Hannover (2003) outlined strategic marketing plan process for academic libraries to include self – assessment. This entails defining the current situation which involves external and internal environment. The external environment represents the customer' view on the library and its services while internal environment shows the situation of the “Library View” which includes funding, roles in the organization and the cooperation with other academic libraries. Also under self-assessment, the library has to determine the followings; who are our customer? How do library customers accept the library? Are they satisfied or not, how often do they come into the library,

which of the services do distance learners know? Which do they utilize? How do we evaluate the services?

Also, Kotler and Armstrong (2010) are of the opinion that in designing a winning marketing strategy, the marketing manager must answer two questions “what customers’ we will serve” (what’s our target market)? “How can we serve these customers best” (what’s our value proposition)? They stressed that marketing strategies for service firms require more than just external marketing using the “four Ps” but also internal marketing and interacting marketing. Internal marketing states that the firm must orient and motivate its customer- contact employees and supporting service people to work as a team to provide customer satisfaction. Interacting marketing states that service quality depends heavily on the quality of buyer-seller interaction during the service encounter. In service marketing, service quality depends on both the service deliverer and the quality of the delivery (Kotler and Armstrong 2010).

In a research carried out by Nwegbu (2005) on the strategies for enhancing marketing services in three academic libraries the pre-selected strategies they adopt in enhancing marketing services in their library include;

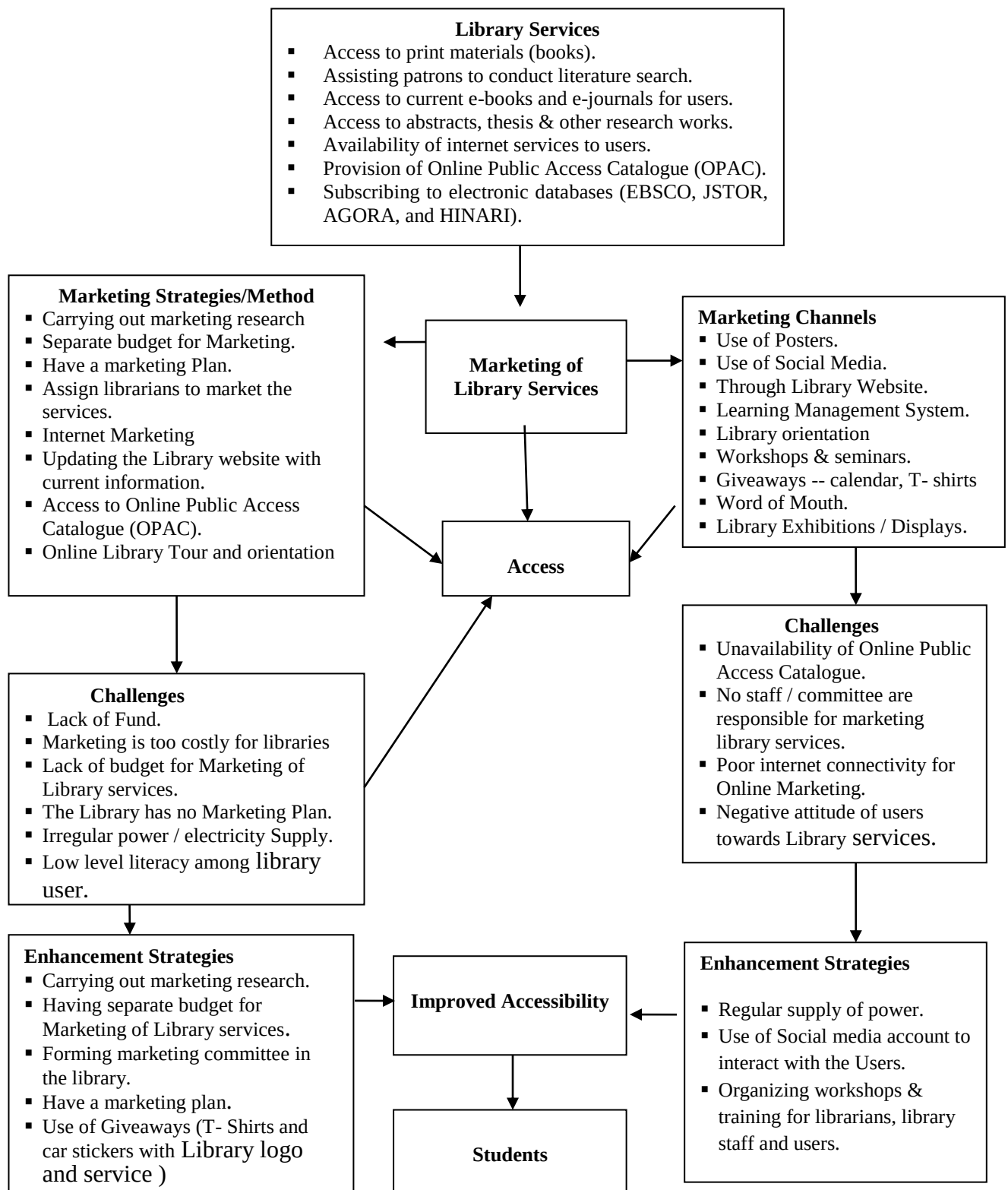
- i. Having a budget for marketing
- ii. Having a mission statement for the library
- iii. Having specific objectives
- iv. Having evaluation methods
- v. Employing more marketable services
- vi. Employ trained hand to indulge in the business

- vii. Offer technology advanced electronic resources like E-mail, Internet to attract more responses from clients.
- viii. Having a SWOT analysis

The result of the survey shows the low response from the librarians indicating lack of the full implementation of marketing strategies in the library operations and confusion over the terminology used in marketing activities.

In another research carried out by Edewor, Amughor, Osuchukwu and Egreaajena (2016) on marketing of library and information services in selected university libraries in Africa revealed that the twenty (20) university in Africa studied included universities in Nigeria, Ghana, Sudan, Botswana, Kenya, South Africa, Tanzania, Egypt, Uganda, Ethiopia and Malawi. The findings show that these academic libraries like their counterpart across the globe use different marketing strategies in the marketing of library services which includes, library publications (memos, leaflets, bulletins, newsletters) orientation exercise and websites and flyers. But the study identified low-level responses on the use of social media like Facebook, Twitter, Blog, e-mails, SMS alerts in the marketing of library services in these surveyed university libraries. Also, the absence of marketing plan, not knowing what marketing is all about; lack of fund and lack of facilities were also identified as some of the challenges facing marketing of library services in a selected university in Africa. In summary, the findings show that marketing of library services are not properly done to meet up with the current changes in information technology and that the libraries lack adequate knowledge on the principles of marketing these services in order to maintain and attract new customers in this era of competitions amongst information providers.

In view of these Mulen and Furary (2011) advocated proactive marketing through giveaways with an inscription like “Get Smart at --- Library”, “Library in your and Electronic Resources at your Fingertips” on them. Also, the use of partnership marketing through involving of students in outreach programmes and above all the use of social media in the marketing of library services to get the users were they are currently.

FIG 3: The Conceptual Schema of the Study.

The conceptual schema of the study shows the library services provided to students of open university to include access to prints, materials, assisting patrons to conduct literature search, access to current e-books and e-journal for users, access to abstracts, thesis and other research works, availability of internet sources, provision of Online Public Catalogue and subscribing to electronic databases (EBSCO, JSTOR, AGORA, HINARI). These library services are marketed through the following channels to students, namely use of posters, social media, library website, learning management system, library orientation, use of giveaways and word of mouth.

In using these channels a lot of challenges are being experienced; challenges such as unavailability of Online Public Access Catalogue, no staff committee are responsible for the marketing of library services, poor internet connectivity and negative attitude of users towards library services.

These challenges can be enhanced through a regular supply of light, use of social media, organizing workshops and seminars for staff and user to improving the accessibility of library services by students. But the following strategies could be employed to improve access to library services these include; carry out marketing research, having a separate budget for the library, having a marketing plan, assigning librarians to market the services, internet marketing, updating the library website with current information, library orientation and tours. These strategies face a lot of challenges such as lack of fund, marketing is too costly for libraries, lack of budget for marketing of library services, and library has no marketing plan, irregular power/electricity Supply and low-level literacy among library user meanwhile these challenges can be enhanced through carrying out marketing research, having separate budget for marketing of library services, forming marketing committee in the library,

have a marketing plan and use of giveaways (T- Shirts and car stickers with Library logo and service) for improve accessibility to students in open university.

Theoretical Framework

This study is supported by the following theories.

Social Marketing Theory by Philip Kotler and Gerald Zaltman (1970)

Marketing is not a new concept in libraries. It is as old as the libraries profession. The origin of marketing can be found in the 1870's, but the development of formalized marketing of libraries have a long history and they are non- profit organizations. The development of marketing for libraries is also influenced by Philip Kotler's theories that promoted the concept of marketing for non- profit organizations. Libraries as a non-profit organization are involved in service operations in the public areas; the services are distinct products characterized by attributes, intangibility, heterogeneity, inseparability and perish character.

Libraries must establish a relationship with the users, suppliers, governments and mother organizations. Libraries must be concerned not only with the needs of users and potential users but also with convincing and satisfying third parties for effort and resources that will be beneficial to the community of users. One of the libraries goals is to inform. Information is not consumed, is nontransferable, invisible and accumulative. The internet has largely influenced the concept of libraries to offer services anywhere, anytime, and to anyone.

Marketing of libraries finds deep root in social marketing. Social marketing identity's the user's needs and on the quality of service provided. The social marketing theory is defined as "the design, implementation, and control of

programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research” (Kotler, and Zaltman, 1971). Kotler and Gerald Zaltman created the field of social marketing; which applies using marketing theory to influence behavioural change that would benefit consumers, their peers and the society as a whole. Social marketing was born as a discipline in the 1970’s when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell –products to consumers could be used to sell ideas, attitudes and behaviour.

social marketing like commercial marketing focuses on “the consumer-on learning what people want and need rather than trying to persuade customers to buy what we happen to be producing. The planning process takes this consumer focus into account by addressing the elements of the "marketing mix." the conception of a Product, Price, Place, and Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." They are as follows;

The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products to service, practices and finally, more intangible ideas. In order to have a viable product, people must first perceive that they have a genuine problem, that the product offering is a good solution for the problem. The implication of Product in the marketing of library services implies, finding out the needs of students of the open university through market research to determine the library services they need and accessing and evaluating the services from time to time to find out if they are satisfying their needs.

“Price” refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product is much greater. The implication of Price on the marketing of library services refers to the monetary costs of coming to the library, paying for marketing strategies and channels, paying of library fees, recharging of your modem for internet access and time.

“Place” describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system--including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, refers to decisions about the channels through which consumers are reached with information or training. This may include libraries, shopping malls, mass media, and use of vehicles. Another element of the place is deciding how to ensure accessibility of the service delivery. Place implies that these library services are offered and marketed from in the institutional library, online database subscribed by the library, library websites depending upon the needs of the target audience.

“Promotion” consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. Promotion in the library could be done through library websites, posters, e-mails, billboards-mail, handbills, seminars, mass media and use of social media.

Additional Social Marketing "P's"

“Publics” refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program. In a library setting, Publics refers to students of open university, the people who influence their decisions like their employers, family, policymakers, librarians and library staff.

“Partnership” you need to team up with other organizations in the community to really be effective. Partnerships could be cultivated with other libraries through interlibrary cooperation with academic, national and public libraries to provide library services to the students of the open university

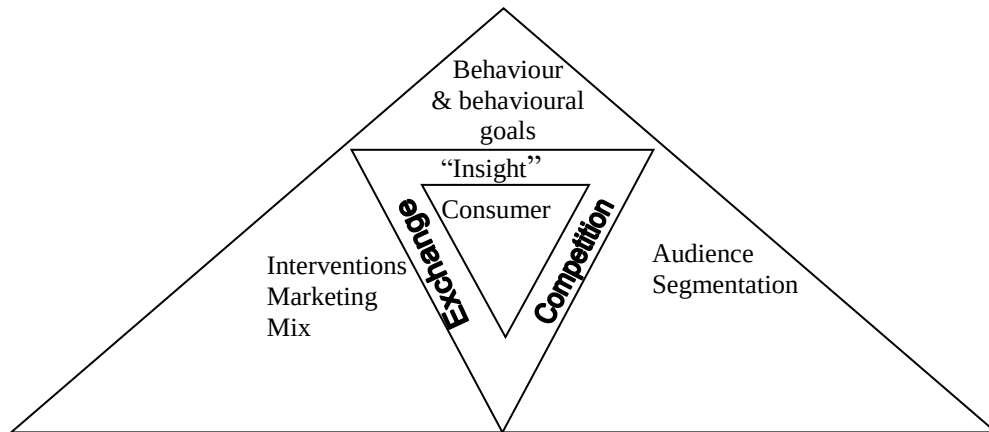
“Policy” Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Policy aspects of the campaign might focus on increasing access to library services at a lower cost.

“Purse Strings” in most organizations that develop social marketing programs operate through funds provided by foundations, governmental grants or donations. In libraries funding will come from, governmental grants, paying of library fees, donations from individuals and organizations.

The social marketers' objective in Lee and Kotler (2011) is to influence behavior in one of our areas: accept a new behavior (e.g., reading for fun) or reject a potentially undesirable behavior (e.g., plagiarizing information and mutilation of books) modify a current behavior (e.g., increase physical use of the library) abandon

an old undesirable behavior (e.g., using Google rather than databases for quality content).

FIG: 4 **Social Marketing Features**



A device for highlighting a number of social marketing's key features

Source: Customer diagram adopted form Social Big Pocket Guide National Social Marketing Centre (2007) in Blair, M. (2010) “Child Public Health”

It can be defined as systematic application of marketing techniques to achieve specific behavioural goals for social and public good. The aim of social marketing is to achieve a measurable impact on a specific behavioural goal such as attitudes of users towards library services. This requires an understanding of the target audience through customer research to find out their information needs. The result of the research will help to determine intervention which will likely support the behavioural goals being expected.

The **“insight”** segment of the social marketing triangle refers to the need to move beyond traditional activities of librarianship of acquisition, cataloguing, and circulation of information sources to users to looking more closely to why library users behave as they do. What users think about the library and their services, feel and believe is important as well as where they find alternative information.

The “**exchange**” segment means that library users will be trading off short – term and long- term benefits of using the library services to any possible behavioural change.

Finally, the concept of “**competition**” in social marketing refers to all the different factors that can affect the willingness of library users to adopt the desired behaviours. External competitions are referring to as those promoting negative behaviours and those promoting another positive message to the same audience. Internal competition includes the power of pleasure, enjoyment, risk-taking, habit and addition that can affect a person’s behaviour.

This theory postulates that in marketing library services activities should be centred towards the library users. For the purpose of this study, social marketing theory emphasis on treating students of the open university as customers and forming systems that will help in identifying and satisfying their information needs through the improved accessibility of library services. The social marketing theory holds that the organizational task is to determine the needs, wants and interest of the target audience and provide library services that will influence or bring about behavioural change that will benefit the customers and the society at large.

The Five Laws of Library Science by Ranganathan (1931)

Another theory that is relevant to this study is “Ranganathan’s famous Five Laws of Library science” published in 1931. The five laws can relatively be adopted in marketing theory, the law sees the readers as kings whose interest, needs, want and satisfaction is paramount likewise marketing sees the consumers as kings whose needs and desires must be sort in the organization. In order to apply the

Ranganathan's Famous five laws of library science in marketing of library services, libraries must adopt the marketing tools such as communications, welcoming environment, advertising through the various channels of marketing which includes the use of library websites, library tours , leaflets, brochures, posters, newsletters, electronic mails and social media. This will create the awareness of such services to present and potential users for improved accessibility and usage.

Five Laws of Ranganathan and Marketing Implications

The first law is "books are for use" implies that librarians should ensure that library patrons' use the materials selected and acquired for them. The law emphasized that libraries are not bookshops for storing books but the library is all about acquiring, processing and giving access to the books. The implication of the first law in the marketing of library emphasis on maximum access and use of library services provided. The provision of the resources and services in a convenient location, longer opening hours are to ensure improved accessibility. The provision of the resources and services in a convenient location can be "offline" in the physical library and the "online" resources and services through the library website to ensure increased access by students of Open University.

The second law " Every reader his or her book" implies that libraries in Open University should carry out marketing research to understand the information needs of the users and match their needs with the required services to ensure access and optional utilization of the services. The second law advocates that libraries should provide services that will satisfy the information needs of their users through finding their needs through marketing research then acquiring, processing, providing the

required resources and matching the user's needs to resources through adequate marketing of these services to users to inform them on their existence.

The third law is "Every book its reader" advocates for easy access to library services and resources by the library patrons irrespective of their type. This can be achieved through promotion of these services and resources to the desired users by the library staff for the users to have knowledge on the existence of the books and services available in the library. The implication of the third law in marketing library services implies that library should promote their services through promotional campaigns using the library website, posters, organizing orientations, library tours and jingles to create awareness on their services for improved accessibility by users.

The fourth law "Save the time of the reader" Time management is the key to success in every life endeavours; the academic libraries must plan their services to ensure good management of users time. Librarianship comprises devising, designing and developing methods, systems of organization and dissemination of information to readers in the most efficient accurate and effective manner in order to save the reader's time. Such services like cataloguing, indexing, abstracting, bibliographies services all are aimed at saving the time of the users in accessing the information they needed for the library. Above all the adoption of information technology in library services is aimed at saving the time of the users. The implication of the law in the marketing of library services is to ensure quality services to the user at the required time.

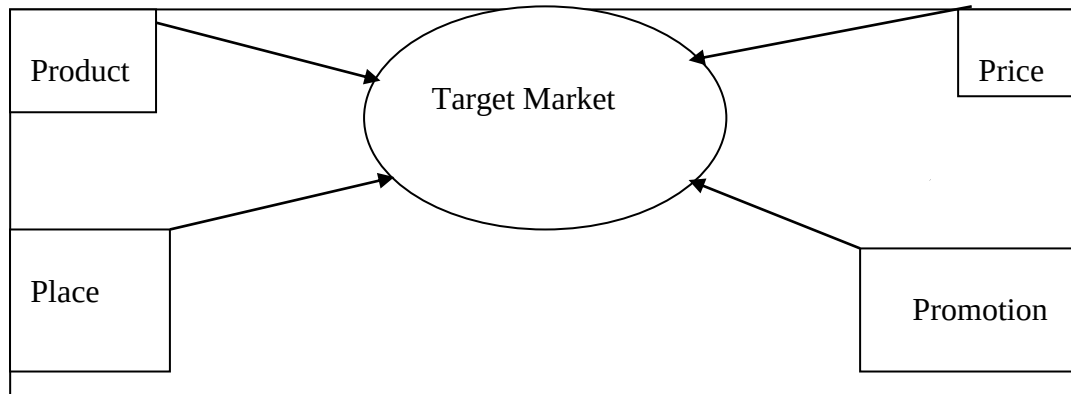
According to the fifth law of library science "Library is a growing organism" in this global information explosion, and ICTs drove society more information is

generated every second and many librarians are faced with serious challenges in the management of this information and provision of this information in a different format to be accessed easily by the users. As the information is changing library services to users are also changing to meet up with the growing trend. So is growing in services, the skills necessary to deliver these new services will also grow. The implication of this law in the marketing of library services is that libraries should adopt new library services to satisfy the information needs of the users as it changes and use current marketing strategies like use of social media and newsgroup, library websites to market their services to create awareness for increasing access and utilization of the services.

Marketing Mix Theory by Neil, H. Borden (1964)

Also theory that is relevant to this study is Marketing Mix theory which was propounded by Neil H. Borden 1964 in Pamela (2014) Borden sees marketing mix as a list of the important elements or ingredients that make up marketing programs” as well as “a list of the forces that bear on the marketing operation of a firm and to which the marketing manager must adjust in his search for a mix or program that can be successful” which he published in an article titled “the Concepts of the Marketing Mix”. What makes the marketing mix is a product, planning, branding, distribution, promotion, display, servicing, physical handling, facts finding and analysis. McCarthy, E.J 1978 later grouped these ingredients into four categories that are today known as the 4Ps of marketing comprising of Products, Price, Place and Promotions.

Fig. 5. The 4Ps Model of Marketing Mix by Neil, H. Borden (1964).



Source: www.pamelaalisonmeagher.com/4ps-marketing Accessed 22/06/2015

These four elements comprise the following;

“Product” includes clear identification of services being offered, the features of these services and its benefit to customers. Marketable products include services, ideas and physical goods. In the library these products include all types of information sources and services provided in the library for the users based on their needs. Such services include reference services, cataloguing and classification services, circulation services, inter-library loan, selective dissemination of information, access to the database, access to the internet, indexing and abstracting of information e.t.c

“Pricing” is used in determining the actual cost of the services being delivered. In the library people very repulsive to pay for services rendered to them in the library although in academic libraries students are required to pay library fees and some libraries are now introducing fee-based library services in other to generate fund for the management of the library. Pricing can also include the cost of time spent in acquiring the goods and services rendered in the library. Library as a not profit-

oriented the reality of today's world in terms of cost of acquisitions and services makes it inevitable that the library will have to charge users for services rendered. The services to charge include selective dissemination of information, use of internet facilities, specialized indexing and abstracting services and overdue charges.

“Place” refers to the place where the patron receives the services. In the era of ICTs and the availability of the internet, credit cards and smartphones patrons access library services and resources any place to satisfy their information needs without visiting the physical library. Librarians should know how to reach the students in Open University with the services they provide in order to guarantee accessibility of the services by the distance learners. Open University Library should embrace the hybrid model of the library in order to reach their patron wherever they may be.

“Promotion” includes marketing strategies as advertising which the library use in promoting its resources and services. Such strategies are the use of posters, bulletin, user orientation, use of e-mail, brochures to target audience, library week and library website all these help the library in promoting its services to the target group.

The marketing mix model sees target market which stands as library user as the king on which the product, price, place and promotion must depend on. The product, price, place and promotion are aimed at satisfying the needs of the target market (library Users). Library in Open University should identify clearly the services, features of the services, cost of the services rendered and quick access to the services available to all students irrespective of their location and time. This theory postulates

that in marketing library services activities should be centred towards the library users. For the purpose of this study, marketing mix theory emphasis on treating distance learners as customers and forming systems that will help in identify the needs of the students and provide services that will be accessed by the students round the clock irrespective of their locations.

Review of Related Empirical Studies

The open university libraries cannot be utilized by their students without proper access and creation of awareness on the existence of services and access to the library services provided. The awareness and access to the library services can only be effective through marketing the library services to their students for effective utilization. Nawe (2006) conducted a research on marketing of library and information services in Africa at the University of Aare's Salaam, Tanzania library. The objectives of the study were to find out if librarians and information officers in Africa market their services, to explore various avenues used by libraries in Africa for marketing their services and to find out if marketing activities were systematized. Data were gathered through informal discussions with some librarians while attending the Standing Conference of Eastern Central and Southern Africa Library and Information Association (SCECSAL) held in July 2004. Data were also gathered from a questionnaire circulated to various librarians and the inferences made from the information gathered from various library websites. The data collected were analyzed using frequency and percentages.

The study noted that marketing of library services in Africa still leans more to publicity than to the operational marketing term. It also discovers that most of the patrons are not aware of some of the services available to them. It recommended that

librarians should be more proactive and systematic in marketing library services in order to consistently win the heart of their client. The study is related to the present study through the objective of the study which is to find if librarians and information officers in Africa, market their services which leads to access and utilization of the services provided, the present study is aimed at finding various libraries services and the channels librarians use in marketing these services to students of NOUN also Nigeria belongs to Africa market. Though the study was not specific on Librarians and library officers serving the distance learners but the same library services are commonly available to all library users in academic libraries.

