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Funding Problems in Nigerian University Libraries: Fee Based Library and Information Services to the Rescue, Focus on Pricing Policy

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Abstract

In response to paucity of funds in Nigerian University libraries, library managers have been compelled to introduce fee based library services to provide and sustain quality library services to library users. the objective of this study were to; Find out major existing sources of funding for Nigerian University libraries; To determine the services that are fee based; Examine the various pricing policies used to provide fee based library and information services to academic library users in selected university libraries in south west Nigeria; Find out the type of pricing policies adopted in these university libraries.; Determine if these policies are financially rewarding?.The survey research method was used. The data collection instruments for the study were questionnaires, interview schedule and observation methods. The major findings are that fee based library services exit in Nigerian University libraries and subsidy and total cost recovery are commonly adopted in the delivery of fee-based services to university library users. The study recommended that librarians should continue to join in the struggle for improved funding of the university, but the Vice chancellors should respect the 10% allocation to library development and allow the librarians to spend the funds on the library development instead of undue interference. Similarly, University librarians should be bold to introduce fees based services where required but must ensure that the right pricing policies are adopted for pricing of these fee based library services so that the primary function of the university libraries will not be compromised.

Introduction

A **library** is an organized collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. It provides physical or digital access to material, and may be a physical building or room, or a virtual space, or both. Ifidon, (2012), citing (United Nations, 2003) stated that the role of libraries in   learning is only the tip of an iceberg when compared to their overall uses for societal and national development, scholarship, serving as catalyst for economic development, fostering social inclusion and cohesions, promoting concepts of civic centres and community services, encouraging working relationships among democratic institution and advancement of cooperation and understanding. Libraries have an historic mission of fostering literacy and learning. Prior to the present era in Nigeria, the university library was the place of last resort for relevant and current academic materials (books, journals, proceedings etc). The relegation of these vital institutions in recent decades is indeed a matter of great concern because Libraries, learning and reading can and do change lives and do have a role to play in determining the future of our society. Libraries are vital to education, and research has shown that the current lower levels of proficiency in reading and learning are due to underfunding of libraries and their services.(Dibu,2012)

To Albert, (2007) libraries are the cornerstone of civil society, of the liberal democracy we have come to cherish. We must not allow them to crumble into disuse. He stressed that above all else, an academic library book collection should have both depth and breadth because it needs to address a wide range of subjects, and it needs a sufficient number to give those subjects the coverage it deserves .He however wondered why they are poorly funded. University libraries provide an absolutely fundamental service which affects the whole of the university and without which it would cease to function as a centre for teaching and research" Hence, the library is the university's central organ, it follows that, it must be properly supported financially, adequate funding should be considered a basic necessity for the effective development of academic libraries. In this respect, it must be recognised that funds are needed for the materials and services which are provided for library users. Funds are also needed for the staff who will obtain and make available the library materials and maintain the services. The cost of all these will represent the level of funding required by the library. (Thompson, 1979).

The primary purpose of university libraries is to support teaching, learning, and research in ways consistent with, and supportive of, the institution's mission and goals. In addition, library resources and services should be sufficient in quality, depth, diversity, and currency to support the institution's

curriculum. As a result of this, university libraries are often considered the most important resource center of an academic institution. However, university education in Nigeria is facing a critical challenge in meeting new demands of the 21st century, with its ever increasing population growth, inadequate library facilities, resources and insufficient funding. Adequate library resources and services, at the appropriate level for degrees offered should be made available to support the intellectual, cultural, and technical development of students enrolled in Nigerian universities.Since universities themselves vary considerably in the nature, range and scale of their activities, it is not surprising that their libraries too come in many different shapes and sizes. Along with the rest of the sector, however, all of them have experienced over the past decade a period of unprecedented change. They have transformed their operations as they have responded to the opportunities of the digital revolution, and further challenges lie ahead. Like the rest of the sector, however, academic libraries are now facing a renewed and intensified period of financial stringency