Aharony (2009) carried another research which sets out to explore the attitude of school, academic and public librarians towards marketing of libraries to library users. Structured questionnaire were used which was based on examining whether personality characteristics such as empowerment, extroversion and resistance to change influences librarians' attitude towards the marketing of libraries. One hundred and fifty six (156) participants took part in the study. The result of the study shows positive correlation between personal characteristics; empowerment, extroversion and resistance to change and attitude towards marketing libraries. The result also emphasized that librarians irrespective of the library they serve should be exposed to marketing concepts in order to maintain their role as information brokers and providers within this technological era.

The study also revealed that personal characteristics such extroversion / introversion, can influence the librarians attitude towards effective marketing. The research work is a descriptive survey and used questionnaires in data collection which will also be in the present study. The researcher recommended that there is need for

librarians irrespective of the library you are serving to have good knowledge of marketing concepts in order to be relevance in this technological era.

Chipeta (2007) carried a study to explore and compare the marketing of library services at Muzuzu University and University of Zululand libraries in order fulfill the aim of the study the following specific objectives were formulated: to identify and examine the marketing of products and services, to establish the libraries' methods of marketing; to examine the relationship between the marketing of library services; and the awareness of availability of library services by students; to suggest solutions/recommendations to library management on the marketing of their libraries' activities. Survey method with questionnaires was used in collecting the data. The study consists of students and library staff at Mzuzu University in Malawi and the University of Zululand South Africa libraries. Survey methods with questionnaires were used in collecting the data. The target populations were students and the library staff from both university libraries. The quota sampling techniques were used to enable the researcher to categorize the population (students) into substrata, through non – randomly. Purposive sampling was used in selecting Library staff according to their relevance to the study. Four hundred and seventeen (417) students and one (1) senior librarian were selected from the University of Zululand and fifty- two (52) students and one (1) senior librarian were selected from the Mzulu University. A census in the tertiary institution under study found a combined population of nine thousand, two hundred and thirty-three (9,233) students. He used a sampling ratio of 5% to come up with a sample of four hundred and sixty-nine (469) students for inclusion in the study. Simple percentage was used in analyzing the data collected

The result indicates that there are some marketing activities going on at both university libraries. They have similar products and services that they seek to market and employ similar marketing methods such as the use of signpost, displays, talks, lectures and posters. But the marketing of library products and services take place without marketing policies in either of the two libraries. The results that most students from Mzuzu university are aware of the available services and make use of them than students at the University of Zululand, despite the fact that University of Zululand market its services on daily basis while Mzuzu University market products and services depending on their availability. Both students and librarians from both university libraries ticked posters as most preferred methods libraries should use in marketing themselves and their services

The researcher recommended that the university libraries should set up a marketing committee to formulate marketing policies, implement, monitor and evaluate their policies. Also, both University libraries should intensify effort on the marketing of internet services, audio-visual, interlibrary loans and OPAC services because a lot of students indicated that they were not aware of such services. Such channel of communications as the uses of T-Shirts and other giveaways, e-mail marketing and local radio/paid adverts and local media should be used to market library services to the user. Also, the regular survey should be conducted to establish the needs of the users from time to time. Also, the finding suggested strategies to improve marketing library services to ensure improve accessibility and utilization by users

The above study is related to this study, because it gave a clue to marketing library and information services in these universities, although the study is not based

on distance learners and is a comparison of two academic libraries while the present study will examine six conventional study centres libraries of National Open University of Nigeria from the six geo-political zone in Nigeria on how to market their library services to their users. This study shares some of these objectives as examining the marketing of products and services, establish the libraries method of marketing and extent of awareness of these services by their users. This study is related to the present study through the instrument for data collection which is the use of an individually structured questionnaire and the use of purposive sampling in determining the population of the study. Purposive sampling is one of the methods used in determining the population of the present study. These studies are related to the method of data analyzes which is the use of percentage in analyzing the responses from the population studied. Also, the populations of the studies are similar because it includes librarians and students.

Also, Shontz, Parker and Parker (2004) carried a survey on “What Do Librarians Think about Marketing” which was aimed at finding the attitude of public librarians towards marketing with reference to selected independent variables. The questionnaire was used in finding out the degree, to which librarians were involved in marketing, their positive or negative attitudes toward marketing. Independent variables considered included individual librarians’ characteristics such as, the librarian’s age, job responsibility (e.g., administration, reference, etc.), years of experience, educational level, year of graduation in library education, whether or not they had taken marketing courses or workshops, or had any personal experience with library marketing. A face validity of the questionnaire items was determined through pretesting of the instrument, using practising librarians and faculty members in

Library Science and Marketing. A questionnaire consisting of seven-point Likert-scale items asking the respondents to indicate their level of agreement and disagreement with the statement on marketing was used for data collection.

The reliability estimate of internal consistency was used to test the reliability. The data collected was analyzed using Cronbach alpha to determine the internal consistency; Coefficient in the range of (0.78 to 0.87), indicated a high degree of reliability. This questionnaire was sent to 1,198 individual members of the New Jersey Library Association (NJLA) by mail. The total responses were 623 representing an overall responses rate of 52%. Only the responses from public library librarian were used for the study which is 415 responses. These responses were tabulated and analyzed using the Statistical Package for Social Science (SPSS).

However, in their findings, there are some statistically significant differences between the subgroups. For example, positive attitudes towards marketing were indicated by administrators and public librarians more than the reference and technical librarians. Also, those who have more experience and have taken a course in marketing expressed more positive attitude towards marketing more than their counterparts. This shows that library managers have increasingly expressed understanding and appreciation of the importance of marketing services in a competitive information market environment. Also the implication the findings will have on Library practice and Library education was highlighted.

The above study is related to present study in their instrument for data collections which are questionnaires based on Likert Scale that was subjected to face validity by experts. Also, responses from the above study were analyzed using the

SPSS statistical package such method will be used in the present study on Marketing of Library Services for improved accessibility to Students of NOUN. Going away from public librarians to academic librarians, it was observed that both types of librarians face the same challenges as regards to marketing of library services to users.

In another study, Kaur and Rani (2007) carried a survey based on assessing the attitude of users towards the marketing of information services and products of university libraries in Punjab and Chandigarh. There are six universities in Punjab and Chandigarh namely Panjab University, Chandigarh (1947), Punjab, Patiala (1962), Punjab Agricultural University, Ludhiana (1962), Guru Nanak Dev University, Amritsar (1969); Punjab Technical University, Jalandhar (1997) and Baba Farid University of Health Science, Firozpur (1998). But the Baba Farid University of Health Sciences and Punjab Technical University was excluded from the study because their library infrastructures have not been well developed for the purpose of including them in the present study. The objectives of the study were to know ways which users are aware of information required in their field of interest; to examine the services and products that the users need /expect to be provided; Users' willingness to pay for the information products and services, and to suggest ways the awareness among readers can be created on products and services of university libraries to increase utilization among users.

A questionnaire was designed and pre-tested before using it with the survey population. A structured questionnaire was distributed among the library users of four universities in Punjab and Chandigarh. All the respondents were given the same questionnaire irrespective of their status and location. The researchers used a proportionate random sampling of 10% of the total population to determine the

population of library users. The population for the study was 1237 users comprising 241 teachers, 271 research scholars and 725 postgraduate students. The questionnaire was designed by the researchers to elicit responses from the library users. Also, a questionnaire was pre-tested before using it with the sampled population. The questionnaire was constructed using five-point Likert scales to know the users' attitude towards marketing. The data collected were analyzed using frequency and percentages.

Some of the findings are that majority of the respondents keep up with innovations, 54.4% of the respondents do not find specific information in the field of their interests while 49% of the respondents have limited knowledge of the library collections. Findings on the ways through which users keep themselves up to date with information in their field of interest, 49% indicate through publication and research, 47.8% by attending seminars/conference/workshops and 28.5% through indexes and abstracts. The following findings were made; the majority of the respondents use the library to find specific information in their field of interest. Also, they agree that they need/expect to find library products through the use of current awareness bulletin, literature search and bibliographic lists. Based on the findings the researchers made some suggestions which includes; that library should adopt an appropriate marketing approval for developing information services and products; current awareness bulletins, newsletters, should be used regularly to update the information needs of users. Also, selective dissemination of information should be on user's interest profile. They concluded that University libraries spend a huge amount on building up their collections and offering library services, but they are of no use if these services and collections are not used to satisfy information needs of library

users. So they concluded the study by recommending strategic marketing approach for effective utilization of the resources and services provided.

The above study is related to the present study in some of their objectives of knowing how users access the products and services provided for them, suggesting ways of accessing library services and products, by users for increased utilization of such products and services. The total population of the library users was sampled using purposive sampling which is one of the sampling techniques to be used in the present study to determine the population of students and study centres to be studied. Both studies used questionnaires which were pretested on before using them on the sampled population. The use of percentage in analyzing the responses from the population studied is common in both studies.

Fisk in Summey (2004) conducted a study during the spring semester in William Allen White library at Emporia State University on the knowledge and use of library services by a distance learning community. A total number of 30 questions structured questionnaire by the researcher was sent to over 400 SLIM students with only a few of these students residing in or near the Emporia campus. The objectives of the study are, to determine the students' access to information, to find out their attitudes to library services available to them as students of Emporia State. The data collected were analyzed using frequency and percentage tabulation.

The findings from the study were that students are unaware of these services and resources available to them through the campus library. The need for awareness prompted the library to develop a marketing campaign. The findings recommended that libraries should make distance learners know the services being provided for

them to improve access and usage through aggressive marketing. The library should allocate funds for the marketing of library services to ensure effective utilization of such services. They recommended marketing of library services for the improvement of library and librarian image.

The work is related to the present because it looked at access to library services and need to market the services to distance learners at the university level while the present study is on students of the National Open University of Nigerian which is a distance learning institution. The above study on distance learners and use of a structured questionnaire to find awareness created on the use of library services provided for distance learners in the above study gives a clue to the researcher on the present research work. Also, the percentage will be used in the analyses of present study just as it was used in the above study to analyze the responses from distance learners.

Kunneke (2012) in library services for distance learning carried a research on “Library of the University of South Africa’s Marketing Voyage of Discovery through Conventional Marketing Channels” The University recognizes the challenge of maintaining the relevance of library services and resources in the 21st century”. The University of South Africa (UNISA) library engaged top-flight consultants and started a re-engineering exercise in mid-1998.

Key products of the library were identified by means of strategic enterprise which included conventional library services such as access to electronic journals, a locally created database such as music collections database and slide collection database. Electronic serve facilities and training offered by the library to students,

UNISA staff and community training, these training involve advanced internet training and basic library skills. These products were tested for acceptance, viability and feasibility of these products were also identified and they discovered that marketing is the driving aspect. A survey of pertinent marketing literature sets the stage for the marketing plan that was established for UNISA library. The plan includes; identification of the target markets, marketing of the emerging UNISA hybrid library, communication strategies, including conventional communication channels, web, marketing strategies and tools

The research was conducted through the use of questionnaires sent to UNISA library users comprising registered students and ex-students, UNISA staff and commercial clients. The percentage was used in the analysis of the data collected. Kunneke (2012) emphasizes that marketing voyage of discovery involves entering the unknown, riding rough seas, weathering storms, exploring and conquering obstacles. In the voyage, he discovered that in the marketing of the tertiary library marketing activities should not be done in isolation but must integrate other departments and functions in the enterprise. Everyone in the organization should be market-oriented. Also, tertiary libraries should migrate from a traditional walk-in facility of building with branches at a satellite campus and postal delivery items to electronic format and remote access since the walk-in customers are drastically reducing. Tertiary libraries should be market focused, develop competency, get to know the strength and weaknesses of their competitors and enter into the competition arena. Above all getting to know the customers' needs is the essence of marketing. The conventional marketing channels of communication in UNISA library are bulletin, posters, fliers, electronic e-mail and web marketing through the library website.

The researcher recommended library website should be known by every staff, letterheads and business cards of every staff must have the Library Uniform Resource Locator (URL), e-mail and functional library telephone on them to ensure that the is accessed 24hours of the day. All the conventional marketing channels should show the Library's' URL, e-mail and telephone numbers. The author concluded that libraries must shift from our traditional stance of custodians of information and embrace elements of commercial marketing to remain viable in this 21st century.

There are certain similarities found in this study which may be used in the current study. NOUN Library and UNISA library are meant to serve distance learners. The study emphasizes on the use Web marketing strategies tools as a channel of marketing library services to patrons in the distance was reviewed in the present study. The study was carried on using questionnaires and the analyses were done using percentage to present the responses from the questionnaires. Questionnaires and the use of percentage will be employed in the analyses of the present study. Also, Kunneke (2012) research was aimed at finding the marketing of library activities in UNISA and the communication channels and strategies in marketing the library to distance learners. The present research will also identify the library services available to students of NOUN and their channel of communication and strategies employed in the marketing of library services to them.

In another research, Nwegbu (2010) carried out a survey on "Strategies for Marketing Library Services in University in South- East Nigeria". In her study all the academic librarians and library officers in the university libraries in the zone totally 174, 101 for librarians and 73 for library officers respectively were used. The instrument for data collection was the researcher-developed questionnaire which was

based on four-point Likert scale. The questionnaire designed were pre-tested on librarians and library staff in Francis Sulemanu Idachaba Library of the University of Agriculture, Makurdi, Benue State in the North Central of Nigeria which is outside the scope of the study. Another instrument used was schedule interview with the public service librarian or readers' service librarians that deal directly with the library users. The data collected were analyzed using mean ($\bar{x}$). These analyzed values were assigned to the four response categories of the Likert questionnaire items.

The study shows that the opinions of librarians were that library services are marketed in order to achieve a high level of customer satisfaction and also maintain library relevance. Her findings show that librarians market mostly photocopying services and bindery services. There were no channels of distribution that were greatly used by librarians. However, some channels of marketing library services that were moderately used are newsletters and posters. The two greatest impediments to marketing library services were non-availability of budget for marketing services and absence of marketing policy. In her study the strategies for improving marketing of library services rest on two categories of people, one the library administration who should endeavour to have a marketing policy, maintain a marketing budget and providing the facilities for marketing library services. The other category of people are the librarians who should be educated on how to market library services, re-learn to understand the concept, being willing to market and devote time to marketing library services in Universities.

This study is related to present study in their instrument for data collection which is the use of researchers constructed questionnaire which was pretested before administering them to the respondents to test the reliability of the instrument. Also the

use of mean ($\bar{x}$) in analyzing the data collected which were assigned to the four responses of the Likert Scale questionnaire items will also be use in the present study. The study will help in identifying library services available to distance learners, the channels NOUN library use in marketing library services to distance learners, the strategies use and suggestion more strategies for marketing library services for improve access.

Furthermore, Ratanya (2015) carried out a related research on the “Use of Library Website for Marketing Services: A survey of selected Research Libraries in Kenya”. The objectives of the study were to assess the use of library website in marketing services to users, find out information services provided to users through the research websites, identify the issues affecting the use of research library websites in marketing and determine measures to be applied to enhance the use of research library websites for marketing.

The study adopted descriptive survey design and the population for the study was determined through purposively selecting research libraries in Kenya with the characteristics that met the purpose of the study.

The formula by Kathuri and Pals 1993 was used in determining the sample size from a definite population at 95% level of significance. The sample sizes of the respondent were library staff (16) and researchers (100). Data were collected through the use questionnaires and interviews scheduled for library staff also prepared website checklist was used to examine the content patterns, information services provided, navigating functionality and features available. To establish validity and reliability the instruments were a pilot- tested in two research institutional libraries which had

similar characteristics as those selected for the study. Data were analyzed using frequency, percentage tabulation and Statistical Package for Social Science (SPSS).

The findings indicated that research libraries in Kenya provided information about collection and services offered in the physical library while few selected library websites offered virtual services. Factors affecting the use of websites included lack of adequate searching /navigating skills, inadequate features to attract attention, confusing terminology, restriction in gaining access and inadequate content. Recommendation such as providing and designing a website to enhance marketing of services to researchers, improve accessibility and development of ICT policies were suggested.

The study by Ratanya (2015) shows a relationship with the present study on the channel of marketing library services which library website is one of them. Also, the purposive sample will be used in the present to determine the study centre libraries to be studied just as was used in the above study to determine the research libraries studied in Kenya. Furthermore, use of a questionnaire and carrying out a pilot- test was used by Ratanya (2015) and such instrument will be used in the present work and a pilot-test will be done to determine the validity of the instrument. Also, the same method of data analyzes will be used to analyze the responses of the respondents. This includes the use of percentage and Statistical Package for Social Science (SPSS).

In a related research, Oyewusi and Oyebode (2009) carried an empirical study on “Accessibility and use of Library Resources by Undergraduate in Nigerian State University of Technology”. The scope of the study was undergraduate students of Ladoke Akintola University of Technology (LAUTECH) Ogbomoso, Nigeria. The

objective of the study was to investigate the accessibility and use of library resources by undergraduate students, investigate the perception of the library resources and examine the level of satisfaction in using the library resources. The population of the study was undergraduates from 200 levels to 500 levels who use the library resources. The instrument for data collection was a structured question with twenty – one (21) items simple random sampling techniques where every library users have an equal chance of being selected as a member of the sample was used. A total number of 600 respondents were chosen to represent the minimum of undergraduate that visit the library on monthly bases (a minimum of 5720 per a month and 286 per a day). The number of questionnaires returned was 497 out of the 600 shared while 393 questionnaires were properly filled and analyzed at a given response rate of 65%. Data collected were analyzed using Statistical Package for Social Science (SPSS). This analysis included frequencies, table, bar charts and percentages.

The findings show that 302 (76.8%) respondents used the library for reading and study, 31 (7.9%) use it for research, 17 (4.3%) used the library whenever they want to borrow books while 29 (7.4%) and 7 (1.8) sleep and socialize in the library respectively. The result indicated that Nigeria students use the library for academic work and none of the respondents indicated that they use the available electronic resources which are CD ROM search. Above all the finding revealed that LAUTECH undergraduates access the available library resources and this had played a remarkable role in their academic performance. Also, the study revealed that undergraduates can access the library resource for their academic pursuits. The findings show that most Nigerian undergraduates see libraries as places to borrow

books and read their lecture notes but they were unaware of the rich content they can access from the libraries when these resources are provided for them.

The above study used descriptive statistics using the Statistical Package for Social Sciences (SPSS). The analysis included the use of frequencies, table and percentages in data analyses which will also be used in the present study. The study centres on the undergraduate use and accessibility of library resource while the present study will look at the marketing of library services for improved accessibility by undergraduates in distance learning mode. Also, this study is related to present study in their instrument for data collection which is the use of a constructed questionnaire. Above all the results of both research will add to literature for further study on accessibility and use of library services by library users

Summary of the Literature Review

Some related literature were reviewed under three major sections. The first is on a conceptual framework which comprises the definition of concepts such as an open university, library services, students, improved accessibility, marketing and marketing of library services. Marketing in case of libraries is the need to find out what users want, to reduce the problem of use and access, inform and persuade the users through effective planning in order to satisfy their needs. The related review was carried out on the marketing of library services to students in open university and challenges associated with marketing library services to students in open university. Some of the constraints are lack of fund, negative attitude of users and librarians, lack of marketing knowledge by the librarians and library staff. Also, Word of mouth, brochures, library websites, posters, giveaways, workshop/ seminars, the library

catalogue, newsletters are some of the channels to be used in marketing library services to users. Also, the strategies to be employed in enhancing marketing of library services which includes having specific objectives and mission statement for the library, having a separate budget for marketing in the Library budget, assigning the marketing activities to trained marketing Librarians.

The theoretical framework is the second section which is based on the use of social marketing theory by Kotler and Zaltman (1970's), Neil, H. Borden (1964) marketing mix theory and the famous five laws of Ranganathan application in marketing library services. The three theories emphasize on customer or users needs and satisfaction as the focal point in the marketing of library services. The last sections were empirical studies relating to marketing library services in different types of libraries for "on-campus" and "off-campus". Most of the reviewed literature was research carried out by foreign authors in countries outside Nigeria. Although similar researches were carried out in the past there is scarce literature on marketing library services to distance learners in Africa and Nigeria in particular.

The available literature identified the inadequate provision of library services to distance learner, lack of awareness of library services by users, unavailability and under-utilization of library services, need to know target audience and conducting of market research to find the needs of the target audience in the provision of library services. The review has revealed that no empirical studies have been conducted on "Marketing Library Services for improved Accessibility to students of National Open University of Nigeria" hence the need for the present study.

CHAPTER THREE

RESEARCH METHOD

This section describes the procedure in carrying out this study. These include; design of the study, area of the study, population of the study, sample and sampling technique, instrument for data collection, validation and reliability of the instrument, method of data collection and method of data analyses.

Design of the Study

The research design adopted for this study is the descriptive survey. According to Aina (2004), descriptive research design is only interested in describing certain variables or events as they are in relation to the population. This method allows the collection of data from a large number of people through the use of sample and that will adequately represent the population. Also, descriptive surveys are carried out with the specific objective(s) which will result in a definite conclusion. This type of research is aimed at describing the characteristics of respondents in relation to a particular practice or culture. This design is appropriate for this study because it is set to determine the nature and extent of marketing of library services and how it has contributed in the improved accessibility to distance learners of National Open University of Nigeria.

Area of the Study

The area of this study is National Open University of Nigeria conventional study centre libraries found in the six geo-political zones, namely: South-south, South-west, South-East, North-Central, North-West and North-East

The study centres are McCarthy precisely located in Lagos, Jos, Enugu, Benin, Kaduna and Yola study centre libraries. National Open University Nigeria was chosen as the area of study because is the only open university in the six geopolitical zones of Nigeria.

Population of the Study

The population for the study comprised of 22,115 undergraduates from the six conventional study centres namely: Jos, Enugu, Benin, Kaduna, McCarthy, Yola and 15 librarians from the six conventional study centre libraries in six geopolitical zones in Nigeria. The study centres are Lagos (McCarthy, 5,153), Jos (2,729), Enugu (4336), Benin (7,822), Kaduna (1,799) and Yola (276) study centre libraries. There are fifteen study centres that have physical and virtual libraries for students of NOUN in the six geopolitical zone of Nigeria.

The National Open University of Nigeria has seventy - six (78) study centres scattered all over the country. The study centres are classified into three major groups namely, conventional Study Centres (44), community Study Centres (17) and Special Study Centres (17). For the purpose of this research, only the study centres within the Conventional study Centre that have the entire infrastructure needed for the study were sampled.

Sample and Sampling Techniques

The sample size of this study is eight hundred and six-two (862) respondents comprising of eight hundred and forty - seven undergraduates' students (847) and all fifteen librarians (15) in the six studies centre libraries in the Conventional Study

Centres of NOUN in the six geo – political zones of Nigeria. This study used Multi-stage sampling techniques in selecting the sample for the study.

The National Open University of Nigeria has seventy - eight (78) study centres scattered all over the country. The study centres are classified into three major groups namely, Conventional Study Centres which is forty- four (44); Community Study Centres which is seventeen (17) and Special Study Centres which is seventeen (17). For the purpose of this research, only the study centres within the Conventional study Centre that have the facilities needed for the study were sampled.

The first stage of the sampling procedure is a purposive sampling of conventional study centre libraries from the seventy – eight study centres in Nigeria. This is because some of the conventional study centres of NOUN in the six geopolitical zones of Nigeria have functional physical and virtual libraries unlike the community and special study centre that have only virtual libraries. There are fifteen study centres that have physical and virtual libraries for students of NOUN in the six geopolitical zone of Nigeria.

The second stage of the sampling procedure is purposive sampling; which is used in selecting one study centre library each from the fifteen (15) Conventional Study Centres that have a very developed physical and virtual library out of the forty- four (44) in the six geopolitical zones of Nigeria. The centre libraries selected are Yola (North-East) Kaduna (North-West), Jos (North-Central), Benin (South-South), Enugu (South-East), Lagos (South-West). One study centre was selected from each geopolitical zone in Nigeria because in South – East zone only Enugu study centre library has a physical and virtual presence. To ensure equal representation of the

centre libraries from the six geo – political zones of Nigeria, one conventional study library was chosen from each zone. These libraries are selected because they are well developed and have the entire infrastructure needed for this study. These Libraries have the physical (print-based) and electronic Library available to students of National Open University of Nigeria.

The third stage of sampling procedure is to statistically determine the sample of library users from the six libraries in the conventional study centres from each of selected Study Centre Libraries. The researcher used Yaro Yamane (1964) formula to determine the sample size from the total population of twenty- two thousand one hundred and fifteen undergraduates (22,115) for proportionate representation of the population.

According to Yaro Yamane in Uzoagulu (2011) to determine a sample from a population

$$\frac{N}{1+(Ne^2)}$$

Where n = Sample

N = Population size

e = error limit

The above equation was used to calculate the sample size for each stratum in order to have proportional representation. The numbers of students in the six study centres are Macarthy Study Centre Lagos 5,153; Jos 2,729; Enugu 4,336 and Benin 7,822, Kaduna 1,799 and Yola 276 respectively. The sample sizes of these study centres will mean the selection of the following: McCarthy Study Centre Lagos (152), Jos (147), Enugu (151), Benin (153) Kaduna (144) and Yola (100) students from the six study centres in the conventional study centres in six geo – political

zones in Nigeria. Thus a total of eight hundred and forty – seven (847) students were selected.

Instrument for Data Collection

The instruments for data collection are a set of questionnaire and oral interview with centre librarians in the conventional libraries under study. The first instrument which was a set of questionnaire was developed by the researcher to generate data from Librarians and second the students of NOUN. The first set of the questionnaire meant for the librarians working at various study centre under investigation was titled “Questionnaire for Librarians on Marketing Library Services for Improved Accessibility to students of National Open University Of Nigeria” (QLMLSIA) and another questionnaire for undergraduate library users in the six study centre libraries in the survey was titled “Questionnaire for Students on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria” (QSMLSIA). In section B of the questionnaire, clusters B, D and E in the questionnaire are for the library users while clusters A, C, D, E, F and G all in section B of the questionnaires were administered to the librarians. The questionnaire was constructed on a four-point rating scale of, Very High Extent (VHE) / Very Appropriate (VA) / Very High Employed (VHE) (4Points), High Extent (HE) / Appropriate (A) / Highly Employed (HE) (3 Points). Low Extent (LE) / Fairly Appropriate (FA) Less Employed (LE) (2 Points), and Very Low Extent (VLE)/ Not Appropriate (NA) Not Employed (NE) (1Point).

In the first set of the questionnaire meant for the librarians, **Cluster A.** of QLMLSIA sought to find out the extent of library services provided to students of

NOUN, with 23 items. **Cluster C.** of the instrument addressed the extent to which these marketing strategies and method employed by librarians for improved accessibility of the library services by students in the conventional study centre in the six geopolitical zone of Nigeria with 17 items, **Cluster D.** channels of communication employed in marketing Library Services for improved accessibility by students of NOUN with 17 items. **Cluster E.** of the instrument sought to find out the extent to which marketing library services contributed to improved accessibility by NOUN students in the conventional study centre in the six geopolitical zone of Nigeria with 10 items. **Cluster F.** of the instrument examined the challenges associated with the marketing of library services for improved accessibility by students of NOUN in the conventional study centre in the six geopolitical zone of Nigeria with 13 items. Then **Cluster G.** of the instrument sought to find out the appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria, with 18 items. (Details in Appendix 1 and 2)

The second set of questionnaire which was meant for library users (QSMLSIA) has two sections, Section A and B. Section A is designed to elicit information on the personal data of the respondents while section B gathered information from the research questions from the Study. **Cluster B.** of the instrument sought to address the level of accessibility to Library services available to students of NOUN with 23 items. **Cluster D.** channels of communication employed in marketing Library Services for improved accessibility by students of NOUN with 17 items. **Cluster E.** of the instrument sought to find out the extent to which marketing

library services contributed to improved accessibility by NOUN students in the conventional study centre in the six geopolitical zone of Nigeria with 10 items.

The second instrument for the study was an oral interview with six centre librarians from the six conventional study centres under review. The interview is made up of questions on the extent of library services provided to students of NOUN, marketing strategies and methods employed by librarians, the extent to which marketing of libraries improves accessibilities to students of NOUN. Also, challenges in the marketing of library services and suggestions on the appropriate strategies to be employed by conventional study centre libraries in the marketing of library services for improved accessibilities to students of NOUN.

Validation of the Instrument

The draft copies of QSMLSIA and QLMLSIA and the oral interview went through a face validation by three experts, two from Department of Library and Information Science University of Nigeria Nsukka and one from Department of Mathematics and Statistics, Enugu State University of Science and Technology. The three experts were requested to critically examine and ensure that the research instrument is relevant to the objectives of the study, check the appropriateness of the choice of words used in the instruments.

The experts were requested to ascertain the appropriateness and suitability of the items and responses pattern as they relate to the study. They were asked to examine and remove and commend any item that is inappropriate for the study. The experts recommended that more library services should be added to the list and the library services were increased from 17 to 23 items and respondents were also

provided with space to include any services available that was not enumerated on the list and respondents asked to rate accordingly. All the responses to cluster A – G were changed except cluster D; these changes were done in order to elicit a response to the questions asked. These corrections and suggestions were used to construct the final version of the instruments for data collection.

Reliability of the Instrument

Trial tests were conducted with QSMLSIA using twenty undergraduates and QLMLSIA were administered to all the six librarians in NOUN Lagos and a scheduled interview was held with Lagos centre librarian. These respondents are outside the Study Centres studied. The researcher distributed twenty copies of the questionnaires to students of National Open University at the NOUN Lagos headquarters library and six Librarians at the Lagos study centre. In order to ensure the reliability of the research instrument–questionnaire, internal consistency reliability using the Cronbach Alpha method was computed for each of the sections (clusters) of the questionnaire. Internal consistency was considered appropriate so as to ensure the homogeneity of the items in each of the sections. Cronbach Alpha method was seen to be suitable here because items are not scored dichotomously.

The internal consistency reliability coefficient obtained for each of the clusters (sections) of QLMLSIA from the librarians questionnaire A, on the extent of library services provided to students NOUN in the conventional study centre was .91. In Cluster C, on the extent to which these marketing strategies and method employed by librarians in the marketing of library services to students of NOUN are .90 while Cluster D, on channels of communication employed in marketing Library Services for improved accessibility by students of NOUN was .95, Cluster E, on the extent to which

marketing library services contributed to improved accessibility by NOUN students in the conventional study centre had .93, cluster F, on the challenges associated with marketing of library services for improved accessibility by students of NOUN in the conventional study centre was .84 and cluster G, of the instrument on the appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students of NOUN in the conventional study centres was .62.

The internal consistency reliability coefficient obtained for each of the clusters (sections) of QSMLSIA questionnaire from the students of National Open University Nigeria questionnaire are cluster B, on the extent of accessibility of Library services among students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria was .94 while cluster D, on channels of communication employed in marketing Library Services for improved accessibility by students of NOUN, was .95. Cluster E, on the extent to which marketing library services improve accessibility to NOUN students in the conventional study centre, had .93. The overall internal consistency reliability coefficient obtained from all the clusters of QLMLSIA and QSMLSIA is .93. These results show that the various sections of the instruments were related and the items reliable.

Method of Data Collection

Copies of QLMLSIA and QSMLSIA questionnaires were distributed to the librarians and library users respectively in the sampled six study centre libraries by the researcher and research assistants from various study centre library under this study who were properly briefed on the questionnaire administration. A total number of 847 copies of QSMLSIA questionnaire were administered in the following study

centres McCarthy (152), Enugu (151), Benin (153), Kaduna (144), Jos (147) and Yola (100). The QSMLSIA questionnaires for the students were administrated in the various study centres during the registration of courses and examination period when these students visit the study centres regularly. The researcher and the research assistants demand on the spot filling of the questionnaire to avoid delays, misplacement and to ensure prompt return by the students. The rate returns according to study centre are McCarthy (85), Enugu (128), Benin (132), Kaduna (119), Jos (131) and Yola (56) the total number questionnaires returned by students were 651.

The researcher administered 15 copies of QLMLSIA to all the librarians in the six conventional study centre libraries out which 13 were filled and returned. The returned questionnaire copies will be organized and used for analysis. The research will schedule an interview with the study centre Librarian in the conventional study centres of NOUN in the six geopolitical zone of Nigeria under study.

Method of Data Analysis

The data were organized into tables according to research questions. Standard deviation (SD) and mean ($\bar{x}$) scores on the Statistical analysis programme of Statistical Package for Social Science (SPSS) were used in analyzing the data generated from the questionnaire. These analyses values were assigned to the four response categories of the rating scales as follows:

Very High Extent (VHE) Very Appropriate (VA) Very Highly Employed	3.50 – 4.00
High Extent (HE) Appropriate (A) Highly Employed (HE)	2.50 – 3.49
Low Extent (LE) Fairly Appropriate (FA) Less Employed (LE)	1.50 – 2.49
Not Applicable (NA), Not Appropriate (NA), Not Employed (NE)	0.50 – 1.49

The mean was interpreted in line with the 4 point scale ranging from four (4) highest to one (1) lowest. For decision making, the lower limit of the high degree response category, which is 2.50, was used as the cutoff point. Any item with a mean response of 2.50 and above was accepted as an influencing factor. ANOVA was used in testing the hypotheses, the result was based on a p-value of 0.05 benchmark where, if the level of significance is above 0.05 it means there is no significant relationship between the variables, but if it is below 0.05 that is an indication of the significant relationship between the variables. The data collected from the interview was collated to determine the similarities and differences with responses from the questionnaires, after which they were used to either confirm or refute the responses from the questionnaires.

CHAPTER FOUR

RESULTS

This chapter contains the presentation, analysis and interpretation of data collected through the questionnaires and oral interview which was done in line with the research questions and the hypotheses that guided the study. The data presented in tables are the opinion of the respondents. The chapter also contains the major findings of the study.

Research Question 1: What is the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria?

Table 1: Mean and Standard deviation of librarians on the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria

N = 13 Librarians

S/No		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total		Rank	Decision
		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	SD		
1	Provision of Past Question papers	4.00	4.00	4.00	3.00	4.00	4.00	3.92	0.28	1 st	VHE
2	Access to print materials (books)	4.00	4.00	4.00	4.00	3.50	4.00	3.85	0.38	2 st	VHE
3	Access to current e-books and e-journals for users.	3.67	3.00	4.00	3.00	4.00	3.50	3.62	0.51	3 rd	VHE
4	Access to Abstracts, Thesis and other research works.	3.67	3.50	4.00	3.00	3.75	3.50	3.62	0.51	3 rd	VHE
5	Assisting patrons to conduct literature search.	3.67	4.00	3.00	3.00	3.25	3.00	3.38	0.51	5 th	HE
6	Organization of Library orientation.	3.33	3.00	3.00	3.00	2.75	4.00	3.15	0.69	6 th	HE
7	Subscribing to electronic databases (EBSCO, JSTOR, AGORA, HINARI)	3.00	3.00	3.00	2.00	3.25	3.00	3.00	0.58	7 th	HE
8	Compilation of bibliographies.	2.67	3.00	4.00	3.00	2.75	3.00	2.92	0.49	8 th	HE
9	Online resource sharing and inter library loan with other libraries.	2.67	2.50	3.00	2.00	3.00	2.50	2.69	0.86	9 th	HE
10	Provision of e-mail and chat services to users.	3.00	2.50	1.00	3.00	2.75	2.50	2.62	0.96	10 th	HE
11	Availability of internet services to users.	2.67	2.00	3.00	2.00	2.25	2.50	2.38	0.51	11 th	LE
12	Provision of Audio – Visual services.	2.33	2.00	2.00	2.00	2.25	3.00	2.31	0.63	12 th	LE
13	Providing Selective Dissemination of Information (SDI) services.	2.00	2.50	2.00	2.00	2.50	2.00	2.23	0.44	13 th	LE
14	Organizing Library guided tour.	2.33	2.00	2.00	2.00	2.00	2.00	2.08	0.49	14 th	LE
15	Provision of Photocopying services.	2.33	2.50	1.00	2.00	2.00	2.00	2.08	0.64	14 th	LE
16	Provide printing and scanning of documents	2.00	2.00	1.00	2.00	2.00	2.50	2.00	0.58	16 th	LE
17	Ask – A – Librarian online chat with users to answer questions.	2.33	1.50	1.00	1.00	1.50	2.00	1.69	0.86	17 th	NA
18	Provision of Document Delivery	2.33	2.00	1.00	2.00	1.25	1.50	1.69	0.86	17 th	NA
19	Provision of bindery services to users	1.33	1.00	1.00	1.00	1.75	1.50	1.38	0.51	19 th	NA
20	Provision of Online Public Access Catalogue (OPAC).	1.00	1.00	1.00	4.00	1.00	1.00	1.23	0.83	20 th	NA
21	Publication of Library Users manual.	1.33	1.00	1.00	1.00	1.00	1.00	1.08	0.28	21 th	NA
22	Provision of User education courses including online and offline.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	22 th	NA
23	Provision of Library Card Catalogue	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	22 th	NA
Overall		2.51	2.35	2.22	2.26	2.37	2.43	2.39	0.54		LE

Key: VHE - Very Highly Extent, HE–Highly Extent, LE–Low Extent, NA – Not Applicable.

Results in table 1 show the mean ratings of librarians on the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria. Results showed that items 1 – 4 and 5 – 10 had total mean ratings of and 3.92, 3.85, 3.62, 3.62 and 3.38, 3.15, 3.00, 2.92, 2.69, 2.62 respectively. The mean ratings are within the range of 2.50 – 3.49 set as a criterion for ‘high extent’. This means that, the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria includes; access to print materials (books), assisting patrons to conduct literature search, access to current e-books and e-journals for users, online resource sharing and interlibrary loan with other libraries, access to abstracts, thesis and other research works, provision of e-mail and chat services to users among others. The overall mean of 2.39 with a standard deviation of 0.54 showed that the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria is low.

The study centre librarians interviewed from the six study centres of NOUN libraries in the six geopolitical zone of Nigeria in confirmation with the findings agreed that the following library services are provided to their users thus; access to print resources, photocopying services, interlibrary cooperations, assisting students to conduct literature search, provision of past question papers, access to journals, access to written project/thesis, subscribed to EBSCO, JSTOR, AGORA and other databases and provision of past question papers.

In summary, therefore, the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria is low.

Hypothesis 1:

H₀₁: There is no significant difference between the mean ratings of librarians in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries.

Table 2: ANOVA of the significant difference between the mean ratings of librarians in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries.

	Sum of Squares	Df	Mean Square	F	Sig.	Dec.
Between Groups	0.097	5	0.019	0.347	0.86	**
Within Groups	0.390	7	0.056			
Total	0.487	12				

** = Not Significant

Result in hypothesis 1 is the ANOVA result of the significant difference between the mean ratings of librarians in the different conventional study centres in the six geopolitical zones of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries. The result showed that an f-ratio of 0.347 was obtained with a probability value of 0.86. Since the probability value of 0.86 is greater than 0.05 set as level of significance, it means that the null hypothesis which stated that there is no significant difference between the mean ratings of librarians in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries is not rejected. The inference drawn is that there was no significant difference between the mean ratings of librarians in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of

library services provided to students of NOUN in the conventional study centre libraries.

Research Question 2: What is the extent of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria?

Table 3: Mean and Standard deviation of students on the extents of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria.

N = 651

s/no		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total	Rank	Decision
		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$ SD		
1	Access to print materials (books)	3.44	4.00	4.00	3.73	3.87	3.81	3.78 0.49	1 st	VHE
2	Access to Past Question papers	4.00	4.00	4.00	3.86	2.95	3.10	3.58 0.61	2 nd	VHE
3	Access to Abstracts, Thesis and other research works.	3.93	4.00	4.00	3.80	3.04	2.83	3.52 0.74	3 rd	VHE
4	Provision of Audio – Visual services.	3.29	3.09	3.01	3.03	2.85	3.11	3.06 0.63	4 th	HE
5	Assisting patrons to conduct literature search.	3.19	2.20	3.21	2.82	3.45	3.04	3.05 0.76	5 th	HE
6	Compilation of bibliographies.	2.05	2.91	3.49	3.37	3.30	2.95	3.01 0.85	6 th	HE
7	Organization of Library orientation.	3.18	2.46	2.67	3.06	3.05	3.21	3.01 0.65	6 th	HE
8	Provide printing and scanning of documents	1.61	2.45	2.29	2.80	2.73	2.42	2.40 1.02	8 th	LE
9	Subscribed electronic databases (EBSCO, JSTOR,AGORA, HINARI	2.24	2.07	3.01	2.19	2.88	2.01	2.39 0.83	9 th	LE
10	Access to internet services to users.	2.04	2.55	2.25	2.22	2.54	2.68	2.38 0.89	10 th	LE
11	Organizing Library guided tour.	2.66	2.34	2.59	2.15	2.59	1.80	2.33 0.67	11 th	LE
12	Provision of Photocopying services.	2.01	2.00	1.49	1.97	2.97	2.97	2.32 0.84	12 th	LE
13	Providing Selective Dissemination of Information (SDI) services.	1.38	2.00	2.35	2.21	2.68	2.93	2.30 0.84	13 th	LE
14	Online resource sharing and inter library loan with other libraries.	1.22	1.00	1.71	2.79	3.00	1.77	2.04 1.06	14 th	LE
15	Access to current e-books and e-journals for users.	1.20	1.00	1.65	2.41	3.05	2.06	2.02 1.03	15 th	LE
16	Provision of e-mail and chat services to users.	1.00	1.29	1.00	2.43	2.80	2.37	1.94 1.09	16 th	NA
17	Provision of bindery services to users	1.86	1.91	2.28	2.20	1.88	1.56	1.93 0.80	17 th	NA
18	Ask – A – Librarian online chat with users to answer questions.	1.87	1.79	1.82	1.79	1.70	1.83	1.80 0.40	18 th	NA
19	Access to Document Delivery	1.66	1.64	1.72	1.93	1.75	1.88	1.78 1.08	19 th	NA
20	Access to Library Card Catalogue	1.73	1.54	1.86	1.72	1.67	1.75	1.72 1.15	20 th	NA
21	Provision of User education courses including online and offline.	1.00	1.18	1.00	1.88	2.07	2.30	1.67 0.90	21 st	NA
22	Access to Online Public Access Catalogue (OPAC).	1.35	1.86	1.68	1.53	1.61	1.45	1.55 1.02	22 nd	NA
23	Publication of Library Users manual.	1.24	1.48	1.48	1.57	1.36	1.34	1.40 0.49	23 rd	NA
24	Overall	2.14	2.21	2.37	2.50	2.60	2.40	2.39 0.82		LE

Key: VHE - Very Highly Extent, HE–Highly Extent, LE–Low Extent, NA – Not Applicable.

Results in table 3 show the mean ratings and standard deviation of students on the extent of accessibility of library services among students in the conventional study

centres in the six geopolitical zone of Nigeria. Results showed that items 1 - 7 had total mean ratings of 3.78, 3.58, 3.52, 3.06, 3.01 and 3.01 respectively. The mean ratings are within the range of 2.50 – 3.49 set as a criterion for ‘high extent’. The highest mean score of 3.78 is for access to print materials. Items 8 – 23 have mean ratings within the range of 1.50 -2.49 set as a criterion for ‘low extent’. The lowest ranked means score is 1.40, followed by 1.55 and 1.67 which are for publication of library manual, access to Online Public Catalogue and users’ education respectively.

The overall mean rating is 2.39 with a standard deviation of 0.82 these results showed that the accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria is low.

Hypothesis 2:

H₀₂: There is no significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services.

Table 4: ANOVA of the significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services.

	Sum of Squares	df	Mean Square	F	Sig.	Dec.
Between Groups	175.997	5	35.199	226.859	0.00	**
Within Groups	100.078	645	0.155			
Total	276.076	650				

** = Significant

Result in hypothesis 2, is the ANOVA result of the difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services. The

result showed that an f-ratio of 226.859 was obtained with a probability value of 0.00. Since the probability value of 0.00 is less than 0.05 set as the level of significance, it means that the null hypothesis which stated that there is no significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services is rejected. The inference drawn is that there was a significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services.

Research Question 3: What are the marketing strategies/methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?

Table 5: Mean and Standard deviation of librarians on the marketing strategies and methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria.

N = 13										
s/n		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total	Rank	Decision
o		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$ SD		
1	Updating the Library website with current information	3.33	2.50	3.00	2.00	3.00	3.50	3.00 0.71	1 st	HE
2	NOUN libraries have/uses functional Face book and Twitter account to interact with the Users.	3.33	1.50	1.00	3.00	2.00	3.50	2.46 1.05	2 nd	LE
3	Librarians use the E-mail address and phone number of users for sending and receive messages.	2.33	2.00	2.00	2.00	2.25	2.50	2.23 0.44	3 rd	LE
4	Use of Giveaways like T-Shirts, Pen and car stickers with Library logo and service inscribed on them	2.33	2.00	1.00	3.00	2.25	2.50	2.23 0.60	3 rd	LE
5	Librarians are assigned to market the library services.	2.33	1.50	2.00	3.00	2.00	2.00	2.08 0.64	5 th	LE
6	NOUN library market their services Online (Internet Marketing)	2.33	1.00	2.00	2.00	2.00	3.00	2.08 0.76	5 th	LE
7	There is regular power / electricity Supply to enhance access to library services provided	2.33	1.00	1.00	3.00	2.50	1.50	2.00 0.91	7 th	LE
8	Marketing committee of the library were formed	1.00	4.00	1.00	1.00	1.00	1.00	1.46 1.13	8 th	NE
9	The Library has a Marketing Plan.	1.00	3.00	1.00	1.00	1.00	1.00	1.31 0.86	9 th	NE
10	Provision of Online Public Access Catalogue (OPAC)	1.00	1.00	1.00	1.00	1.25	1.00	1.08 0.28	10 th	NE
11	Marketing of Library services through creating a link on individual student portal (through the use of LMS)	1.33	1.00	1.00	1.00	1.00	1.00	1.08 0.28	10 th	NE
12	Provision of online Library Tour and orientation via the Library Website	1.00	1.00	1.00	1.00	1.00	1.00	1.00 0.00	12 th	NE
13	Organizing Library week and seminars for patron	1.00	1.00	1.00	1.00	1.00	1.00	1.00 0.00	12 th	NE
14	Carrying out marketing research to determine the needs of Users.	1.00	1.00	1.00	1.00	1.00	1.00	1.00 0.00	12 th	NE
Overall		1.83	1.68	1.36	1.79	1.66	1.82	1.72 0.55		NE

Key: VHE - Very Highly Employed, HE-Highly Employed, LE-Less Employed, NE- Not Employed.

Results in table 5 show the mean ratings and standard deviation of librarians on the marketing strategies/methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria. Results on the marketing strategies/ methods employed

by librarians for improved accessibility of the library services to students in the conventional study centres of NOUN showed that only updating of the library website with current information had the highest mean rating of 3.00 as a marketing strategy/ method highly employed by librarians for improved accessibility of the library services to students NOUN in the conventional study under study. Other items 2 - 7 had total mean ratings of 2.46, 2.23, 2.08, 2.08 and 2.00 respectively which are use of functional Facebook, Twitter to interact with users, use of email and phones to send and receive messages, use of giveaways with library logo inscribed on them, librarians assigned to market the library services, internet marketing and regular power/ electricity Supply enhance access to library services provided. These mean ratings are within the range of 1.50 -2.49 set as a criterion for less employed. Also marketing strategies/methods such as marketing committee of the library were formed, library has a marketing plan, Provision of Online Public Access Catalogue (OPAC) and Marketing of Library services through creating a link on individual student portal (through the use of LMS) and library tour, library week, seminars and carrying out marketing research are not employed. Their mean ratings are within the range of 0.50 – 1.49 set as a criterion for not employed. The overall mean of 1.72 with a standard deviation of 0.55 showed that the librarians do not employ marketing strategies/methods for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria; since it is only item 1 which is updating the library website with current information is highly employed with a mean rating of 3.00.