In the Library and Information Science (LIS) system, funding is an area that is open for more discussion in terms of funding and separate funding support system from the government both state and federal. Though LIS enjoy the support of the Federal Ministry of Education and information as well as National University Commission and Librarian Registration Council of Nigeria as regulatory bodies, this support is not well defined and anchored statutorily by any enabling instrument such as decree, law, status or any government legislative instrument that may prevent reversal or obliteration at the implementation level. For example, in the university system, NUC approved that 10% of the university approved recurrent annual budget should operate in any institution of higher learning and this should be set aside for library development, that students' library fee be applied to library development, that separate account be opened into which the library subvention should be paid and disbursement of this amount be made by the university Librarian and the Bursar. However in most Nigerian universities, this policy is hardly implemented because some Vice Chancellors regard the library fund as pat of their statutory control to ensure accountability as a prime accounting officer of the institution. So they often influence the University librarian to stand aside and watch while they and the bursar spend library fund on acquisition of relevant and irrelevant material. (Achebe , 2012).

Idiodi, and Aliu, (2003) emphasised that, in addition to the allocated   10% approved recurrent annual budget of the university set aside for library development the Federal Government occasionally makes extra-budgetary grant to the regular 10% of the recurrent budget for rehabilitation and refurbishment of academic facilities including library facilities. He added that partial recovery of academic cost is yet another source of funds for library collections development as proposed by ASUU. On grants and subvention Nwafor (1990) stated that while some libraries suffered because their income was stable while

cost climbed and the naira was continually devalued in the 1980s his own library at Jos was one that has accepted a decreasing allocation.

As if this aforestated position is not bad enough, the 10% of the approved recurrent budget set aside for library development in 1993 in Federal university libraries was abolished in 2001. What this means is that currently, there is no known minimum standard for financial support to Federal university libraries (NUC 1993). Ifidon, (1999) stated that the situation in the state university libraries is even more ridiculous. This of course leads to the situation described by the Guardian newspaper editorial of March, 2001 when it wrote, "Libraries, one of the hallmarks of any centre of learning are bereft of the latest intellectual output. What line the shelves, it maintain are dust caked and dog -eared textbooks and journals with painfully outmoded content. Consequently, the poor funding of academic libraries and epileptic implementation of annual budget for many Nigerian universities has affected the quality of library resource, access, services and use.

To this end, libraries have tried to respond to this problem by introducing fee based library and information services. According to Anyaoku,(2009) the recent decline in funds to libraries and the change in the concept of information from a free resource to a marketable resource in the information age have necessitated the re-evaluation of free services in the libraries.The resultant underfunding of the libraries has become perennial and may remain so if the national economy does not improve significantly. It must be pointed out that university libraries have not been isolated from the financial problems of their parent bodies. As such the University libraries are handicapped in their promoting scholarship and reading culture in their parent institutions

There are pros and cons for fee-based library services. Commenting on the debate for and against fee-based library services, Ekoja (1996) points out that those who are arguing for fee-based library services are winning the debate because of 'Many compounding variables have made it expedient for libraries around the world to look outside their traditional sources of funding in order to raise additional funds to be able to sustain the level of services which hitherto, normal funding was able to take care of. 'to be able to market her services successfully, libraries have to device a suitable policy for the services that have been embarked as fee based. That is the crux of this work to investigate the pricing policies for fee based services in use in selected university library in South West Nigeria.

Statement of the Problem

University libraries have not been isolated from the financial problems of their parent bodies. As such university libraries are handicapped in their promoting scholarship and reading culture in their parent institutions. fee-based services have been advocated and accepted as the panacea to the economic depression in libraries. Hence, some libraries have introduced different courses of actions to promote income generation from library patrons. The crux of this work is to investigate various fee based services and pricing polices University libraries have adopted to be able to provide fee based library services to their patrons successfully.