This result confirmed the position of interviewees that; “Yes, we do market these libraries services to the students in our centre library”. The marketing strategies

and methods employed as a librarian to improve on the accessibility of these library services to these students include; orientation service for new students which lasts for few minutes, use of webpage, has a separate website library which links all the study centre libraries in NOUN to enhance resource sharing. The result of this study clearly showed that the marketing strategies/methods employed by librarians in the conventional study centre of NOUN in the six geopolitical zone of Nigeria cannot improve the accessibility of the library services to students of NOUN.

Hypothesis 3:

H₀₃: There is no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

Table 6: ANOVA of the significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centres libraries of NOUN for improved accessibility of the library services to their students.

	Sum of Squares	Df	Mean Square	F	Sig.	Dec.
Between Groups	0.210	5	0.042	0.862	0.55	**
Within Groups	0.342	7	0.049			
Total	0.552	12				

** = Not Significant

Result in hypothesis 3, is the ANOVA result of the difference between the mean responses of students on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students. The result showed that an f-ratio of 0.862 was obtained with a probability value of 0.55. Since the probability value of 0.55 is greater than 0.05 set as level of significance for testing the hypothesis, it means that the null hypothesis

which stated that there is no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students is not rejected. The Inference drawn is that there was no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

Research Question 4: What are the marketing channels in use for accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility?

Table 7: Mean and Standard deviation of respondents on the marketing channels in use for accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility.

N = 664

s/no		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total	Rank	Decision
		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$ SD		
1	Use of Talks – Word of Mouth	3.60	3.59	3.61	3.56	3.68	3.64	3.61 0.82	1 st	VHE
2	Through Library Website.	3.56	3.63	3.68	3.44	3.59	3.67	3.59 0.74	2 nd	VHE
3	During Library orientation	2.63	3.30	3.12	2.96	3.13	3.04	3.00 0.85	3 rd	HE
4	Use of Posters	2.80	2.63	2.89	2.96	2.75	3.02	2.86 0.78	4 th	HE
5	Use of Social Media (face - book, Twitter, Blogs).	1.63	2.14	2.87	2.48	2.37	2.41	2.31 0.97	5 th	LE
6	Library Exhibitions / Display	1.87	1.61	2.55	2.38	2.27	2.57	2.26 0.78	6 th	LE
7	Sending out Brochures and flyers to users	1.56	1.64	2.32	2.50	2.45	2.64	2.25 0.86	7 th	LE
8	Use of Newsletters.	1.80	2.04	2.33	2.36	2.38	1.99	2.15 0.73	8 th	LE
9	Through organizing Library Weeks/ Day / Hours	1.67	1.79	2.04	2.13	1.97	2.33	2.01 1.01	9 th	LE
10	Advertising in Media.	1.65	2.39	2.15	2.01	1.85	2.11	1.98 0.76	10 th	NA
11	Use of Library Catalogue.	1.67	1.32	2.34	2.20	2.06	1.93	1.96 0.98	11 th	NA
12	Sending Messages to Users through their E – Mails	1.84	1.54	2.08	1.89	2.02	2.19	1.96 0.94	11 th	NA
13	Through organizing Workshops, Seminars and Conferences.	1.53	1.57	2.44	2.06	1.96	1.97	1.93 0.93	14 th	NA
14	Use of Learning Management System (LMS).	1.67	1.66	1.95	2.09	1.88	2.07	1.91 0.79	13 th	NA
15	Use of RSS feeds.	1.64	1.64	2.04	1.81	1.92	2.06	1.87 1.07	15 th	NA
16	Giveaways such as calendar, T-shirts, Pen, Pencils and Key Chains	1.61	1.66	1.95	2.11	1.91	1.86	1.87 0.74	16 th	NA
Overall		1.92	2.01	2.37	2.29	2.25	2.32	2.21 0.81		LE

Key: VHE - Very Highly Extent, HE–Highly Extent, LE–Low Extent, NA – Not Applicable

Results in table 7 show the mean ratings and standard deviation of respondents on the various marketing channels in use for accessibility of library services to students in the conventional study centres in the six geo-political zone of Nigeria for improved accessibility. Results showed that items 1 and 2, use of talks- word of mouth and library website had total mean ratings of 3.61 and 3.59 respectively which are within the range of 3.50 – 4.00 set as criterion for ‘Very High Extent’ while items 2 and 3 had mean ratings of 3.00 and 2.86, library orientation and use of posters

respectively are within the range of 2.50 – 3.49 set for ‘High Extent’. However, the result of the study also showed that items 4 – 9 with mean scores of 2.31, 2.26, 2.25, 2.15 and 2.01 respectively which are within the range of 1.50 – 2.49 set as a criterion for low extent. Such marketing channels are; use of social media, library exhibition, sending out Brochures and flyers to the user, use of Newsletters s and organizing Library Weeks / Day/Hours.

Advertising in media, use of Library Catalogue, use of learning management system, organizing workshops/conferences, use of RSS feeds, and giveaways such as calendar, T-shirts, pen, pencil and key chains are ‘Not Applicable’ with a mean range of 0.50 – 1.49. The overall mean of 2.21 with a standard deviation of 0.81 showed that the marketing channels in use for accessibility of library services to students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria for improved accessibility are low.

The interview responses on marketing channels employed by NOUN study centres libraries agree with the above findings. This is corroborated by responses from the six study centres librarians that mentioned the various marketing channels employed in their centre libraries to include; use of poster, use of banners, through the library website, during orientation that lasts for few minutes, and use of the library flyers. The summary of the finding, therefore, showed that the marketing channels in use for accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility are to a low extent.

Research Question 5: To what extent do marketing library services improve accessibility to students of NOUN in the conventional study centres?

Table 8: Mean and Standard deviation of respondents on the extent marketing of library services improve accessibility to students of NOUN in the conventional study centres.

N = 664

S/No		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total	SD	Rank	Decision
		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$			
1	Helps users to select and analyze the information they need.	3.29	2.96	3.07	2.80	2.83	3.01	2.99	0.70	1 st	HE
2	Create awareness on the library support services to users.	3.33	3.53	3.00	2.68	2.80	2.90	2.98	0.71	2 nd	HE
3	Help in marketing the professional image of Librarians.	3.69	3.49	2.93	2.90	2.51	2.61	2.97	0.84	3 rd	HE
4	Help in meeting the information needs of the users.	3.29	3.49	2.87	2.81	2.85	2.69	2.95	0.77	4 th	HE
5	It creates cordial relationship between the Librarian and users.	3.66	3.79	3.02	2.68	2.61	2.48	2.95	0.83	4 th	HE
6	Promote the image of the library to the public.	3.54	3.42	2.81	2.76	2.72	2.55	2.92	0.78	6 th	HE
7	Helps in generating revenue for the Library.	3.24	3.28	3.06	2.89	2.44	2.84	2.91	0.76	7 th	HE
8	Increase utilization of library services to users.	3.19	2.96	2.88	2.98	2.86	2.58	2.90	0.73	8 th	HE
9	Draws users to utilize the library services.	3.19	3.04	2.97	2.92	2.22	2.79	2.82	0.80	9 th	HE
10	Increases the information Literacy of the users	3.19	3.00	3.09	2.74	2.67	2.35	2.80	0.68	10 th	HE
11	To give access to library services provided for users	3.67	3.49	2.97	2.74	2.31	2.07	2.79	0.90	11 th	HE
Overall		3.39	3.31	2.97	2.81	2.62	2.62	2.91	0.77		HE

Key: VHE - Very Highly Extent, **HE**–Highly Extent, **LE**–Low Extent, **NA** – **Not Applicable**.

Results in table 8 show the mean ratings and standard deviation of respondents on the extent to which marketing library services improve accessibility to students of NOUN in the conventional study centres. Results showed that items 1-11 had total mean ratings of 2.99, 2.98, 2.97, 2.95, 2.95, 2.92, 2.91, 2.90, 2.82, 2.80 and 2.79 respectively. The mean ratings are within the range of 2.50 – 3.49 set as a criterion for

‘high extent’. This means that marketing library services improve accessibility to students of NOUN in the conventional study centres to a high extent. These marketing library services include; help users to select and analyze the information they need, Creating awareness on the library support services to users, help in marketing the professional image of Librarians, helping in meeting the information needs of the users, it creates cordial relationship between the Librarian and users, promoting the image of the library to the public, helps in generating revenue for the library, increasing utilization of library services to users, draws users to utilize the library services, increases the information Literacy of the users and give access to library services provided for users. The cluster mean of 2.91 with a standard deviation of 0.77 showed that marketing library services improve accessibility to students of NOUN in the conventional study centres to a high extent.

The finding of the study was supported by the responses from the interviewees thus, Marketing these library services have improved accessibility of library services to students of NOUN in this centre through the following ways; students are encouraged to use the library services provided to satisfy their information needs, it brings increase in library usage, students come to librarian whenever they need information, providing students with course materials and other information to satisfy their informational needs, increase in the utilization of information sources in the library, more students come to use the library, improves the image of the librarian and the library to students . Therefore, to a high extent marketing of these library services will improve the accessibility of library services to students of NOUN in the conventional study centres.

[illegible]

The results of the study as presented in table 9 show the mean ratings and standard deviation of librarians on the challenges librarians encounter in the marketing of library services for improved access to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria. Results showed that items 1-13 had mean ratings within the range of 2.50 – 3.49 set as a criterion for high extent. This means that, there is inadequate fund for the management library, the Library has no marketing plan, unavailability of Online Public Access Catalogue, negative attitude of users towards library, irregular power/electricity supply, lack of budget for marketing of library services, poor internet connectivity for online marketing (Internet Marketing); there is poor attitude of the university authority towards marketing of library services, no staff/committee is responsible for marketing library services, there is low-level literacy among library users; marketing is too costly for most libraries, negative attitude of librarians and library staff towards marketing and librarians do not have the knowledge of marketing and its principles. The overall mean of 3.11 with a standard deviation of 1.08 showed that challenges librarians encounter in marketing of library services for improved access to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria are to a high extent.

The result of the study agrees with the responses of centre librarians from the six study centre libraries in the six geopolitical zones of Nigeria that the followings are the challenges librarians encounter in the marketing of library services in their various Study Centres. These include; lack of fund, slow internet connectivity, poor funding, negative attitude of students towards library and its services, some information materials needed by these students in some courses are not available in

the library, limited time allocated for marketing of library services, poor and negative attitude of library staff to students who come to use the library, lack of marketing skills, management negative attitude to library and its services, inadequate power supply, lack of motivations from the management and absent of user education as a course for new students among others. In summary, the finding of the study showed that to a high extent; librarians encounter some impediments in marketing of library services for improved access to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria.

Research Question 7: What are the appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?

Table 10: Mean and standard deviations of respondents on the appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria **N = 13**

N = 13										
S/N		Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total	Rank	Decision
o		$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$ SD		
1	More Funding of Library by University authority	3.67	4.00	4.00	4.00	4.00	3.50	3.85 0.38	1 st	VA
2	Allowing the Library Management the Library fees paid by students	3.67	3.50	4.00	4.00	4.00	3.00	3.69 0.48	2 nd	VA
3	Organizing workshops and training for librarians and library staff on Marketing principles and procedures	3.33	4.00	4.00	3.00	3.75	4.00	3.69 0.48	2 nd	VA
4	Having a functional E-mail address of the users for the librarians to send and receive messages.	3.33	4.00	4.00	3.00	4.00	3.50	3.69 0.48	2 nd	VA
5	Updating the Library website with current information	3.00	4.00	4.00	4.00	4.00	3.50	3.69 0.63	2 nd	VA
6	Carrying out marketing research to determine the needs of Users.	3.33	3.50	4.00	4.00	4.00	3.50	3.69 0.48	2 nd	VA
7	The Library should have a Marketing Plan.	3.33	3.50	4.00	3.00	4.00	3.50	3.62 0.51	7 rd	VA
8	Regular power / electricity Supply through the use of Generators	3.33	3.50	4.00	3.00	4.00	3.50	3.62 0.51	7 rd	VA
9	Creating functional Face book and Twitter account to interact with the Users.	3.00	4.00	4.00	3.00	4.00	3.50	3.62 0.51	7 rd	VA
10	Organizing Library week and seminars for patron	3.00	4.00	4.00	3.00	4.00	3.50	3.62 0.51	7 rd	VA
11	Provision of internet connectivity for Online Marketing (Internet Marketing)	3.00	3.50	4.00	3.00	4.00	3.50	3.54 0.52	11 th	VA
12	Provision of Online Public Access Catalogue (OPAC)	3.00	3.50	4.00	3.00	4.00	3.50	3.54 0.66	11 th	VA
13	Marketing of Library services through creating a link on individual student portal (through the use of LMS)	3.33	3.00	4.00	3.00	4.00	3.50	3.54 0.52	11 th	VA
14	Having separate budget for Marketing of Library services.	3.67	2.50	4.00	3.00	4.00	3.00	3.46 0.88	14 th	A
15	Marketing committee of the library should be formed	3.67	2.50	4.00	3.00	3.75	3.50	3.46 0.88	14 th	A
16	Provision of online Library Tour and orientation via the Library Website	3.00	3.00	4.00	3.00	4.00	3.50	3.46 0.52	14 th	A
17	Use of Giveaways (T- Shirts and car stickers with Library logo and service)	2.67	3.00	4.00	4.00	4.00	3.00	3.38 0.65	17 th	A
18	Some Librarians should be assigned to do the marketing.	3.33	3.50	4.00	3.00	3.25	3.00	3.31 0.86	18 th	
Overall		3.26	3.47	4.00	3.28	3.93	3.42	3.58 0.58		VA

Key: VA – Very Appropriate, A - Appropriate, FA – Fairly Appropriate, NA - Not Appropriate

The results of the study as presented in table 10 show the mean ratings and standard deviation of librarians on the appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to students in

the conventional study centre of NOUN in the six geopolitical zone of Nigeria. Results showed that all the items (1-13) had mean ratings within the range of 3.50 – 4.00 set as a criterion for ‘Very Appropriate’ and items 14 – 18 are within the mean range of 2.50- 3.49 set as a criterion for ‘Appropriate’. More funding by the university authority with a mean score of 3.85 ranked the highest in the appropriate strategies to be employed by librarians in marketing of library services for improve accessibility to students of NOUN in the conventional study centres , allowing library management to library fees, organizing workshops, training for librarians and library staff on marketing principles and procedures,; having a functional email of users for sending and receiving mails, updating the library website with current information, Carrying out marketing research to determine the needs of Users had 3.69 mean score respectively while having a marketing plan had 3.62. Others are Regular power/electricity Supply through the use of generators, Creating functional Facebook and Twitter account to interact with the Users, Organizing Library week and seminars for patron had means scores of 3.50 while provision of internet connectivity for Online Marketing (Internet Marketing), Provision of Online Public Access Catalogue (OPAC) and Marketing of Library services through creating a link on individual student portal (through the use of LMS) had mean scores of 3.54 respectively .

The overall mean of 3.58 with a standard deviation of 0.58 showed that to a very high extent, most of the items on Table 12 are appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria.

The finding of the study was corroborated by interviewees in the six NOUN study centres libraries as follows. They had these to say; The appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in this conventional study centre are; organizing workshops for students and library staff, use of jingles in marketing library services through the mass media, introduction of user education in the NOUN programmes for new students, Use of social medias in marketing library services to students, provision of adequate fund, librarians should have positive attitude towards marketing, librarian should be friendly with the students whenever they come to the library, provision a generator set, giving more time for library orientation, provision of library manual for the students and introduction of user education as a course for all new students among others.

Summary of the Findings

This section of the chapter is a summary of the findings of the study according to each of the tested hypotheses. From the data analysis and interpretation of the results, the following findings emerged;

1. The extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria is the provision of past questions, access to print materials, current e-journals, e-books, abstracts, thesis organization of library orientation and subscribing to electronic databases.
2. The result of the study showed that there was no significant difference between the mean ratings of librarians in the different conventional study centres in the six

geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries.

3. The result of the study showed that the accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria is low since the findings show that access to subscribed electronic databases like EBSCO, JSTOR, AGORA, HINARI, internet services, library guided tour; photocopying services, selective dissemination of information, online resource sharing and interlibrary loan with other libraries are to a low extent.
4. The finding of the study showed that there was a significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services.
5. The result of the study revealed that only updating of the library website with current information was the only highly employed marketing strategies/ methods used in the marketing of library services; forming marketing committee, marketing plan, provision of Online Public Access Catalogue (OPAC), library week and carrying out marketing research were not employed.
6. The finding of the study showed that there was no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.
7. The finding of the study showed that use of talks- word of mouth, library website, library orientation and use of posters are the major marketing channels in use While the use of social media, library displays, flyers, newsletters and library week are low extent channels use in marketing of library services for accessibility

of library services to students in the conventional study centres in the six geopolitical zone of Nigeria..

8. The finding of the study showed that marketing library services improve accessibility to students of NOUN in the conventional study centres through helping users to select and analyze the information they need, Creating awareness on the library support services to users, marketing the professional image of librarians, meeting the information needs of the users and helps in generating revenue for the library.
9. The result of the study showed that librarians encounter some challenges in marketing of library services for improved access to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria such as inadequate fund from the university authority, no marketing plan, unavailability of online public access catalogue and negative attitude of librarians and library staff towards marketing.
10. The results of the study on appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria included more funding by the university authority, allowing library management to library fees, organizing workshops, training for librarians and library staff on marketing principles and procedures, updating the library website with current information and carrying out marketing research to determine the needs of Users.

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CHAPTER FIVE

DISCUSSIONS, RECOMMENDATION AND CONCLUSIONS

This chapter discusses the results presented in chapter four, conclusions, the implications of the study and recommendations. The chapter also presents the limitations of the study and suggestions for further research.

Discussions of the Results

The findings of the study are discussed in line with the research questions and hypotheses raised in the study. This discussion is therefore done in line with the research questions and hypotheses raised in chapter one covering the followings

Library Services Provided for Students of NOUN in the Conventional Study Centre Libraries

The results presented on table one show the mean ratings of the librarians on the extent of library services provided for students of National Open University of Nigeria in the conventional study centres libraries in the six geopolitical zones of Nigeria are to a low extent. However the major ones provided include, provision of past question papers; access to print materials (books); assisting patrons to conduct literature search; access to current e-books and e-journals for users; access to abstracts, thesis and other research work online resource sharing and interlibrary loan with other libraries, were provided to students of NOUN in the six study centre libraries under study.

Despite that these library services are provided to NOUN students at a low extent there are some of the services which their mean ratings indicated very low extent such services are Ask – A – Librarian online chat with users; provision of user

education courses online and offline, provision of bindery services, library tour, and provision of the online public catalogue; library card catalogue and document delivery from the six study centres, provision of the library users manual were “Not Applicable”. This position was affirmed by the interviewees from the six study centre libraries that there are absent of library manual for users, library catalogue both online and offline for the students to consult. Also, all the centre librarians lamented on the absence of user education course for the new students in the university programme of studies.

The findings agree with the findings expressed by Siddike and Mahamudi (2013) in a survey conducted on the marketing of web-based academic library services in 54 private and 31 public universities in Bangladesh. The studies revealed that 20 – 50% of the university libraries do not have access to their Online Public Access Catalogue (OPAC), e-books, e-journals and multimedia. No Bangladesh public university libraries provided online application forms, reservation, renewal request, and online user education or information literacy programs. Siddike, Munshi and Mahamudi (2013) concluded that “these libraries need to understand and respect the current needs of users. We are living in the 21st century where the availability of online resources and services are vital for easy and rapid access to information.

The ANOVA result on existing library services provided revealed that the results of the findings show that an f- ratio of 0.347 was obtained with a probability value of 0.86 since probability value of 0.86 is more than 0.05 set as the level of significance. The finding of hypothesis one shows that there was no significant difference between the mean ratings of librarians in the different conventional study centres in the six geo-political zone of Nigeria on the existing library services

provided to students of NOUN in the conventional study centre libraries. The result implies that the study centre libraries provide similar services what is not applicable in one centre is not applicable in other centres such services like access to online public access catalogue, library card catalogue, bindery services, online library chat with user, library manual and user education were all absent in all the six conventional study centre libraries.

The extent of Accessibility of Library Services among Students in the NOUN Conventional Study Centres

These results show low accessibility of library services among students in the conventional study centre libraries in the six geopolitical zone of Nigeria. However the major library services include; access to print materials (books), access to past question papers, assisting patrons to conduct literature search, access to current e-books and e-journals for users, online resource sharing and interlibrary loan with other libraries, access to abstracts, thesis and other research works, availability of internet services to users, provision of e-mail and chat services to users, among others. The overall mean of 2.39 with a standard deviation of 0.82 showed that the accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria is to a low extent.

Corroborating with the finding Igwe (2013) writing on the need for accessibility of library services, argues that access to information and knowledge is imperative to education, medicine, economic and political development, social and cultural enhancement. Thus, a library without adequate access to the library services and resources is useless. Similarly, Nwachukwu, Abdulsalami, Salami (2014) noted that what is available but not accessible is equally useless, only what is accessible is

usable. So the library services provided by the students of Open University can only be used when they are accessed by the students in satisfying their academic and research needs. When the library services are not accessed by students the services will be underutilized. The results showed that the available library services in the six study centre libraries in six geopolitical zones of Nigeria are to a low extent, accessible to NOUN students.

The ANOVA result of the difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services shows that an f-ratio of 226.859 was obtained with a probability value of 0.00. Which indicates that probability value of 0.00 is less than 0.05 set as level of significance, it means that the null hypothesis which stated that there is no significant difference between the mean ratings of students in the different conventional study centres in the six geo-political zone of Nigeria on the extent of accessibility of library services is rejected. The ANOVA result of this study as revealed by the finding of hypothesis two shows that there is a significant difference in the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services. This implies that the difference in the accessibility can be attributed to students' access to the internet; study centres like Enugu, Kaduna and Jos have internet services, unlike Yola, McCarthy and Benin study centre libraries. Poor access to the internet and non-availability of internet services and electricity will affect access rate of these students to online library services.

The marketing strategies/methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN

Research question three sought to find out the marketing strategies/ methods employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria. The result shows that the marketing strategies/methods employed by librarians for improved accessibility of the library services by students in the conventional study centre libraries of NOUN in the six geopolitical zone of Nigeria are recorded not employed.

Among the “not employed” strategies/methods include; marketing committee of the library are formed, the library has a marketing plan, provision of Online Public Access Catalogue (OPAC) and marketing of library services through creating a link on individual student portal (through the use of LMS), organizing library week and seminars and carrying out research to determine the research needs of users. This is because their mean ratings are within the range of 0.50 -1.49 set as a criterion for low extent. The results of this study clearly showed that the marketing strategies/methods recorded not employed by librarians for improved accessibility of the library services by students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria.

A research carried out by Edewor, Amughor, Osuchukwu and Egreaajena (2016) on marketing of library and information services in selected university libraries in Africa revealed that the twenty (20) universities in Africa studied included universities in Nigeria, Ghana, Sudan, Botswana, Kenya, South Africa, Tanzania, Egypt, Uganda, Ethiopia and Malawi, were in concurrence with the findings that these

academic libraries do not have marketing plan, do not know what to market. In summary, the findings show that marketing of library services are not properly done to meet up with the current changes in information technology and that these libraries lack adequate knowledge on the principles of marketing these services in order to maintain and attract new customers in this era of competitions amongst information providers.

However, some of the major marketing strategies/methods such as; NOUN library market their services online (Internet Marketing); there is regular power/electricity supply to enhance access to library services provided; librarians have the e-mail address and phone number of users for sending and receive messages and NOUN libraries have functional facebook and twitter account to interact with the users are less employed by librarians in marketing of these library services. In a similar study carried out by Chipeta (2007) to explore and compare the marketing of library services at Muzuzu University and University of Zululand libraries, the result indicates that there are some marketing activities going on at both university libraries. They have similar products and services that they seek to market and employ similar marketing methods such as the use of signpost, displays, talks, lectures and posters. But the marketing of library products and services take place without marketing policies in either of the two libraries. Mzuzu University market products and services based on their availability in the library.

The ANOVA result of the null hypothesis which stated that there is no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students is not rejected. The

finding of hypothesis implies that there is no significant difference in the mean ratings of the significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students. The responses of librarians from the questionnaire and structured interview with the six centre study librarians show that the librarians in the six study centres employ low strategies and methods in marketing these library services to students of NOUN because these libraries do not have marketing plan, do not conduct market research to find the needs of their users, do not have separate budget for library marketing and librarians and library staff are not trained on marketing principles and procedures.

The Marketing Channels in Use for Improved Accessibility of Library Services to Students in the Conventional Study Centres NOUN

The findings of research question four which sought to find out the channels in use for accessibility of library services to students of NOUN in the conventional study in the six geopolitical zone of Nigeria revealed that the mean ratings and standard deviation of respondents on use of talks- word of mouth and use of library website had means scores of 3.61 and 3.59 showing “very high extent” while use of posters and library orientation are within the range of 2.50 – 3.49 set as criterion for “high extent”. These findings from the above-listed marketing channels in use for improved accessibility of library services to students of NOUN in the conventional study centres in the six geo - political zones in Nigeria show a high extent. These findings agree with the view of Akpom (2010), that leaflets and posters should be used to market library services such as display of new arrivals and book reviews to create awareness to users.

The responses on the use of social media for marketing of library services for improved accessibility to students of NOUN in the conventional study centres which recorded low extent disagreed with the view of Khan and Bhatti (2012) that social media marketing of libraries is the way of advertising the library, its brand products and services via web 2.0 technologies. The responses on the use of talks and word of mouth corroborated with the view of Bhattacharyya (2010) which states that word of mouth marketing strategy is regarded as the most powerful tool of marketing while the use of library website as a channel of marketing services was confirmed by Chesnut (2006) who pointed out that the library webs page is an important marketing tool, especially for distance learners. Important news and contact information should be on the first page of the site where it can be easily found. In a similar opinion, Bower and Mee (2010) agreed that library services should be provided to the distance learners and faculty through phone and e-mail, also contact with reference librarians but the result of the finding shows that email is used to a very low extent to market library services to students in the conventional study centre libraries understudied.

However, there were negative views on, sending out brochures and flyers to users, advertising in the media, use of Learning Management System (LMS), use of RSS feeds, use of newsletters, use catalogue, through organizing workshops, seminars and conferences, giveaways (such as T- shirts, pen, pencil and key chains), through organizing library week/day/hours, sending messages to uses through their E- Mails, each had a mean ratings ranging from 0.50 to 1.49 as channels in use for accessibility of library services to students of NOUN in the conventional study centres. This finding implies that the librarians do not send out brochures and flyers, neither use Learning Management System (Carmen Library Link), do not organize seminars,

library week/hours and do not provide catalogues nor do they send e-mails to students to notify them on the library services available to them.

This implies that the use of the various marketing channels for improving the accessibility of library services to students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria for improved accessibility is low. In view of these findings Mulen and Furary (2011) advocated proactive marketing through giveaways with inscription like “Get Smart at --- Library”, “Library in your Palm and Electronic Resources at your Fingertips” on them, partnership marketing through involvement of students in outreach programmes and the use of social media in marketing of library services.

The Extent to which Marketing of Library Services Improves Accessibility to Students of NOUN in the Conventional Study Centres

The finding on the extents to which marketing of library services improves accessibility to students of NOUN in the conventional study centres reveals to a high extent that marketing of library services improves accessibility. This assertion was supported by Nooshinfard and Ziaiel (2011) that marketing helps to ensure that users; know what information exists, know how this information will look like in the interface; know where to find this information on the site and on the page and know how to use information.

Also, the finding shows that to a high extent, marketing of library services improves accessibility to students of NOUN in the conventional study centres by creating awareness on library support services to users. Sharma and Bhardwai (2009) aligning with the findings, by reiterating that marketing is not just about developing and promoting new services and products but it includes bringing awareness to clients

of existing services and products and determines their appropriateness. Smith (2011) in agreement with the finding said that use of collections and services is not only a reflection of how well they are have been developed to meet the mission and vision of the parent university, the academic curriculum and faculty research needs. It is also a result of how well informed the community is about specific resources and services offered by the library. Aligned with the finding Ned (2013) further reiterated that “it is more important (and more realistic) to build up awareness of the services we offer to relevant groups over a period of time. So that when they “Do require something, we provide, we are the first they think of.”

The result of the finding shows that marketing of library services to a high extent “creates a cordial relationship between the librarian and the users”. Igbeke (2008) in agreement with this finding stated that when library services are marketed, it creates a relationship between the customer and the library. This invariably implies that marketing of library services to students of NOUN is capable of creating a link between the librarian and the students of the National Open University of Nigeria.

The Challenges Associated with the marketing of Library Services for Improved Accessibility to Students of NOUN

The results reveal that marketing is too costly for most libraries; there is lack of budget for marketing of library services; there is an inadequate fund for the management of the library. This view corroborates with that of Ifejeh (2011) who outlined some of the problems involved in the marketing of university libraries in Nigeria to include lack of fund for packaging of library services and resources for marketing. The findings also agree with the views of Baro and Ebhomeya, (2013) that other militating factors on the marketing of library services include lack of funds to

engage in marketing activities as well as lack of exposure to adequate marketing training in library schools.

The findings also revealed that the six NOUN centre libraries have no marketing plan, no staff/committee responsible for marketing library services, poor internet connectivity for online marketing (Internet Marketing), irregular power/electricity supply and low-level literacy among library users. Nwegbu (2010) and Aharony (2009) agreed with the above findings and report which identified lack of marketing plan and policies as a major impediment in marketing library services to users by saying that when a library market its services without having a committee to decide on what to do, who will do what and when, the marketing process will break down as “every body’s business is no man’s business”. This view is emphasized by Smith (2014) who agreed that sometimes someone in computer services is assigned the responsibility for electronic marketing regardless of whether they know anything about marketing or even librarianship, just because they know a lot about electronics. In concurrence with the findings, Gupta, Koontz and Massimo in Baro and Ebhomeya (2013) outlined several factors militating against the effective marketing of library and information resources and services as a poor marketing strategy, the absence of marketing policies, lack of skilled manpower and infrastructural constraints.

Also unavailability of Online Public Access Catalogue (OPAC), poor attitude of the university authority towards marketing of library services, negative attitude of users towards library and its services, negative attitude of librarians and library staff towards marketing and librarians do not have the knowledge of marketing and its principles responses are to a high extent amongst the challenges associated with marketing of library services to students of NOUN in the conventional study centre

libraries. These options have cluster mean of 3.06 with a standard deviation of 0.23 showing that librarians encounter these impediments in the marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria.

In support of these findings Rossiter (2008) summaries challenges in marketing of library services to include the followings; library has no specific funding for marketing initiatives, lack of staff trained in marketing techniques as library schools have not traditionally offered marketing courses; it is imperative that librarians and staff develop such skills on the job training; reluctance of some paraprofessional staff members to participate in marketing activities and staff resistance to change. From the foregoing, it does appear that to a high extent all the study centre librarians, who were interviewed, agreed with the findings of research question six that librarians encounter some impediments in marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria. Nwosu (2010) argued that marketing is very necessary for today's and tomorrow's world because government funding of libraries and information centres has been declining. In view of the competition for limited funding, libraries must review their information providing activities in order to look for areas of selling its products and services to generate revenue (Anafor 2014).

Appropriate Strategies to be Employed by Librarians in Marketing of Library Services for Improved Accessibility to Students of NOUN in the Conventional Study Centres

The results of the study revealed that , the following are appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students of NOUN: allowing the library management the library fees

paid by students, having a separate budget for marketing of library services, marketing committee of the library to be formed; the library should have a marketing plan; and some librarians should be assigned to do the marketing; others include provision of internet connectivity for online marketing (internet marketing); regular power/electricity supply through the use of generators; organizing workshops and training for librarians and library staff on marketing principles and procedures; having a functional e-mail address of the users for the librarians to send and receive messages and creating functional face book and twitter account to interact with the users..

However, by the empirical position of this study as revealed from the results with a cluster mean of 3.58 and a standard deviation of 0.58 showed that 13 items on table ten are very appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria. Aderibigbe (2015) emphasized marketing strategies be employed by librarians should include internet marketing through the use of web 2.0 for marketing the resources and services, creating mandatory seminar for the librarians to be conversant with the marketing activities, training and retraining of the staffs in terms of marketing of library resources and services, maximum support by the management in marketing of these resources and services, standard policy in marketing of these resources and services should be introduced.

Implications of the Findings

The findings of this study have tremendous implications on NOUN students, librarians, the management of NOUN and other institutions and general public embarking on open and distance education. The implications are discussed as follows:

Since there is no significant difference between the mean ratings of librarians in the different conventional study centres in the six geo-political zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries it implies that the library services provided in the study centres libraries are the same. This has far-reaching consequences on satisfying the information needs of the students and this will invariably affect the access and patronage of the centre library services and resources. Apart from affecting the access and patronage, it creates a bad image for the library and the librarian; students will not be motivated to use the centre library. There is a need for the librarians at the study centres libraries to increase the quality and quantity of their services and market these services to students of NOUN to improve their accessibility and patronage.

Also, there is a significant difference between the mean ratings of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of accessibility of library services. This implies that accessibility of the library services at the various study centres depend on the availability. In order to improve the accessibility to library services in study centres librarians should provide more services and embark on aggressive marketing of the available library services. Accessibility of library services increases utilization of the services by students in solving their information needs. This, in turn, creates a good image of the library and librarian to the students and the general public. It will also justify the fund the university is spending on library and its services and above all produce quality graduates.

There is a significant difference between the mean responses of librarians on strategies and methods employed in the marketing of library services in the various

conventional study centre libraries of NOUN for improved accessibility to students of NOUN which recorded not employed implies that the library services are not properly marketed. This invariably will affect accessibility, utilization of the services and the library image. The implication of the finding on the librarians is that the centre libraries should form marketing committee, have a marketing plan, Carrying out marketing research to determine the needs of Users, within the different study centre libraries. It reveals that there is a need for the provision of access to Online Library Catalogue which is absent in all the centres. There should be a regular update on the library websites to sensitize NOUN students on the available library services to improving accessibility. The National Open University of Nigeria management should allow librarians to control students' library fees and have a separate budget for marketing of library services to students of NOUN in the conventional study centres.

The overall result of this study on the marketing strategies/ methods employed by librarians for improved accessibility of the library services by students of NOUN in the six geo - political zone of Nigeria showed not employed. This implies that the strategies/methods Librarians use in marketing of the available library services are not adequate and should be improved on by the librarians through finding out the type of students they have, the information needs and where to locate them and designing an effective strategies and methods to reach them in order to improve accessibility to the available library services..

Since there is the statistically significant difference in the mean ratings and standard deviation of respondents on the marketing channels in use for accessibility of library services to students in the conventional study centres in the six geo-political zone of Nigeria for improved accessibility which is to a low extent. This implies that

the various marketing channels in use to market the library services to students of NOUN for improving accessibility are not adequate and should be improved on, to increase access and patronage of the services by students of the National Open University of Nigeria. There are needs for librarians to use these marketing channels which include sending out brochures and flyers to users, advertising in media, use of Learning Management System (LMS), RSS feeds., newsletters, library Catalogue, organizing workshops, library weeks/day, seminars and conferences, giveaways such as calendar, T-shirts, pen, pencils and key chains with library logos and sending messages to users through their emails to improve on the accessibility of library services to students of NOUN in conventional study centres. When this done there will enormous improvement on the accessibility of library services provided for NOUN students.

Also for the professional librarians, the findings from this research have a revealing implication that marketing library services improve accessibility to students of NOUN in the conventional study centres to a high extent. It implies that librarians should see the need to create awareness on the library services through embarking on online marketing (internet marketing) to improve more on the accessibility of these services by their patrons.

The fact that, the mean and standard deviations of respondents on challenges librarians encounter in the marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria are to a high extent. The implications of these findings on the librarians are that it will lead to low patronage of the library services, create a poor image of library and the librarians, waste of the fund on the part of university authority and students'

information and research needs will not be met. This will affect the quality of graduate produced by the National Open University of Nigeria who may not contribute meaning to the society.

The Statistics provided by this research on appropriate strategies to be employed by librarians in marketing of library services for improved accessibility to students the conventional study centres of NOUN in the six geopolitical zone of Nigeria will enable librarians to adjust on their marketing strategies through forming marketing committee, having a marketing plan, determine the information needs of students by embarking on marketing research to find the information needs of students of NOUN; to know what type of library services to be provided for the students; to ensure improve accessibility and patronage. Furthermore, it will help the librarians in adopting certain measures to ensure a balanced collection in the development of NOUN libraries. The findings of this study will help librarians in open and distance learning to plan effective marketing strategies for their services, and also understand the problems associated in the marketing of services to students involved in distance learning.

The implication of the findings on NOUN management are that they will see the need to adequately fund the library by allowing the librarians management to manage the library fees paid by students, encourage the library to have a separate budget for marketing of library services, send librarians and library staff to workshops and in-service training to improve themselves on marketing skills and new innovation on marketing principles and procedures like internet marketing.

And for the NOUN students who are distance learning students, this study has enormous implications. This study exposes them to the varieties of library services

provided to them such as; online library services, databases, and several other services provided in different study centres of National Open University of Nigeria study centre libraries and the channels use in marketing these services for improving accessibility and patronage.

Finally, this study is an additional knowledge in the literature of the Library and Information Science on the marketing of library services in open and distance learning since much has not been written on the marketing of library services to students of open universities and other researchers will use it as background information for similar studies. Also, this study will help the lecturers to appreciate the use of library services for research and to encourage the NOUN students to access information through the library for their assignment and other academic works. To the general public, it will help them, to understand the Open University librarians and the services they provide. The findings of this work, if adopted may be of great benefit to the management of National Open University libraries as it reveals the strengths and weaknesses of its library services to their students.

Recommendations

On the basis of the findings of this study, the following recommendations were made with a view to enhancing marketing of library services for improved accessibility to students of National Open University of Nigeria:

1. The study centre libraries at the conventional study centres of National Open University of Nigeria should endeavour to provide online library services such Ask – A – Librarian online chat, online library tour and provision of Online Public Access Catalogue to help their students who are all distance

learners to access the library services and information from anywhere and anytime in order to satisfy their information quest and encourage patronage.

2. There is an urgent need for the study centres libraries in the conventional study centres to provide bindery services, library manual, library catalogues and document delivery services to students of NOUN for improving access.
3. The university management of the National Open University of Nigeria should as a matter of urgency introduce user education as a compulsory general course for all new students in the university to market the library and its services for improving access and patronage.
4. NOUN library in the conventional study centres should create a “Carmen Library Link” to make library materials and services available to students through the Library Management System. The tool when developed will permit libraries to build a collection of resources and services that can be delivered to students based on their courses and department. The “Carmen library link” delivers a page of library services and resources to students when they click the link labelled library within every course page in the student’s portal. This “Carmen Links” can help NOUN library to market its services to each student on their portal to improving the accessibility of library services to students irrespective of their study centres.
5. The NOUN libraries in the various conventional study centres should endeavour to develop more marketing strategies and methods like developing a market plan and carry out market research at least every two years to determine the information needs of NOUN students which will help librarians to provide desired services for increase patronage and accessibility.

6. The researcher recommends that the NOUN study centre libraries should set up a marketing committee to formulate marketing policies, monitor and evaluate these policies.
7. There is also a need for the librarians in the conventional study centre libraries of NOUN to organize a mandatory seminar, workshops, conferences for the librarians to be conversant with the marketing principles and practices. This will increase their perceptions positively. The training and retraining of library staff in new skills in the marketing of library services, supported by the NOUN will help the library management to provide quality services and marketing of these services effectively to improve on accessibility and patronage by the students of NOUN.
8. There is also a need for the conventional study centre libraries in NOUN to develop more channels to market these library services, such channels like use of newsletters, library website, brochures and flyers, giveaways with library logos and services inscribed on them, internet marketing and use of social media in delivering and marketing library services to students of NOUN.
9. The university authority and federal government should take up its mandate and responsibility to ensure that adequate fund is provided for provision and marketing of library services in the conventional study centres of NOUN. This will encourage the libraries to have a separate budget for marketing of library services. This should also be monitored to ensure that it is fully implemented
10. There is also the need for the university librarian and other librarians in NOUN library to aggressively solicit for funds from politicians, philanthropists and introduce fee-based library services to develop library and

market its services to the uses since marketing of library services are capital intensive.

11. Library management should be given a free hand but under supervision to control the library fees paid by NOUN students for effective provision of quality services and marketing of these library services to improving access and patronage.
12. More hours should be allocated to orientation programmes and library week/day should be introduced so that the students who missed the orientation can have the opportunity of knowing what services are available to them. Also, a library manual should be provided to every student on admission into the university as a means of marketing the services provided in the NOUN libraries
13. Marketing of library services should be a sole responsibility of librarians and library staff who have undergone training in marketing and its principles not just any staff of centre libraries.

Limitations of the Study

The research could have used two study centres each from the six geo-political zones of Nigeria but limited to one since South – East and North-East geopolitical zone has only one study centre each that met the requirement to be included in the population of the study.

Suggestions for Further Research

Based on the findings of this study, it became imperative to make the following suggestions for further investigations

1. The study covers six conventional study centres libraries of NOUN in the six geopolitical zones of Nigeria Other Study centres like special and community study centres libraries can be researched.
2. The study is purely on conventional study centres libraries of NOUN in the six geopolitical zones of Nigeria. A comparison study of special and community study centres libraries in the study area can also be researched.
3. The study is a descriptive survey. Other methods of survey and different samples can be researched.
4. Strategies and effective methods of marketing of library services to students of the National Open University of Nigeria to improve access in a digital era.
5. Social media as an effective tool in the marketing of library services for improved accessibility to students of the National Open University of Nigeria.
6. A comparative study of the effects of marketing library services in the provision of qualitative services in open university libraries.

Conclusion

This study focused on the marketing of library services for improved accessibility to students of National Open University of Nigeria in order to find out the existing library services available to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria; the extents of accessibility of library services among students; marketing strategies and method employed by librarians for improved accessibility of the library services by students; the various marketing channels in use for improved accessibility of library services to students; extent to which marketing library services improve accessibility to the students; challenges associated with the marketing of library services for improved accessibility

to the students, and the appropriate strategies for enhancing the marketing of library services for improved accessibility to students in the conventional study centres of NOUN in the six geopolitical zone of Nigeria. Three hypotheses were formulated for the study.

The findings of the study showed that the library services available to students of NOUN include access to print materials (book), assisting patrons to conduct literature search, access to current e-books and e-journals , online resource sharing and inter-library loan , access to abstract, thesis and other research works, internet services, provision of e-mail and chat services, selective dissemination of information, compilation of bibliographies, electronic databases, provision of photocopying, printing and scanning of documents, library orientation and provision of past question papers. But services like Ask – A – Librarian online chat with users, provision of user education courses and library manual, bindery services, library tour, Online Public Catalogue (OPAC}, library card catalogue and document delivery were absent in all the centre's libraries. Accessibility to the library services was based on the availability of services in the various centre libraries. The strategies/methods used by librarians in marketing of the available library services to students of NOUN are not adequate such channels as sending out brochures and flyers to users, advertising in media, use of Learning Management System (LMS), RSS feeds., newsletters, library Catalogue, workshops, library weeks/day, seminars and conferences, giveaways such as calendar, T-shirts, pen, pencils and key chains and sending messages to users through their emails were not in use. Some of the problems librarians' encounter in marketing of library services for improve accessibility to student of NOUN includes poor funding, lack of marketing plan and committees responsible for formulation of marketing

policy and activities, not inclusion of user education in the course of university educational programmes, training and retraining of librarians and library staff on marketing skills and practices.

Appropriate discussions were also made on the findings and the implications of the study on the librarians, students, management of the National Open University of Nigeria and the general public were adequately highlighted. Some recommendations on the study were made which include; library management to be allowed to manage the library fees paid by students, soliciting for the fund from politicians and philanthropist, the formation of marketing committee to formulate the marketing plan and policies, the introduction of internet marketing and users education in university curriculum made.

Practically the result of this study will contribute to a larger extent in filling the gap on inadequate literature and research work on the marketing of library services to students engaged in open university and other distance learning institutions especially in developing countries. Also, this study would encourage and help the librarians to improve and understand the impact of marketing of information resource and services to improving accessibility to their various users. It will also add to the body of knowledge in library and information science.

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APPENDIX 1

Questionnaire for Librarians on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (QLMLSIA)

Dear Respondent,

I am a doctoral student in the Department of Library and Information Science of the University of Nigeria, Nsukka. I am currently undertaking a study on Marketing Library Services for Improved Accessibility to students of the National Open University of Nigeria. This questionnaire aims at collecting information for educational and research purposes only. Please respond to the questions as honestly as possible. All information provided will be treated with utmost confidentiality. You are please requested to study the questionnaire carefully and supply the required information.

Thanks

L .O. Ekwueme
Research Student

SECTION A

PERSONAL DATA

Name of University: -----

Name of Study Centre Library: -----

Designation/Status: -----

SECTION B**CLUSTER A: Library Services provided for students by librarians in the conventional study centre libraries in the six geopolitical zone of Nigeria.**

Please indicate by ticking (✓) in the spaces provided, the extent of library services provided in the conventional study centre libraries in the six geopolitical zone of Nigeria?

Key: VHE - Very Highly Extent, HE–Highly Extent, LE–Low Extent, NA- Not Applicable.

S/N	Identify the extent of Library services provided for students the conventional study centres of NOUN.	VHE	HE	LE	NA
1	Access to print materials (books)				
2	Assisting patrons to conduct a literature search.				
3	Access to current e-books and e-journals for users.				
4	Online resource sharing and interlibrary loan with other libraries.				
5	Ask – A – Librarian online chat with users to answer questions.				
6	Access to Abstracts, Thesis and other research works.				
7	Availability of internet services to users.				
8	Provision of e-mail and chat services to users.				
9	Provision of user education courses including online and offline.				
10	Providing Selective Dissemination of Information (SDI) services.				
11	Compilation of bibliographies.				
12	Provision of bindery services to users				
13	Subscribing to electronic databases (EBSCO, JSTOR, AGORA, HINARI)				
14	Organizing library guided tour.				
15	Publication of library Users manual.				
16	Provision of photocopying services.				
17	Provision of audio – Visual services.				
18	Organization of library orientation.				
19	Provision of Online Public Access Catalogue (OPAC).				
20	Provision of Library Card Catalogue				
21	Provide printing and scanning of documents				
22	Provision of Past Question papers				
23	Provision of Document Delivery				

Others specify and rate accordingly

CLUSTER C: The marketing strategies and method employed by librarians for improved accessibility of the library service.