Objectives of the Study

The primary objective of this study is to investigate the pricing policies for fee based services in use in selected university libraries in South West Nigeria. The specific objectives are to:

- Find out major existing sources of funding for Nigerian University library
- To determine the services that are fee based
- Examine the various pricing policies used to provide fee based library and information services to academic library users in selected university libraries in south west Nigeria
- Find out the type of pricing policies adopted in these university libraries.
- Determine if these policies are financially rewarding?

Literature review

Pricing Policies

Komolafe-opadeji and Yacob (2012) opined that Many academic libraries especially in Nigeria are uncomfortable pricing library services and could not strike a convenient balance between the traditional library ethics of public use culture and the undeniable need to pay for services consumed. They stressed that there is no academic library in Nigeria which does not have funding problems, particularly the federal government owned universities. Yet the academic libraries have to meet the information needs of users, lest they lose patronage. They concluded that for efficient service delivery users must be asked to pay, though the regulatory body (NUC) for federal university libraries is strongly raising objection. Understandably, pricing a product is easier than pricing services that for a long time have been wholly free. If and when academic libraries resolve to price their services, such must be reasonable to encourage continued use of library services, and retainer ship of our users. Bamigbola(2013) opined

that the price of information services is the seemingly difficult one in library and information services marketing mix. Dhiman and Sharma (2009) term it as a flexible and dominant element that determines the revenue and profitability of the organisation. Traditionally, people feel it is repulsive to pay for library services but in recent years there have been studies supporting, canvassing and embracing the fee-pay information services (Ifidon and Nwalo, 2003; Adeyoyin, 2005; Igbeka, 2008; Kaur and Rani, 2008). Kaur and Rani (2008) avert that information professionals also are of mixed and split response to the issue of pricing of information services.

Omoba and Fabunmi (2010) opined that limited budget, rising salaries, growing users demand, pressure fact of life which forces to ensure sustainability of information service and products as well as market demand are facts of life which forces library managers to charge fees, hence as a result of this, cost of production must be ascertained and the apprrioprate pricing policy determined. They listed pricing objective to include

- Profit maximization: reasonably price be charged for information and services.
- Cost recovery: aim at getting all the cost of production
- Market incentive: create a primary demand so that more people can switch to your product by decreasing price
- Market incentive: this is charging higher price by producing a unique good or put a class on your goods
- Private/social benefit: this is when price is given in favour of some people

Ifidon,l(2005) advised that in devising the pricing system, real cost which covers personnel, furniture and equipment, space, consumables and services such as electricity and telephones are usually taken into account. She concluded that external assistance should be sought from cost accounting and Department of Accounting since pricing remains an area fraught with difficulty. Kumar (2013) opined that Price can be defined as cost to produce a product or service, he stressed that various techniques and factors are involved in pricing the information products and services which can vary from segment to segment and determining the actual costs involved in any new product or service is the first step in pricing the service. The cost of the products or services can be calculated as the sum of staff costs, facility cost, packaging cost, distribution cost, promotion cost, equipment cost, and other cost. However, the pricing policy may be based on the user's willingness to pay for information products and services. He concluded that University libraries can price their information products or services in the form of membership fee, annual subscription, overdue charges, photocopying charge, internet browsing charge, printout charge, etc.

Casper (2007) opined that Ghanaian academic libraries are yet to strike a convenient balance between the traditional principles of the public use ethos and the compelling need to pay for services consumed. For efficient service delivery users may be asked to pay. Utility organisations like the Water Company and the Electricity Company recently raised their tariffs because they argued that they could no longer operate on the existing tariffs. The regulatory body that the government had established approved the new charges. He stressed that Academic librarians have to price their products and be able to defend the charges at Board meetings. In contributing to the discuss on pricing Seila (1982) opined that most traditional librarians believed that the price for library services was irrelevant and library services were considered free until recently and now librarians have understood the price potential of services provided by the library. "The fact that most library services are free obscures the importance of price in service planning .Most traditional librarians believed that the price was irrelevant for library services. However, librarians recently came to know library's price potentials with the practice of charging fees for online searching, inter library loans, photocopies etc. Price is not always concerned in monitory terms, but ones associated with time effort, and psyche" (Bell, 1985). Pricing is one of the most difficult disciplines in any marketing exercise. For information services there are added complications the price of any service delivered is not generally paid directly by the user in relation to any one transaction. (Offor . 1993).