Please indicate by ticking (✓) in the spaces provided, the extent to which these marketing strategies and method employed by librarians to improve the accessibility of the library services by students in the conventional study centre in the six geopolitical zone of Nigeria

Key: VHE - Very Highly Employed, HE-Highly Employed, LE-Less Employed, NE- Not Employed

S/N	To what extent do you agree to the marketing strategies and methods employed by a librarian in improving the accessibility of Library services for students of NOUN in the conventional study centres.	VHE	HE	LE	NE
1	Marketing committee of the library was formed				
2	The Library has a Marketing Plan.				
3	Librarians are assigned to marketing libraries.				
4	NOUN library market their services Online (Internet Marketing)				
5	There is regular power/electricity Supply enhance access to library services provided				
6	Librarians have/use the E-mail address and phone number of users for sending and receive messages.				
7	NOUN libraries use functional Facebook and Twitter account to interact with the Users.				
8	Updating the library website with current information				
9	Provision of Online Public Access Catalogue (OPAC)				
10	Marketing of library services through creating a link on individual student portal (through the use of LMS)				
11	Use of Giveaways like T-Shirts, Pen and car stickers with Library logo and service inscribed on them				
12	Provision of online library tour and orientation via the Library Website				
13	Organizing library week and seminars for patron				
14	Carrying out marketing research to determine the needs of users.				

Others specify and rate accordingly.

CLUSTER D: Channels of Communication employed in marketing Library Services for improved accessibility by students of NOUN.

Please indicate by ticking (✓) in the spaces provided, the extent to which the librarians use these channels of communication in marketing library services for improved accessibility by students of NOUN in the conventional study centre in the six geopolitical zone of Nigeria.

Key: VHE-Very Highly Extent, **HE**-Highly Extent, **LE**-Low Extent, **NA**- Not Applicable.

S/N	Identify the extent to which librarians use these channels to marketing library services to the students of NOUN.	VHE	HE	LE	NA
1	Use of posters				
2	Sending out brochures and flyers to users				
3	Advertising in Media.				
4	Use of Social Media (Facebook, Twitter, Blogs).				
5	Use of Learning Management System (LMS).				
6	Through library website.				
7	Use of Electronic Mails (E-Mails).				
8	Use of RSS feeds.				
9	Use of Newsletters.				
10	Use of library catalogue.				
11	Through organizing workshops, seminars and conferences.				
12	Giveaways such as calendar, T-shirts, Pen, Pencils and Key Chains				
13	Use of Talks – Word of Mouth				
14	Through organizing Library Weeks/ Day / Hours				
15	Library Exhibitions / Displays				
16	Sending messages to users through their E-Mails				
17	During library orientation				

Others (Specify) and rate accordingly.

CLUSTER E: The extent to which marketing of Library Services contributed to improved accessibility by noun students in the conventional study centre in the six geopolitical zone of Nigeria.

To what extent does the marketing of library services in NOUN libraries for improved accessibility? Please tick (✓) appropriately as it applies to you.

Key: VHE-Very Highly Extent, **HE** – Highly Extent, **LE**- Low Extent, **NA** – Not Applicable.

S/N	ITEMS.	VHE	HE	LE	NA
1	Help in meeting the information needs of the users.				
2	Create awareness of the library support services to users.				
3	Promote the image of the library to the public.				
4	Increase utilization of library services to users.				
5	Help in marketing the professional image of Librarian.				
6	Draws users to utilize the library services.				
7	Helps in generating revenue for the Library.				
8	Helps users to select and analyze the information they need.				
9	It creates a cordial relationship between the Librarian and users.				
10	Increases the information accessibility by the users				
11	To give access to the library services provided to users				

Others (Specify) and rate accordingly.

CLUSTER F: The challenges associated with Marketing of Library Services for Improved Accessibility by students of NOUN in the conventional study centre in the six geopolitical zone of Nigeria.

Please indicate by ticking (√) in the spaces provided, the extent of impediments to Marketing of Library Services for Improved Accessibility by students of NOUN.

Key: VHE -Very Highly Extent, HE - Highly Extent, LE – Low Extent, NA – Not Applicable.

S/N	Identify challenges associated with the marketing of Library services to students of NOUN.	VHE	HE	LE	NA
1	Marketing is too costly for most libraries.				
2	Lack of budget for marketing of Library services.				
3	Inadequate fund for the Management Library.				
4	The Library has no marketing plan.				
5	No staff/committee is responsible for marketing library services				
6	Poor internet connectivity for Online Marketing (Internet Marketing)				
7	Irregular power/electricity Supply				
8	Low-level literacy among library users				
9	Unavailability of Online Public Access Catalogue (OPAC)				
10	Poor attitude of the university authority towards marketing of library services.				
11	Negative attitude of users towards the library and its services				
12	Negative attitude of librarians and library staff towards marketing.				
13	Librarians do not have the knowledge of marketing and its principles				

Others (Specify) and rate accordingly

CLUSTER G: The appropriate strategies to be employed by Librarians in Marketing of Library Services for improved accessibility by students of NOUN in the conventional study centre in the six geo-political zone of Nigeria.

Please indicate by ticking (✓) in the spaces provided, the appropriate strategies to be employed by librarians in the marketing of Library Services for improved accessibility to students of NOUN

Key: VA – Very Appropriate, A - Appropriate, FA- Fairly Appropriate, NA - Not Appropriate

S/N	To what extent do you agree to the following strategies if employed by librarians will help to enhance marketing of Library services for improved accessibility by students of NOUN.	VA	A	FA	NA
1	More funding of library by the university authority				
2	Allowing the library management the Library fees paid by students				
3	Having a separate budget for marketing of library services.				
4	Marketing committee of the library should be formed				
5	The library should have a marketing plan.				
6	Some librarians should be assigned to do the marketing.				
7	Provision of internet connectivity for Online Marketing (Internet Marketing)				
8	Regular power/electricity Supply through the use of generators				
9	Organizing workshops and training for librarians and library staff on Marketing principles and procedures				
10	Having a functional E-mail address of the users for the librarians to send and receive messages.				
11	Creating functional Facebook and Twitter account to interact with the Users.				
12	Updating the library website with current information				
13	Provision of Online Public Access Catalogue (OPAC)				
14	Marketing of library services through creating a link on individual student portal (through the use of LMS)				
15	Use of Giveaways (T-Shirts and car stickers with library logo and service)				
16	Provision of online library tour and orientation via the library website				
17	Organizing library week and seminars for patron				
18	Carrying out marketing research to determine the needs of users.				

Others specify accordingly.

APPENDIX 2

Questionnaire for Students on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (QSMLSIA)

I am a doctoral student in the Department of Library and Information Science of the University of Nigeria, Nsukka. I am currently undertaking a study on Marketing Library Services for Improved Accessibility to students of the National Open University of Nigeria. This questionnaire aims at collecting information for educational and research purposes only. Please respond to the questions as honestly as possible. All information provided will be treated with utmost confidentiality. You are please requested to study the questionnaire carefully and supply the required information.

Thanks

L .O. Ekwueme
Research Student

SECTION A

PERSONAL DATA

Name of University: -----

Name of Study Centre Library: -----

Name of School: -----

The course of Study: -----

Level of study: -----

SECTION B**CLUSTER B: The level of accessibility to library services available to students of NOUN.**

Identify the extent of accessibility of library services among students in the conventional study centres of NOUN. Please tick (✓) accordingly

Key: VHE - Very Highly Extent, **HE** – Highly Extent, **LE** – Low Extent, **NA** – Not Applicable.

S/N	Identify the extent of accessibility of library services among students in the conventional study centres of NOUN.	VHE	HE	LE	NA
1	Access to print materials (books)				
2	Assisting patrons to conduct a literature search.				
3	Access to current e-books and e-journals for users.				
4	Online resource sharing and interlibrary loan with other libraries.				
5	Ask – A – Librarian online chat with users to answer questions.				
6	Access to Abstracts, Thesis and other research works.				
7	Access to internet services.				
8	Provision of e-mail and chat services to users.				
9	Access to User education courses including online and offline.				
10	Providing Selective Dissemination of Information (SDI) services.				
11	Compilation of bibliographies.				
12	Access to bindery services to users				
13	Subscribing to electronic databases (EBSCO, JSTOR, AGORA, HINARI)				
14	Organizing Library guided tour.				
15	Publication of Library Users manual.				
16	Provision of Photocopying services.				
17	Provision of Audio – Visual services.				
18	Organization of Library orientation.				
19	Provision of Online Public Access Catalogue (OPAC).				
20	Provision of Library Card Catalogue				
21	Provide printing and scanning of documents				
22	Provision of Past Question papers				
23	Provision of Document Delivery				

Others specify and rate accordingly

CLUSTER D: Channels of Communication employed in marketing Library Services for improved accessibility by students of NOUN.

Please indicate by ticking (√) in the spaces provided, the extent to which the NOUN library uses these marketing channels in identifying the existence of library services for improved accessibility.

Key: VHE-Very Highly Employed, **HE** – Highly Employed, **LE**– Low Employed, **NA**– Not Employed

S/N	Identify the extent to which NOUN library uses these marketing channels to create the existence of library services provided for students of NOUN.	VHE	HE	LE	NE
1	Use of Posters				
2	Sending out Brochures and flyers to users				
3	Advertising in Media.				
4	Use of Social Media (Facebook, Twitter, Blogs).				
5	Use of Learning Management System (LMS).				
6	Through Library Website.				
7	Use of RSS feeds.				
8	Use of Newsletters.				
9	Use of Library Catalogue.				
10	Through organizing Workshops, Seminars and Conferences.				
11	Giveaways such as calendar, T-shirts, Pen, Pencils and Key Chains				
12	Use of Talks – Word of Mouth				
13	Through organizing Library Weeks/ Day / Hours				
14	Library Exhibitions / Display				
15	Sending Messages to Users through their E-Mails				
17	During Library orientation				

Others (Specify) and rate accordingly.

CLUSTER E: The extent to which marketing of Library Services contributed to improved accessibility by NOUN students in the conventional study centre in the six geopolitical zone of Nigeria.

To what extent do students in NOUN benefits from the marketing of library services in NOUN libraries for improved accessibility. Please tick () appropriately as it applies to you.

Key: VHE-Very Highly Extent, **HE** – Highly Extent, **LE**– Low Extent, **NA**- Not Applicable.

S/N	ITEMS	VHE	HE	LE	NA
1	Help in meeting the information needs of the users.				
2	Create awareness of the library support services to users.				
3	Promote the image of the library to the public.				
4	Increase utilization of library services to users.				
5	Help in marketing the professional image of Librarian.				
6	Draws users to utilize the library services.				
7	Helps in generating revenue for the Library.				
8	Helps users to select and analyze the information they need.				
9	It creates a cordial relationship between the Librarian and users.				
10	Increases the Information Literacy of the users				
11	To give access to library services provided for users				

Others (Specify) and rate accordingly.

APPENDIX 3

Department of Library & Information Science

The University of Nigeria Nsukka,

19th October 2015.

Dr.

Department of Library and Information Science, UNN

Dear Sir,

Request for Content Validation of My Research Instrument

I hereby request for your assistance in face validation of my research instruments, objectives of the study; research questions and questionnaire. The questionnaires for students of National open university of Nigeria titled Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (QMLSIA) and for Librarians on Marketing Library Services for Improved Accessibility by Students of National Open University of Nigeria (QLMLSIA). Their titles were designed to answer research questions with respect to the study titled: Marketing Library Services For Improved Accessibility to Students of National Open University Of Nigeria.

This study is being carried out as part of the requirements for the award of PhD in Library and Information Science. Attached is a copy each of the objectives of the study; research questions and questionnaire for the validation.

Thanks for your cooperation

Yours Faithfully

Loveth Ogoegbunam Ekwueme (Mrs)

The Purpose of the Study

The general purpose of this study is to investigate the marketing of library services for improved accessibility by students of NOUN from the conventional study centres in the six geo-political zone of Nigeria. The specific objectives are to:

1. identify the extent of library services provided to students of National Open University of Nigeria (NOUN) in the conventional study centre libraries ;
2. ascertain the extent of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria;
3. identify marketing strategies and methods employed by the Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.
4. ascertain the various marketing channels in use for improved accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility?
5. determine the extent to which marketing of library services contribute to improved accessibility by students of NOUN in the conventional study centres,
6. determine some of the challenges associated with the marketing library services for improved accessibility by NOUN students in the conventional study centre libraries in the six geopolitical zone of Nigeria,
7. Find out appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to students of NOUN in the conventional study centres in the six geopolitical zone of Nigeria.

Research Questions

The following research questions were formulated to guide the study;

1. What is the extent of library services provided to students of NOUN in the conventional study centre libraries in the six geopolitical zone of Nigeria?

2. What are the extents of accessibility of library services among students in the conventional study centres in the six geopolitical zone of Nigeria?
3. Identify the marketing strategies and method employed by librarians for improved accessibility of the library services by students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?
4. What are the various marketing channels in use for accessibility of library services to students in the conventional study centres in the six geopolitical zone of Nigeria for improved accessibility?
5. To what extent does marketing of library services contribute to improved accessibility to students of NOUN in the conventional study centres?
6. What are the challenges associated with the marketing of library services for improved access to students in the conventional study centre of NOUN in the six geopolitical zone of Nigeria?
7. What are the appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to students the conventional study centre of NOUN in the six geopolitical zone of Nigeria?

Hypotheses

The following hypotheses will be tested in the course of this study at a 0.5 level of significance;

- HO 1. There is no significant difference between the mean rating of students in the different conventional study centres in the six geopolitical zone of Nigeria on the extent of library services provided to students of NOUN in the conventional study centre libraries.,

- HO 2. A significant difference does not exist in the mean rating of the accessibility of library services among the students in the different conventional study centres in the six geopolitical zone of Nigeria,
- HO 3. There is no significant difference between the mean responses of librarians on strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

APPENDIX 4

National Open University of Nigeria Librarians Interview Schedule on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (ILMLSIA).

Introduction

Good day Sir/ Madam, I am here in connection with your agreement to grand my audience for an interview on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (**ILMLSIA**). I will be very grateful if you spare me your time. Be assured that your responses will be treated confidentially as they are intended to be used for this research purposes.

Thanks

The following research questions were formulated to guide the Interview;

Name of your study centre library: -----

In what geo - political zone of Nigeria is your study centre: -----

Designation/Status of the Librarian: -----

1. The extent of Library Services Provided to Students of NOUN.

What is the extent of library services provided to students of NOUN in this conventional study centre library?

2. Marketing Strategies and Methods.

i. Do you market these libraries services to the students?

ii. What are the marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students?

3. Marketing Channels Employed.

What are the marketing channels employed in this centre library to the help the students in accessing the library services available to them?

4. Marketing of Library Services for Improved Accessibility.

To what extent do you think that marketing of library services can improve the accessibility of library services to students of NOUN in this centre?

5. Challenges associated with Marketing of Library Services

What are the challenges you encounter as Librarian in the marketing of these library services for improved access to students in this conventional study centre of NOUN?

6. Appropriate Strategies to be Employed by Librarians in Marketing of Library Services

Please suggest the appropriate strategies to be employed by librarians in the marketing of library services for improved accessibility to students in this conventional study centre of NOUN?

Thank you for your responses and co-operation.

APPENDIX 5

RELIABILITY

/VARIABLES=A_1 A_2 A_3 A_4 A_5 A_6 A_7 A_8 A_9 A_10 A_11 A_12 A_13 A_14
A_15 A_16 A_17 A_18 A_19 A_20 A_21 A_22 A_23

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conventional study centre libraries in the '+

'six geo – political zone of Nigeria.') ALL

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/SUMMARY=MEANS.

Reliability

CLUSTER A: Librarians

**Scale: CLUSTER A: Library Services provided for students by librarians in the
conventional study centre libraries in the six geopolitical zone of Nigeria.**

Case Processing Summary

		N	%
Cases	Valid	6	100.0
	Excluded	0	.0
	Total	6	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.918	19

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.895	1.333	3.833	2.500	2.875	.334	19

Reliability

CLUSTER B: Students

**Scale: CLUSTER B: The level of accessibility to library services available to
students of NOUN.**

Case Processing Summary

		N	%
Cases	Valid	17	100.0
	Excluded	0	.0
	Total	17	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.945	23

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.662	2.235	3.529	1.294	1.579	.083	23

Reliability**CLUSTER C: Librarians**

Scale: CLUSTER C: The marketing strategies and method employed by librarians for improved accessibility of the library service.

Case Processing Summary

	N	%
Valid	6	100.0
Cases Excluded	0	.0
Total	6	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
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Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.274	2.667	3.833	1.167	1.438	.161	14

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/SUMMARY=MEANS.

Reliability**CLUSTER D: Librarians**

Scale: CLUSTER D: Channels of Communication employed in marketing Library Services for improved accessibility by students of NOUN.

Case Processing Summary

		N	%
Cases	Valid	23	100.0
	Excluded	0	.0
	Total	23	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.956	.954	17

Summary Item Statistics

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Item Means	2.696	2.261	3.130	.870	1.385	.055	17

RELIABILITY

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'students in the conventional study centre in the six geo-political zone of Nigeria.') ALL

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/SUMMARY=MEANS.

Reliability**CLUSTER E: Librarians & Students**

Scale: CLUSTER E: The extent to which marketing of Library Services contributed to improved accessibility by noun students in the conventional study centre in the six geopolitical zone of Nigeria.

Case Processing Summary

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Cases	Valid	23	100.0
	Excluded	0	.0
	Total	23	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.932	.937	11

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.277	2.696	3.565	.870	1.323	.059	11

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RELIABILITY

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'NOUN in the conventional study centre in the six geopolitical zone of Nigeria.') ALL

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Reliability**CLUSTER F: Librarians**

Scale: CLUSTER F: The challenges associated with Marketing of Library Services for Improved Accessibility by students of NOUN in the conventional study centre in the six geopolitical zone of Nigeria.

Case Processing Summary

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	Total	6	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.802	13

Summary Item Statistics

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Item Means	2.744	1.833	3.833	2.000	2.091	.475	13

RELIABILITY

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'Accessibility by students of NOUN in the conventional study centre in the six geopolitical zone of Nigeria.') ALL

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/SUMMARY=MEANS.

Reliability

CLUSTER G: Librarians

Scale: CLUSTER G: The appropriate strategies to be employed by Librarians in Marketing of Library Services for improved Accessibility by students of NOUN in the conventional study centre in the six geo-political zone of Nigeria.

Case Processing Summary

	N	%
Valid	6	100.0
Cases Excluded	0	.0
Total	6	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.627	.742	17

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.265	1.667	3.833	2.167	2.300	.400	17

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B_9 B_10 B_11 B_12 B_13 B_14 B_15 B_16 B_17 B_18 B_19 B_20 B_21 B_22 B_23 C_1
C_2 C_3 C_4 C_5 C_6 C_7
C_8 C_9 C_10 C_11 C_12 C_13 C_14 D_1 D_2 D_3 D_4 D_5 D_6 D_7 D_8 D_9 D_10
D_11 D_12 D_13 D_14 D_15 D_16 D_17 E_1 E_2 E_3 E_4 E_5 E_6 E_7 E_8 E_9 E_10
E_11 F_1 F_2 F_3 F_4 F_5 F_6 F_7 F_8 F_9 F_10 F_11 F_12 F_13 G_1 G_2 G_3 G_4 G_5
G_6 G_7 G_8 G_9 G_10

G_11 G_12 G_13 G_14 G_15 G_16 G_17 G_18

/SCALE('Overall') ALL

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/SUMMARY=MEANS.

Reliability

Scale: Overall

Case Processing Summary

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Cases	Valid	6	26.1
	Excluded	17	73.9
	Total	23	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.935	110

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.030	1.333	3.833	2.500	2.875	.280	110

APPENDIX 6

Data Analysis Output

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Clu_A_22 Clu_A_23 BY Center
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Means

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Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Access to print materials (books) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Assisting patrons to conduct literature search. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Access to current e-books and e-journals for users. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Online resource sharing and inter library loan with other libraries. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Ask – A – Librarian online chat with users to answer questions. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Access to Abstracts, Thesis and other research works. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Availability of internet services to users. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of e-mail and chat services to users. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of User education courses including online and offline. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Providing Selective Dissemination of Information (SDI) services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Compilation of bibliographies. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of bindery services to users * Study Centers	13	100.0%	0	0.0%	13	100.0%
Subscribing to electronic databases (EBSCO, JSTOR,AGORA, HINARI) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Organizing Library guided tour. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Publication of Library Users manual. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Photocopying services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Audio – Visual services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Organization of Library orientation. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Online Public Access Catalogue (OPAC). * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Library Card Catalogue * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provide printing and scanning of documents * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Past Question papers * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Document Delivery * Study Centers	13	100.0%	0	0.0%	13	100.0%

Report

	Study Centers													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Access to print materials (books)	4.00	.000	4.00	.000	4.00	.	4.00	.	3.50	.577	4.00	.000	3.85	.376
Assisting patrons to conduct literature search.	3.67	.577	4.00	.000	3.00	.	3.00	.	3.25	.500	3.00	.000	3.38	.506
Access to current e-books and e-journals for users.	3.67	.577	3.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.62	.506
Online resource sharing and inter library loan with other libraries.	2.67	.577	2.50	.707	3.00	.	2.00	.	3.00	.816	2.50	2.121	2.69	.855
Ask – A – Librarian online chat with users to answer questions.	2.33	.577	1.50	.707	1.00	.	1.00	.	1.50	1.000	2.00	1.414	1.69	.855
Access to Abstracts, Thesis and other research works.	3.67	.577	3.50	.707	4.00	.	3.00	.	3.75	.500	3.50	.707	3.62	.506
Availability of internet services to users.	2.67	.577	2.00	.000	3.00	.	2.00	.	2.25	.500	2.50	.707	2.38	.506
Provision of e-mail and chat services to users.	3.00	1.000	2.50	.707	1.00	.	3.00	.	2.75	.500	2.50	2.121	2.62	.961
Provision of User education courses including online and offline.	1.00	.000	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.00	.000
Providing Selective Dissemination of Information (SDI) services.	2.00	.000	2.50	.707	2.00	.	2.00	.	2.50	.577	2.00	.000	2.23	.439
Compilation of bibliographies.	2.67	.577	3.00	.000	4.00	.	3.00	.	2.75	.500	3.00	.000	2.92	.494
Provision of bindery services to users	1.33	.577	1.00	.000	1.00	.	1.00	.	1.75	.500	1.50	.707	1.38	.506
Subscribing to electronic databases (EBSCO, JSTOR,AGORA, HINARI)	3.00	.000	3.00	.000	3.00	.	2.00	.	3.25	.500	3.00	1.414	3.00	.577
Organizing Library guided tour.	2.33	.577	2.00	.000	2.00	.	2.00	.	2.00	.000	2.00	1.414	2.08	.494
Publication of Library Users manual.	1.33	.577	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.08	.277
Provision of Photocopying services.	2.33	.577	2.50	.707	1.00	.	2.00	.	2.00	.816	2.00	.000	2.08	.641
Provision of Audio – Visual services.	2.33	.577	2.00	.000	2.00	.	2.00	.	2.25	.500	3.00	1.414	2.31	.630
Organization of Library orientation.	3.33	.577	3.00	1.414	3.00	.	3.00	.	2.75	.500	4.00	.000	3.15	.689
Provision of Online Public Access Catalogue (OPAC).	1.00	.000	1.00	.000	1.00	.	4.00	.	1.00	.000	1.00	.000	1.23	.832
Provision of Library Card Catalogue	1.00	.000	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.00	.000
Provide printing and scanning of documents	2.00	.000	2.00	1.414	1.00	.	2.00	.	2.00	.000	2.50	.707	2.00	.577
Provision of Past Question papers	4.00	.000	4.00	.000	4.00	.	3.00	.	4.00	.000	4.00	.000	3.92	.277
Provision of Document Delivery	2.33	1.528	2.00	.000	1.00	.	2.00	.	1.25	.500	1.50	.707	1.69	.855

MEANS TABLES=Clu_C_1 Clu_C_2 Clu_C_3 Clu_C_4 Clu_C_5 Clu_C_6 Clu_C_7
Clu_C_8 Clu_C_9 Clu_C_10 Clu_C_11 Clu_C_12 Clu_C_13 Clu_C_14 BY Center

/CELLS MEAN STDDEV.

Means

[DataSet1] C:\Users\Ozoagu James\Documents\Ekwueme\LIBRARINA.sav

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Marketing committee of the library were formed * Study Centers	13	100.0%	0	0.0%	13	100.0%
The Library has a Marketing Plan. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Librarians are assigned to marketing libraries. * Study Centers	13	100.0%	0	0.0%	13	100.0%
NOUN library market their services Online (Internet Marketing) * Study Centers	13	100.0%	0	0.0%	13	100.0%
There is regular power / electricity Supply to enhance access to library services provided * Study Centers	13	100.0%	0	0.0%	13	100.0%
Librarians use the E-mail address and phone number of users for sending and receive messages. * Study Centers	13	100.0%	0	0.0%	13	100.0%
NOUN libraries have/uses functional Face book and Twitter account to interact with the Users. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Updating the Library website with current information * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Online Public Access Catalogue (OPAC) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Marketing of Library services through creating a link on individual student portal (through the use of LMS) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Use of Giveaways like T-Shirts, Pen and car stickers with Library logo and service inscribed on them * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of online Library Tour and orientation via the Library Website * Study Centers	13	100.0%	0	0.0%	13	100.0%
Organizing Library week and seminars for patron * Study Centers	13	100.0%	0	0.0%	13	100.0%
Carrying out marketing research to determine the needs of Users. * Study Centers	13	100.0%	0	0.0%	13	100.0%

Report

	Study Centers													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Marketing committee of the library were formed	1.00	.000	4.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.46	1.127
The Library has a Marketing Plan.	1.00	.000	3.00	1.414	1.00	.	1.00	.	1.00	.000	1.00	.000	1.31	.855

Librarians are assigned to marketing libraries.	2.33	1.155	1.50	.707	2.00	.	3.00	.	2.00	.000	2.00	.000	2.08	.641
NOUN library market their services Online (Internet Marketing)	2.33	1.155	1.00	.000	2.00	.	2.00	.	2.00	.000	3.00	.000	2.08	.760
There is regular power / electricity Supply to enhance access to library services provided	2.33	1.155	1.00	.000	1.00	.	3.00	.	2.50	.577	1.50	.707	2.00	.913
Librarians use the E-mail address and phone number of users for sending and receive messages.	2.33	.577	2.00	.000	2.00	.	2.00	.	2.25	.500	2.50	.707	2.23	.439
NOUN libraries have/uses functional Face book and Twitter account to interact with the Users.	3.33	.577	1.50	.707	1.00	.	3.00	.	2.00	.816	3.50	.707	2.46	1.050
Updating the Library website with current information	3.33	.577	2.50	.707	3.00	.	2.00	.	3.00	.816	3.50	.707	3.00	.707
Provision of Online Public Access Catalogue (OPAC)	1.00	.000	1.00	.000	1.00	.	1.00	.	1.25	.500	1.00	.000	1.08	.277
Marketing of Library services through creating a link on individual student portal (through the use of LMS)	1.33	.577	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.08	.277
Use of Giveaways like T- Shirts, Pen and car stickers with Library logo and service inscribed on them	2.33	.577	2.00	.000	1.00	.	3.00	.	2.25	.500	2.50	.707	2.23	.599
Provision of online Library Tour and orientation via the Library Website	1.00	.000	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.00	.000
Organizing Library week and seminars for patron	1.00	.000	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.00	.000

Carrying out marketing research to determine the needs of Users.	1.00	.000	1.00	.000	1.00	.	1.00	.	1.00	.000	1.00	.000	1.00	.000
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MEANS TABLES=Clu_F_1 Clu_F_2 Clu_F_3 Clu_F_4 Clu_F_5 Clu_F_6 Clu_F_7
 Clu_F_8 Clu_F_9 Clu_F_10 Clu_F_11 Clu_F_12 Clu_F_13 BY Center
 /CELLS MEAN STDDEV.

Means

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Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Marketing is too costly for most libraries. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Lack of budget for marketing of Library services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Inadequate fund for the management Library. * Study Centers	13	100.0%	0	0.0%	13	100.0%
The Library has no marketing plan. * Study Centers	13	100.0%	0	0.0%	13	100.0%
No staff / committee is responsible for marketing library services * Study Centers	13	100.0%	0	0.0%	13	100.0%
Poor internet connectivity for online marketing (internet marketing) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Irregular power / electricity Supply * Study Centers	13	100.0%	0	0.0%	13	100.0%
Low level literacy among library users * Study Centers	13	100.0%	0	0.0%	13	100.0%
Unavailability of Online Public Access Catalogue (OPAC) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Poor attitude of the university authority towards marketing of library services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Negative attitude of users towards library and its services * Study Centers	13	100.0%	0	0.0%	13	100.0%
Negative attitude of librarians and library staff towards marketing. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Librarians do not have the knowledge of marketing and its principles * Study Centers	13	100.0%	0	0.0%	13	100.0%

Report

	Study Centers													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Marketing is too costly for most libraries.	2.33	1.528	2.50	2.121	4.00	.	4.00	.	3.00	1.414	3.00	.000	2.92	1.256
Lack of budget for marketing of Library services.	2.33	1.528	2.50	2.121	4.00	.	4.00	.	3.75	.500	3.00	.000	3.15	1.144
Inadequate fund for the management Library.	3.67	.577	2.50	2.121	4.00	.	3.00	.	4.00	.000	3.00	1.414	3.46	.967
The Library has no marketing plan.	2.33	1.528	4.00	.000	4.00	.	3.00	.	4.00	.000	3.00	1.414	3.38	1.044
No staff / committee is responsible for marketing library services	2.33	1.528	2.00	1.414	4.00	.	3.00	.	3.75	.500	3.00	1.414	3.00	1.155
Poor internet connectivity for online marketing (internet marketing)	2.33	1.528	2.50	.707	4.00	.	3.00	.	4.00	.000	3.00	.000	3.15	.987
Irregular power / electricity Supply	3.00	1.000	2.50	.707	3.00	.	3.00	.	4.00	.000	3.00	.000	3.23	.725
Low level literacy among library users	2.00	1.000	2.50	.707	4.00	.	4.00	.	3.50	1.000	3.00	.000	3.00	1.000
Unavailability of Online Public Access Catalogue (OPAC)	3.00	1.000	4.00	.000	4.00	.	4.00	.	3.50	1.000	2.00	1.414	3.31	1.032
Poor attitude of the university authority towards marketing of library services.	2.00	1.000	3.50	.707	4.00	.	3.00	.	3.50	1.000	3.50	.707	3.15	.987
Negative attitude of users towards library and its services	2.67	.577	2.50	2.121	4.00	.	3.00	.	4.00	.000	3.50	.707	3.31	.947
Negative attitude of librarians and library staff towards marketing.	2.33	1.528	1.00	.000	4.00	.	3.00	.	3.25	.957	4.00	.000	2.85	1.281
Librarians do not have the knowledge of marketing and its principles	1.33	.577	1.00	.000	4.00	.	2.00	.	3.25	1.500	4.00	.000	2.54	1.450

MEANS TABLES=Clu_G_1 Clu_G_2 Clu_G_3 Clu_G_4 Clu_G_5 Clu_G_6 Clu_G_7
 Clu_G_8 Clu_G_9 Clu_G_10 Clu_G_11 Clu_G_12 Clu_G_13 Clu_G_14 Clu_G_15
 Clu_G_16 Clu_G_17 Clu_G_18 BY Center
 /CELLS MEAN STDDEV.

Means

[DataSet1] C:\Users\Ozoagu James\Documents\Ekwueme\LIBRARINA.sav

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
More Funding of Library by University authority * Study Centers	13	100.0%	0	0.0%	13	100.0%
Allowing the Library Management the Library fees paid by students * Study Centers	13	100.0%	0	0.0%	13	100.0%
Having separate budget for Marketing of Library services. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Marketing committee of the library should be formed * Study Centers	13	100.0%	0	0.0%	13	100.0%
The Library should have a Marketing Plan. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Some Librarians should be assigned to do the marketing. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of internet connectivity for Online Marketing (Internet Marketing) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Regular power / electricity Supply through the use of Generators * Study Centers	13	100.0%	0	0.0%	13	100.0%
Organizing workshops and training for librarians and library staff on Marketing principles and procedures * Study Centers	13	100.0%	0	0.0%	13	100.0%
Having a functional E-mail address of the users for the librarians to send and receive messages. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Creating functional Face book and Twitter account to interact with the Users. * Study Centers	13	100.0%	0	0.0%	13	100.0%
Updating the Library website with current information * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of Online Public Access Catalogue (OPAC) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Marketing of Library services through creating a link on individual student portal (through the use of LMS) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Use of Giveaways (T- Shirts and car stickers with Library logo and service) * Study Centers	13	100.0%	0	0.0%	13	100.0%
Provision of online Library Tour and orientation via the Library Website * Study Centers	13	100.0%	0	0.0%	13	100.0%
Organizing Library week and seminars for patron * Study Centers	13	100.0%	0	0.0%	13	100.0%
Carrying out marketing research to determine the needs of Users. * Study Centers	13	100.0%	0	0.0%	13	100.0%

Report

	Study Centers													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
More Funding of Library by University authority	3.67	.577	4.00	.000	4.00	.	4.00	.	4.00	.000	3.50	.707	3.85	.376
Allowing the Library Management the Library fees paid by students	3.67	.577	3.50	.707	4.00	.	4.00	.	4.00	.000	3.00	.000	3.69	.480
Having separate budget for Marketing of Library services.	3.67	.577	2.50	2.121	4.00	.	3.00	.	4.00	.000	3.00	.000	3.46	.877
Marketing committee of the library should be formed	3.67	.577	2.50	2.121	4.00	.	3.00	.	3.75	.500	3.50	.707	3.46	.877
The Library should have a Marketing Plan.	3.33	.577	3.50	.707	4.00	.	3.00	.	4.00	.000	3.50	.707	3.62	.506
Some Librarians should be assigned to do the marketing.	3.33	.577	3.50	.707	4.00	.	3.00	.	3.25	1.500	3.00	.000	3.31	.855
Provision of internet connectivity for Online Marketing (Internet Marketing)	3.00	.000	3.50	.707	4.00	.	3.00	.	4.00	.000	3.50	.707	3.54	.519
Regular power / electricity Supply through the use of Generators	3.33	.577	3.50	.707	4.00	.	3.00	.	4.00	.000	3.50	.707	3.62	.506
Organizing workshops and training for librarians and library staff on Marketing principles and procedures	3.33	.577	4.00	.000	4.00	.	3.00	.	3.75	.500	4.00	.000	3.69	.480
Having a functional E-mail address of the users for the librarians to send and receive messages.	3.33	.577	4.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.69	.480
Creating functional Face book and Twitter account to interact with the Users.	3.00	.000	4.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.62	.506
Updating the Library website with current information	3.00	1.000	4.00	.000	4.00	.	4.00	.	4.00	.000	3.50	.707	3.69	.630
Provision of Online Public Access Catalogue (OPAC)	3.00	1.000	3.50	.707	4.00	.	3.00	.	4.00	.000	3.50	.707	3.54	.660
Marketing of Library services through creating a link on individual student portal (through the use of LMS)	3.33	.577	3.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.54	.519
Use of Giveaways (T-Shirts and car stickers with Library logo and service)	2.67	.577	3.00	.000	4.00	.	4.00	.	4.00	.000	3.00	.000	3.38	.650
Provision of online Library Tour and orientation via the Library Website	3.00	.000	3.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.46	.519
Organizing Library week and seminars for patron	3.00	.000	4.00	.000	4.00	.	3.00	.	4.00	.000	3.50	.707	3.62	.506
Carrying out marketing research to determine the needs of Users.	3.33	.577	3.50	.707	4.00	.	4.00	.	4.00	.000	3.50	.707	3.69	.480

MEANS TABLES=Clu_B_1 Clu_B_2 Clu_B_3 Clu_B_4 Clu_B_5 Clu_B_6 Clu_B_7
 Clu_B_8 Clu_B_9 Clu_B_10 Clu_B_11 Clu_B_12 Clu_B_13 Clu_B_14 Clu_B_15
 Clu_B_16 Clu_B_17 Clu_B_18 Clu_B_19 Clu_B_20 Clu_B_21 Clu_B_22 Clu_B_23 BY
 Center
 /CELLS MEAN STDDEV.

Means

[DataSet2] C:\Users\Ozoagu James\Documents\Ekwueme\Students.sav

Case Processing Summary						
	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Access to print materials (books) * Study Center	651	98.0%	13	2.0%	664	100.0%
Assisting patrons to conduct literature search. * Study Center	651	98.0%	13	2.0%	664	100.0%
Access to current e-books and e-journals for users. * Study Center	651	98.0%	13	2.0%	664	100.0%
Online resource sharing and inter library loan with other libraries. * Study Center	651	98.0%	13	2.0%	664	100.0%
Ask – A – Librarian online chat with users to answer questions. * Study Center	651	98.0%	13	2.0%	664	100.0%
Access to Abstracts, Thesis and other research works. * Study Center	651	98.0%	13	2.0%	664	100.0%
Availability of internet services to users. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of e-mail and chat services to users. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of User education courses including online and offline. * Study Center	651	98.0%	13	2.0%	664	100.0%
Providing Selective Dissemination of Information (SDI) services. * Study Center	651	98.0%	13	2.0%	664	100.0%
Compilation of bibliographies. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of bindery services to users * Study Center	651	98.0%	13	2.0%	664	100.0%
Subscribed electronic databases (EBSCO, JSTOR, AGORA, HINARI) * Study Center	651	98.0%	13	2.0%	664	100.0%
Organizing Library guided tour. * Study Center	651	98.0%	13	2.0%	664	100.0%
Publication of Library Users manual. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Photocopying services. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Audio – Visual services. * Study Center	651	98.0%	13	2.0%	664	100.0%
Organization of Library orientation. * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Online Public Access Catalogue (OPAC). * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Library Card Catalogue * Study Center	651	98.0%	13	2.0%	664	100.0%
Provide printing and scanning of documents * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Past Question papers * Study Center	651	98.0%	13	2.0%	664	100.0%
Provision of Document Delivery * Study Center	651	98.0%	13	2.0%	664	100.0%

	Study Center													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Access to print materials (books)	3.4370	.61944	4.0000	.00000	4.0000	.00000	3.7252	.55544	3.8672	.47573	3.8106	.39331	3.7773	.49100
Assisting patrons to conduct literature search.	3.1933	.60053	2.1964	.48316	3.2118	.55836	2.8168	.90979	3.4531	.55924	3.0379	.73521	3.0538	.75765
Access to current e-books and e-journals for users.	1.2017	.68371	1.0000	.00000	1.6471	.97231	2.4122	.58006	3.0547	.73505	2.0606	1.02457	2.0246	1.03151
Online resource sharing and inter library loan with other libraries.	1.2185	.73829	1.0000	.00000	1.7059	1.06708	2.7863	.65642	3.0000	.53241	1.7727	.96180	2.0415	1.05530
Ask – A – Librarian online chat with users to answer questions.	1.8655	.34258	1.7857	.41404	1.8235	.38348	1.7939	.40606	1.7031	.45868	1.8333	.37410	1.8003	.40008
Access to Abstracts, Thesis and other research works.	3.9328	.25147	4.0000	.00000	4.0000	.00000	3.8015	.51768	3.0391	.80747	2.8333	.77328	3.5223	.74258
Availability of internet services to users.	2.0420	.89627	2.5536	.65836	2.2471	1.06800	2.2214	.74720	2.5391	.90408	2.6818	.84092	2.3763	.89339
Provision of e-mail and chat services to users.	1.0000	.00000	1.2857	.73148	1.0000	.00000	2.4275	1.05269	2.7969	.93370	2.3712	1.02194	1.9432	1.09186
Provision of User education courses including online and offline.	1.0000	.00000	1.1786	.50837	1.0000	.00000	1.8779	.94481	2.0703	.82466	2.3030	.96456	1.6667	.89672
Providing Selective Dissemination of Information (SDI) services.	1.3782	.81294	2.0000	.00000	2.3529	.63068	2.2137	.51152	2.6797	.85972	2.9318	.54132	2.2980	.83775
Compilation of bibliographies.	2.0504	.48448	2.9107	.69483	3.4941	.85389	3.3740	.76797	3.2969	.69145	2.9545	.65223	3.0077	.84759
Provision of bindery services to users	1.8571	.47453	1.9107	.64036	2.2824	.70054	2.1985	.95611	1.8828	.78991	1.5606	.84037	1.9309	.80373
Subscribed electronic databases (EBSCO, JSTOR, AGORA, HINARI)	2.2437	.53625	2.0714	.68376	3.0118	.54542	2.1908	.48221	2.8750	.68734	2.0076	1.14915	2.3948	.82606
Organizing Library guided tour.	2.6639	.47438	2.3393	.47775	2.5882	.56261	2.1527	.42013	2.5859	.49449	1.7955	.89731	2.3318	.67292
Publication of Library Users manual.	1.2437	.43113	1.4821	.50420	1.4824	.50265	1.5725	.49661	1.3594	.48170	1.3409	.47582	1.4040	.49107
Provision of Photocopying services.	2.0084	.09167	2.0000	.00000	1.4941	.71753	1.9695	.88525	2.9687	.69800	2.9697	.60456	2.3164	.83833
Provision of Audio – Visual services.	3.2941	.54233	3.0893	.69483	3.0118	.64539	3.0305	.66724	2.8516	.61593	3.1061	.58293	3.0614	.63190
Organization of Library orientation.	3.1765	.61956	2.4643	.50324	2.6706	.80753	3.0611	.44299	3.0469	.58672	3.2121	.66574	3.0077	.65276
Provision of Online Public Access Catalogue (OPAC).	1.3529	.91678	1.8571	1.36753	1.6824	.92854	1.5344	.81616	1.6094	1.17208	1.4545	.99129	1.5469	1.02080
Provision of Library Card Catalogue	1.7311	1.29338	1.5357	1.00841	1.8588	1.09276	1.7176	1.06175	1.6719	1.16450	1.7500	1.19397	1.7204	1.15233

Provide printing and scanning of documents	1.6050	.62732	2.4464	1.07736	2.2941	1.08916	2.8015	.83592	2.7344	1.02323	2.4242	.98942	2.3963	1.01811
Provision of Past Question papers	4.0000	.00000	4.0000	.00000	4.0000	.00000	3.8550	.41365	2.9453	.63132	3.0985	.49207	3.5806	.61082
Provision of Document Delivery	1.6639	.47438	1.6429	1.10254	1.7176	.92081	1.9313	1.31378	1.7500	1.04241	1.8788	1.29019	1.7834	1.07593

MEANS TABLES=Clu_D_1 Clu_D_2 Clu_D_3 Clu_D_4 Clu_D_5 Clu_D_6 Clu_D_7
Clu_D_8 Clu_D_9 Clu_D_10 Clu_D_11 Clu_D_12 Clu_D_13 Clu_D_14 Clu_D_15
Clu_D_16 BY Center

/CELLS MEAN STDDEV

Means

[DataSet2] C:\Users\Ozoagu James\Documents\Ekwueme\Students.sav

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Use of Posters * Study Center	651	98.0%	13	2.0%	664	100.0%
Sending out Brochures and flyers to users * Study Center	651	98.0%	13	2.0%	664	100.0%
Advertising in Media. * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of Social Media (face - book, Twitter, Blogs). * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of Learning Management System (LMS). * Study Center	651	98.0%	13	2.0%	664	100.0%
Through Library Website. * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of RSS feeds. * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of Newsletters. * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of Library Catalogue. * Study Center	651	98.0%	13	2.0%	664	100.0%
Through organizing Workshops, Seminars and Conferences. * Study Center	651	98.0%	13	2.0%	664	100.0%
Giveaways such as calendar, T-shirts, Pen, Pencils and Key Chains * Study Center	651	98.0%	13	2.0%	664	100.0%
Use of Talks – Word of Mouth * Study Center	651	98.0%	13	2.0%	664	100.0%
Through organizing Library Weeks/ Day / Hours * Study Center	651	98.0%	13	2.0%	664	100.0%
Library Exhibitions / Display * Study Center	651	98.0%	13	2.0%	664	100.0%
Sending Messages to Users through their E – Mails * Study Center	651	98.0%	13	2.0%	664	100.0%
During Library orientation * Study Center	651	98.0%	13	2.0%	664	100.0%

Report

	Study Center													
	Benin		Enugu		Yola		McCarthy		Kaduna		Jos		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Use of Posters	2.7983	.87894	2.6250	.75227	2.8941	.74039	2.9618	.72753	2.7500	.74242	3.0152	.79103	2.8633	.78332
Sending out Brochures and flyers to users	1.5630	.49811	1.6429	.48349	2.3176	.94127	2.5038	.81688	2.4531	.78228	2.6439	.82084	2.2519	.85995
Advertising in Media.	1.6471	.47991	2.3929	.80178	2.1529	.82384	2.0076	.67364	1.8516	.71088	2.1136	.88798	1.9846	.76041
Use of Social Media (face - book, Twitter, Blogs).	1.6303	.48478	2.1429	1.11890	2.8706	.86998	2.4809	.98724	2.3672	.81203	2.4091	1.09094	2.3103	.97296
Use of Learning Management System (LMS).	1.6723	.47137	1.6607	.47775	1.9529	.91164	2.0916	.85440	1.8828	.81927	2.0682	.86663	1.9140	.78953
Through Library Website.	3.5630	.81966	3.6250	.82158	3.6824	.53922	3.4351	.83297	3.5859	.70462	3.6742	.65959	3.5853	.74008
Use of RSS feeds.	1.6387	.93638	1.6429	.94250	2.0353	1.10677	1.8092	1.02368	1.9219	1.14059	2.0606	1.13755	1.8664	1.06942
Use of Newsletters.	1.7983	.63219	2.0357	.68661	2.3294	.74623	2.3588	.79487	2.3750	.65207	1.9924	.65959	2.1536	.73027
Use of Library Catalogue.	1.6723	.47137	1.3214	.47125	2.3412	1.08620	2.1985	1.09136	2.0625	1.12067	1.9318	.96656	1.9647	.98308
Through organizing Workshops, Seminars and Conferences.	1.5294	.50124	1.5714	.49935	2.4353	1.06287	2.0611	.96680	1.9609	1.08245	1.9697	.89902	1.9324	.93235
Giveaways such as calendar, T-shirts, Pen, Pencils and Key Chains	1.6050	.49091	1.6607	.47775	1.9529	.73850	2.1145	.80995	1.9141	.80380	1.8561	.79245	1.8694	.73996
Use of Talks – Word of Mouth	3.5966	.95064	3.5893	.73303	3.6118	.70869	3.5573	.83353	3.6797	.78302	3.6364	.80336	3.6144	.81545
Through organizing Library Weeks/ Day / Hours	1.6723	.94877	1.7857	.84669	2.0353	1.01708	2.1298	.96394	1.9688	1.04194	2.3333	1.04602	2.0138	1.01290
Library Exhibitions / Display	1.8655	.44956	1.6071	.70527	2.5529	.85225	2.3817	.63800	2.2734	.64862	2.5682	.90960	2.2596	.77572
Sending Messages to Users through their E – Mails	1.8403	.77002	1.5357	.73767	2.0824	1.04894	1.8931	1.01717	2.0234	.93459	2.1894	.94208	1.9631	.94063
During Library orientation	2.6303	.83225	3.3036	.50162	3.1176	.90517	2.9618	.87182	3.1250	.75295	3.0379	.90297	2.9985	.84762

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DATASET CLOSE DataSet2.

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DATASET CLOSE DataSet1.

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/CELLS MEAN STDDEV.

Means

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New-1.sav

Case Processing Summary						
	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Help in meeting the information needs of the users. * Centres	664	100.0%	0	0.0%	664	100.0%
Create awareness on the library support services to users. * Centres	664	100.0%	0	0.0%	664	100.0%
Promote the image of the library to the public. * Centres	664	100.0%	0	0.0%	664	100.0%
Increase utilization of library services to users. * Centres	664	100.0%	0	0.0%	664	100.0%
Help in marketing the professional image of Librarian. * Centres	664	100.0%	0	0.0%	664	100.0%
Draws users to utilize the library services. * Centres	664	100.0%	0	0.0%	664	100.0%
Helps in generating revenue for the Library. * Centres	664	100.0%	0	0.0%	664	100.0%
Helps users to select and analyze the information they need. * Centres	664	100.0%	0	0.0%	664	100.0%
It creates cordial relationship between the Librarian and users. * Centres	664	100.0%	0	0.0%	664	100.0%
Increases the information Literacy of the users * Centres	664	100.0%	0	0.0%	664	100.0%
To give access to library services provided for users * Centres	664	100.0%	0	0.0%	664	100.0%

Report

	Centres													
	Kaduna		Yola		Apapa		Jos		Enugu		Benin		Total	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Help in meeting the information needs of the users.	3.29	.539	3.49	.504	2.87	.647	2.81	.790	2.85	.830	2.69	.833	2.95	.771
Create awareness on the library support services to users.	3.33	.473	3.53	.504	3.00	.632	2.68	.772	2.80	.782	2.90	.626	2.98	.711
Promote the image of the library to the public.	3.54	.548	3.42	.498	2.81	.711	2.76	.665	2.72	.883	2.55	.699	2.92	.784
Increase utilization of library services to users.	3.19	.518	2.96	.706	2.88	.693	2.98	.712	2.86	.691	2.58	.868	2.90	.733
Help in marketing the professional image of Librarian.	3.69	.464	3.49	.539	2.93	.647	2.90	.614	2.51	.942	2.61	.846	2.97	.836
Draws users to utilize the library services.	3.19	.502	3.04	.566	2.97	.710	2.92	.659	2.22	.959	2.79	.814	2.82	.801
Helps in generating revenue for the Library.	3.24	.615	3.28	.453	3.06	.657	2.89	.721	2.44	.797	2.84	.781	2.91	.756
Helps users to select and analyze the information they need.	3.29	.508	2.96	.654	3.07	.527	2.80	.766	2.83	.660	3.01	.815	2.99	.697
It creates cordial relationship between the Librarian and users.	3.66	.525	3.79	.411	3.02	.594	2.68	.754	2.61	.710	2.48	.790	2.95	.828
Increases the information Literacy of the users	3.19	.502	3.00	.567	3.09	.500	2.74	.670	2.67	.627	2.35	.705	2.80	.678
To give access to library services provided for users	3.67	.487	3.49	.539	2.97	.603	2.74	.785	2.31	.922	2.07	.555	2.79	.898

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Oneway

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Descriptives

library services available

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Benin	3	2.5067	.23756	.13715	1.9165	3.0968	2.35	2.78
Enugu	2	2.3450	.24749	.17500	.1214	4.5686	2.17	2.52
Yola	1	2.2200	.	.	.	.	2.22	2.22
McCarthy	1	2.2600	.	.	.	.	2.26	2.26
Kaduna	4	2.3675	.20304	.10152	2.0444	2.6906	2.17	2.65
Jos	2	2.4350	.30406	.21500	-.2968	5.1668	2.22	2.65
Total	13	2.3869	.20143	.05587	2.2652	2.5086	2.17	2.78

ANOVA

library services available

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.097	5	.019	.347	.869
Within Groups	.390	7	.056		
Total	.487	12			

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 ONEWAY Accessibility BY Center
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Oneway

[DataSet5] C:\Users\Ozoagu James\Documents\Ekwueme\Students.sav

Descriptives

The extent of accessibility of library services

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Benin	119	1.4166	.47885	.04390	1.3297	1.5036	.91	2.39
Enugu	56	.6413	.55147	.07369	.4936	.7889	.00	1.30
Yola	85	.7294	.54842	.05948	.6111	.8477	.00	1.35
McCarthy	131	.1104	.33473	.02925	.0525	.1682	.00	1.30
Kaduna	128	.0000	.00000	.00000	.0000	.0000	.00	.00
Jos	132	.9709	.35451	.03086	.9099	1.0320	.00	1.52
Total	651	.6284	.65171	.02554	.5783	.6786	.00	2.39

ANOVA

The extent of accessibility of library services

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	175.997	5	35.199	226.859	.000
Within Groups	100.078	645	.155		
Total	276.076	650			

DATASET ACTIVATE DataSet4.

ONEWAY strategies and methods BY Center

/STATISTICS DESCRIPTIVES

/MISSING ANALYSIS.

Oneway

[DataSet4] C:\Users\Ozoagu James\Documents\Ekwueme\LIBRARINA.sav

Descriptives

strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Benin	3	1.8333	.29704	.17150	1.0954	2.5712	1.50	2.07
Enugu	2	1.6800	.25456	.18000	-.6071	3.9671	1.50	1.86
Yola	1	1.3600	.	.	.	.	1.36	1.36
McCarthy	1	1.7900	.	.	.	.	1.79	1.79
Kaduna	4	1.6600	.15937	.07969	1.4064	1.9136	1.50	1.86
Jos	2	1.8200	.15556	.11000	.4223	3.2177	1.71	1.93
Total	13	1.7146	.21446	.05948	1.5850	1.8442	1.36	2.07

ANOVA

strategies and methods employed in the various Conventional study centre libraries of NOUN for improved accessibility of the library services to their students.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.210	5	.042	.862	.550
Within Groups	.342	7	.049		
Total	.552	12			

APPENDIX 7

Table on Validation of Instruments

Sources of Modification	Sources of Modification Suggested	Corrections effected in the instrument
The validates observed that the meaning of the key; SA, A, DA and SD were not provided	It was suggested that the meaning to key be provided in each item on the questionnaires	The meaning of the key were all provided in each item on the questionnaire
The validates observed that in Cluster B on the level of awareness of library services were not proper for the topic accessibility of library services	It was suggested that the research question should be changed to extent of accessibility of library services.	The research question was reframed to show the extent of accessibility of library services.
Validates observed that the listed library services are few.	It was suggested that the library services listed should be increased.	The list of the library services was increased from 17 to 23 services.
The validates observed that the questionnaires have many options like SA – Strongly Agree, A – Agree, Disagrees – Strongly Disagree and Very Adequate, Adequate, Often, Sometimes that are not suitable for the questions.	It was suggested that the following response options should be used for the questions VHE-Very Highly Extent, HE – Highly Extent, LE– Low Extent, VLE- Very Low Extent, Or Very Appropriate, A - Appropriate, FA – Fairly Appropriate, NA - Not Appropriate, OR. : VHE - Very Highly Employed, HE–Highly Employed, LE– Less Employed, NE- Not Employed	The response options were changed to VH, HE, LE and VLE
The validates observed that hypothesis was not properly stated	It was suggested the hypothesis should reflect the specific purpose is addressing	The hypothesis was restated to reflect the specific purpose is addressing
The validates also observed that some items in the questionnaires were repeated	It was suggested that those items be expunged from the list.	The repeated items were expunged
The validates observed the corrections/ items pointed out	It was suggested that the corrections/items may be integrated	The corrections/items were integrated into the final questionnaires.

APPENDIX 8

The sample size of population undergraduates from six different study centres in the geopolitical zones in Nigeria.

McCarthy Study Centre -----5,153

Jos Study Centre ----- 2,729

Kaduna Study Centre ----- 1,799

Yola Study Centre ----- 276

Enugu Study Centre ----- 4,336

Benin Study Centre ----- 7,822

To determine the sample size using Yaro Yamani (1964) as stated in Uzoagulu (2011).

$$n = N \frac{N}{1 + (Ne^2)}$$

n = Sample

N = Population Size

e = error Limit

$$\text{McCarthy Study Centre} = \frac{5153}{1 + 5153(0.08)^2} = \frac{5153}{1 + 5153(0.0064)} = \frac{5153}{1 + 32.9792} = \frac{5153}{33.9792} = 151.6 = 152$$

$$\text{Jos Study Centre-- 2729} = \frac{2729}{1 + 2729(0.08)^2} = \frac{2729}{1 + 2729(0.0064)} = \frac{2729}{1 + 17.4656} = \frac{2729}{18.4656} = 148$$

$$\text{Kaduna Study Centre - 1,799} = \frac{1799}{1 + 1799(0.08)^2} = \frac{1799}{1 + 1799(0.0064)} = \frac{1799}{1 + 11.5136} = \frac{1799}{12.5136} = 144$$

$$\text{Yola Study Centre - 276} = \frac{276}{1 + 276(0.08)^2} = \frac{276}{1 + 276(0.0064)} = \frac{276}{1 + 1.7664} = \frac{276}{2.7664} = 99.7 = 100$$

$$\text{Enugu Study Centre -- 4,336} = \frac{4336}{1 + 4336(0.08)^2} = \frac{4336}{1 + 4336(0.0064)} = \frac{4336}{1 + 27.7504} = \frac{4,336}{28.7504} = 151$$

$$\text{Benin Study Centre -- 7,822} = \frac{7822}{1 + 7,822(0.08)^2} = \frac{7822}{1 + 7822(0.0064)} = \frac{7,822}{1 + 50.0608} = \frac{7822}{51.0608} = 153$$

APPENDIX 9

List of Study Centres in National Open University of Nigeria

S/N	Study Centres in National Open University of Nigeria	Geo-Political Zone
1	Enugu Study Centre (conventional)	South East
2	NOUN Community Study Centre, National Development Centre, OrieAwgu, Enugu State. Awgu, Enugu	South East
3	<u>Umudike Study Centre</u> (conventional)	South East
4	<u>Abakiliki Study Centre</u> (conventional)	South East
5	<u>NOUN Special Study Centre Nigeria Prisons Awka</u>	South East
6	Opi Community Study Centre	South East
7	NOUN Special Study Centre Nigeria Prisons Umudike	South East
8	<u>Awka Study Centre</u> (conventional)	South East
9	<u>Owerri Study Centre</u> (conventional)	South East
10	<u>Osogbo Study Centre</u> (conventional)	South West
11	<u>Abeokuta Study Centre</u> (conventional)	South West
12	<u>Lagos Study Centre</u> (conventional)	South West
13	<u>Ibadan Study Centre</u> (conventional)	South West
14	NOUN Special Study Centre, Nigerian NAVY Apapa	South West
15	<u>Akure Study Centre</u> (conventional)	South West
16	Community Study Centre Awa-Ijebu	South West
17	<u>Mushin Study Centre</u> (conventional)	South West
18	<u>Mccarthy Study Centre</u> (conventional)	South West
19	<u>Iwo Study Centre</u> (conventional)	South West
20	<u>Ado-Ekiti Study Centre</u> (conventional)	South West
21	NOUN Special Study Centre Nigeria Prisons KiriKiri Maximum Prisons (Male & Female)	South West
22	NOUN Community Study Centre Otan-Ayegbaju	South West
23	<u>Port Harcourt Study Centre</u> (conventional)	South-South
24	<u>NOUN Special Study Centre, Nigeria Prisons Services, Port Harcourt</u>	South-South
25	<u>Asaba Study Centre</u> (conventional)	South-South
26	<u>Calabar Study Centre</u> (conventional)	South-South
27	<u>Benin Study Centre</u> (conventional)	South-South
28	<u>Yenagoa Study Centre</u> (conventional)	South-South
29	Community Study Centre, Fugar	South-South
30	<u>Owhrode Community Study Centre</u>	South-South
31	<u>Uromi Community Study Centre</u>	South-South
32	Community Study Centre, Ikom	South-South
33	<u>UYO Study Centre</u> (conventional)	South-South
34	Emevor Community Study Centre	South-South
35	<u>Gusau Study Centre</u> (conventional)	North West
36	Kagoro Community Study Centre	North West
37	<u>Dutse Study Centre</u> (conventional)	North West
38	<u>Kebbi Study Centre</u> (conventional)	North West
39	<u>Kano Study Centre</u> (conventional)	North West
40	<u>Kaduna Study Centre</u> (conventional)	North West
41	NOUN Special Study Centre, Nigerian Air Force	North West
42	<u>Sokoto Study Centre</u> (conventional)	North West
43	<u>Katsina Study Centre</u> (conventional)	North West
44	<u>Jalingo Study Centre</u> (conventional)	North East
45	<u>Wukari Study Centre</u> (conventional)	North East

S/N	Study Centres in National Open University of Nigeria	Geo-Political Zone
46	Yola Study Centre (conventional)	North East
47	Community Study Centre, Gulak	North East
48	Bauchi Study Centre (conventional)	North East
49	Community Study Centre, Azare	North East
50	Damaturu Study Centre (conventional)	North East
51	Community Study Centre, Bogoro	North East
52	Gombe Study Centre (conventional)	North East
53	Maiduguri Study Centre (conventional)	North East
54	NOUN Special Study Centre, Nigerian Prisons Services, Sauka	North Central
55	Ugbokolo Study Centre (conventional)	North Central
56	NOUN Special Study Centre, Nigerian Immigration Services	North Central
57	Minna Study Centre (conventional)	North Central
58	Lafia Study Centre (conventional)	North Central
59	NOUN Special Study Centre, Nigerian Police	North Central
60	Community Study Centre Iyara	North Central
61	NOUN Special Study Centre, National Union of Road Transport Workers (NURTW)	North Central
62	Community Study Centre Offa	North Central
63	Community Study Centre Ogori	North Central
64	Otupko Study Centre (conventional)	North Central
65	NOUN Wuse II Study Centre, Abuja (conventional)	North Central
66	Idah Community Study Centre	North Central
67	Ilorin Study Centre (conventional)	North Central
68	Jos Study Centre (conventional)	North Central
69	Abuja Model Study Centre (conventional)	North Central
70	Lokoja Study Centre (conventional)	North Central
71	Makurdi Study Centre (conventional)	North Central
72	NOUN Special Study Centre, Nigerian Security and Civil Defense Corps (NSCDC)	North Central
73	NOUN Special Study Centre, Kuje Prisons	North Central
74	NOUN Special Study Centre, Nigerian Army, Sobi	North Central
75	NOUN Special Study Centre, Keffi Prisons	North Central
76	NOUN, Special Study Centre for National Assembly	North Central
77	NOUN Special Study Centre. Victory International Institute of Theology and Education.	North Central
78	NOUN Special Study Centre, Nigerian Prisons Kaduna	North Central

(Source: National Open University of Nigeria Profile 2016 / 2017)

APPENDIX 10

Responses of Librarian's Interview Schedule on Marketing Library Services for Improved Accessibility to Students of National Open University of Nigeria (NOUNCLISMLSIASNOUN).

YOLA STUDY CENTRE LIBRARY. Geopolitical Zone of Nigeria: NORTHEAST

Designation/Status of the Librarian: LIBRARIAN 11

1Extent of Library Services Provided to Students of NOUN.

- The library services in Yola study as enumerated by the centre Librarian provision of prints materials,
- Provision of past question papers.
- Interlibrary co-operation
- They do not borrow books to users so they practiced closed circulation.
- No internet connectivity in the study centre library,

2. Marketing Strategies and Methods.

- i. Yes, they market these libraries services to the students.
- ii. The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students are
 - orientation
 - During project writing the students come to the library to seek information.
 - since I am the only librarian and library staff available I also use the security man to communicate to students on the activities of the library

3. Marketing Channels Employed are.

- Use of Posters
- Use the security men on duty to inform students on the existence of the library
- Talks to students on how to do their Tutor Marked Assignment, the library service is introduced to them.

4. Marketing of Library Services for Improved Accessibility.

Marketing library services as reported by the Yola Study Centre is inadequate.

5. Challenges Associated with Marketing of Library Services

The followings are the impediments to marketing library services in Yola Study Centre

- Lack of Fund
- No internet connectivity

6. Strategies to be Employed by Librarians to enhance Marketing of Library Services are

- use of Library website to market the library services
- use of posters
- use of mass media
- Having a virtual library that can be accessed by students anywhere any time.

BENIN STUDY CENTRE LIBRARY

Geopolitical zone of Nigeria of the study centre: -South-South Zone

Designation/Status: ----Librarian 11

1. The extent of Library Services Provided to Students of NOUN.

The library services available to students of NOUN Benin study centre library are

- Access to print resources
- provision of internet services
- Photocopying services
- Interlibrary co-operation
- Assisting students in the online search for information
- provision of past question papers

2. Marketing Strategies and Methods.

i. Yes, we do market these libraries services to the students in our centre library.

ii. The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students are

- use of notice board
- orientation service for new students

3. Marketing Channels Employed.

The various marketing channels employed in this centre library to the help the students in accessing the library services available to them are

- during orientation
- use of social media like facebook, twitter
- tutorial on library and its services
- Library website

4. Marketing of Library Services for Improved Accessibility.

Marketing these library services have improved accessibility of library services to students of NOUN in this centre by

- students are encouraged to use the library services provided to satisfy their information needs
- it brought an increase in library usage
- Students come to librarian whenever they need information

5. Challenges Associated with Marketing of Library services

The impediments I as a Librarian encounter in the marketing of these library services for improved access to students in this conventional study centre of NOUN are

- Poor Funding
- Negative attitude of students towards the library and its services
- Some information materials needed by these students in some courses are not available in the library
- Time should be allocated for marketing of library services
- The poor and negative attitude of Library staff to students who come to use the library
- Lack of marketing skills

6. Strategies to be Employed by Librarians in Marketing of Library Services

The appropriate strategies to be employed by librarians to enhance marketing of library services for improved accessibility to students in this conventional study centre are

- organizing workshops for students and library staff
- use of jungles in marketing library services through the mass media
- introduction of User Education in the NOUN programmes for new students
- Use of social media in marketing library services to students

Enugu Study Centre Library

Geopolitical zone of Nigeria:- South East

Designation/Status: Principal Librarian

1. **The extent of Library Services Provided to Students of NOUN.**

The library services available to students of NOUN in this conventional study centre library are

- online library services
- reference services
- selective dissemination of information
- access to print materials
- internet services
- interlibrary co-operation with other libraries

2. **Marketing Strategies and Methods.**

- i. I do market these libraries services to the students.
- ii. The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students are

- use of webpage
- use of email for students
- organizing lectures and seminars for students

3. **Marketing Channels Employed.**

The various marketing channels employed in this centre library to the help the students in accessing the library services available to them are

- the orientation of new students
- Library displays/ exhibitions of new arrivals
- use of media
- posters
- use of Facebook

4. **Marketing of Library Services for Improved Accessibility.**

Marketing of library services have improved accessibility of library services to students of NOUN in this centre through

- Increase in the number of students that come to use the library
- create awareness on the library and the services it offers

5. **Challenges Associated with Marketing of Library Services**

The impediments I as a Librarian encounter in the marketing of these library services for improved access to students in this conventional study centre of NOUN are

- Poor funding from the management
- Lack of marketing skill

- Management negative attitude to the library and its services
- Students attitude to the library and the services
- poor internet connectivity

6. Strategies to be Employed by Librarians in Marketing of Library Services

The appropriate strategies to be employed by librarians to enhance marketing of library services for improved accessibility to students in Enugu study centre library of NOUN are

- Provision of adequate fund
- librarians should have a positive attitude towards marketing
- The librarian should be friendly with the students whenever they come to the library

Kaduna Study Centre Library. Geopolitical zone of Nigeria: North East

Designation/Status: Librarian 11

1. The extent of Library Services Provided to Students of NOUN.

Library services provide to students of NOUN in this conventional study centre library are

- access to books/ print materials
- journals
- E-books
- Access to past question papers
- photocopying services
- organizing library orientation

2. Marketing Strategies and Methods.

- Yes, we do market these libraries services to the students.
- The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students are
 - use of posters
 - use of T-shirts

3. Marketing Channels Employed.

The various marketing channels employed in this centre library to the help the students in accessing the library services available to them are

- during orientation of new students
- use of library and students emails
- use of library Facebook page

4. Marketing of Library Services for Improved Accessibility.

Marketing of library services have improved accessibility of library services to students of NOUN in this centre through

- providing students with course materials and other information to satisfy their informational needs
- increase in the utilization of information sources in the library
- more students come to use the library
-

5. Challenges Associated with Marketing of Library Services

The impediments you as a Librarian encounter in the marketing of these library services for improved access to students in this conventional study centre of NOUN are

- Inadequate power supply
- poor internet services
- lack of motivations from the management

- Poor funding for the centre library
- Absent of user education as a course for new students

6 Strategies to be Employed by Librarians in Marketing of Library Services

The appropriate strategies to be employed by librarians to enhance marketing of library services for improved accessibility to students in this conventional study centre of NOUN are

- Provision of the fund for the centre library
- provision a generator set
- giving more time for library orientation,
- provision of library manual for the students
- introduction of User education as a course for all new students

McCarthy Study Centre Library

Geopolitical zone of Nigeria: South - West

Designation/Status: Assistant Librarian

1. The extent of Library Services Provided to Students of NOUN.

The library services provided to students of NOUN in this conventional study centre library are

- access to print materials – books
- access to journals
- access to written project/ thesis
- assisting students in the literature search
- provision of internet services
- subscribed to EBSCO, JSTOR, AGORA and other databases
- provision of past question papers

2. Marketing Strategies and Methods.

- Yes, we do market these libraries services to the students.
- The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students are
 - Having fund for marketing of library services
 - having a functioning e-mail for the library and students
 - having a separate website for the library which will link all the study centre libraries in NOUN to enhance resource sharing
 - involving librarians in the marketing of these services
 - Getting detail record of all the students for the librarian to reach out to them

3. Marketing Channels Employed.

The various marketing channels employed in this centre library to the help the students in accessing the library services available to them are

- use of poster
- use of banners
- use of library Twitter and Facebook pages
- Through library website
- The University portal
- during orientation
- use of electronic mails
- use of library flyers

4. **Marketing of Library Services for Improved Accessibility.**

Marketing of library services have improved accessibility of library services to students of NOUN in this centre through

- Increase in the number of students that use the library
- Improves the image of the librarian and the library
- Students always come to the library to do their tutor- mark assignments (TMA)

5. **Challenges Associated with Marketing of Library Service**

The impediments you as a Librarian encounter in the marketing of these library services for improved access to students in this conventional study centre of NOUN are

- No budget for the centre to market the library services
- No library marketing committee
- Absent of User education course for new students
- No librarian is assigned to market the services
- poor internet connectivity
- Librarians do not see the marketing of library services as their work.

6. **Strategies to be Employed by Librarians in Marketing of Library Services**

The appropriate strategies to be employed by librarians in enhancing marketing of library services for improved accessibility to students in this conventional study centre of NOUN are

- The fund should be available for centre library to market their services
- the specific librarian should be assigned to handle marketing in the library
- giveaways /gifts should be given to students to appreciate their patronage of the library services
- provision of internet services
- regular supply of light in the library

Jos Study Centre Library

Geopolitical zone of Nigeria: North - Central

Designation/Status: Librarian 11

1 Library Services provided to Students of NOUN

The extents of library services provided to students of NOUN in this conventional study centre library are

- e-resources
- provision of past question papers
- access to print materials
- guide students on a literature search

2 Marketing Strategies and Methods.

- i. Yes, we do market these libraries services to the students.
- ii. The marketing strategies and methods employed as a librarian to improve the accessibility of these library services to these students is
 - during orientation

3 Marketing Channels Employed.

The various marketing channels employed in this centre library to the help the students in accessing the library services available to them is

- during orientation

4 Marketing of Library Services for Improved Accessibility.

Marketing of library services have improved accessibility of library services to students of NOUN in this centre through

- Marketing these services will improve accessibility if the students have library handbook/ manual
- giving more time/day for library orientation

5 Challenges Associated with Marketing of Library Services

The challenges you as a Librarian encounter in the marketing of these library services for improved access to students in this conventional study centre of NOUN are

- Absent of User education course for new students
- lack of fund

6 Strategies to be Employed by Librarians in Marketing of Library Services

The appropriate strategies to be employed by librarians to enhance marketing of library services for improved accessibility to students in this conventional study centre of NOUN are

- introduction of user education in the school programme
- provision of fund
- provision of library handbook/ manual for students