Igbeke(2008) opined that the pricing system for any fee-based library and information services is dictated by the following factors: The mission of the service-whether it is for total cost, or partial cost recovery, for profit sharing, for value-added or for a subsidised service, Institutional support; and discriminatory or uniform charges for all the different categories of user. He stressed that pricing, however is a very difficult area to managed, especially in a fee-based library, that most price though, are based on actual cost including salaries, stationery materials and overhead cost. He concluded that overhead cost involves running cost, purchase of equipment, demand and prices set by competitors. Librarians should consider the 'monetary price' concept as well as the 'social price' concept when the price is decided for library products. In calculation of monetary price, factors such as size of the demand, cost for the product, and the impact of the competition must be taken into account. Real value of the product can be ascertained by the practice of cost analysis. Costing is important even when a service is provided free of charge.(Igbeke,2008)

Similarly, Ifijeh, (2011) stated that most traditional librarians believed that the price for library services was irrelevant because library services were considered free until recently. He stressed that   Pricing is the marketing activity that determines the price of products and services. This is done on the basis of cost of production as well as market factors like distribution channels, competitor's prices, and the ability or

willingness of customers to pay. He stressed further that though the library is not profit-oriented, the reality of today's world in terms of the cost of acquisitions and services makes it inevitable that the library will have to charge users for services rendered. He however warned that the amount to be charged should be minimal and for certain specialized services only. Such services may include:

- Registration. For example, users might be charged annual registration fees before they are allowed to use the library. Many university libraries offer guests the option to purchase a guest library card.
- Selective dissemination of information. For example, getting users' profiles and sending specialized information and research findings that matched their profiles to them, either through e-mails or postal mail.
- Use of the library's internet facilities.
- Specialized abstracting and indexing services for individual users based on the user's individual research needs.

Funds generated from charges can help to maintain the library's collection and provide better facilities and services for users; therefore, fees can be marketed as having a positive effect for the users.

Omoba, (2012) opined that over the years library and information science professionals have identifies a number of pricing policies available to library managers to include:

Cost based pricing: this is when price is set largely or even entirely on cost of production of information product and services. All cost are included, that is the cost of all factors of production which is land, labour, capital, entrepreneur and information and technology

Average cost pricing: average cost pricing covering all the fixed and variable cost associated with the production of information product and services.

Marginal cost pricing: it is the cost resulting from the addition of the last unit output. It is the ratio of the increase in cost to the increase in output for small increase in output. It is generally lower than average cost

Demand base pricing: it looks at the intensity of demand rather than the level of the cost to set the price. it is the price based on what the user or consumer will bear, that is what he would conveniently pay or what he perceived the value of information product and services are.

Competition based pricing; the elasticity of demand for the product and services must be considered and the appropriate price placed on the product and services should not be higher than that of the market place

White, (1981) listed the types of pricing policies for the information sector library managers can choose from to include: Lost leadership, Offset, subscription, deposit, discount, guarantee, and constant prices. He explains the types of pricing policies thus:

- **Loss leaders policy** involves the setting up of a lower price below the real cost in order to get new business. Library spends for the acquisition of more valuable library materials, but does not change the membership fees for that reason. In the Offset pricing strategy a basic or initial price is quoted with extra costs added on at a later stage. Current awareness services may have a search through online for which is charged separately. By this policy client is controlled by the cost for the search.

- **Subscription strategy** makes the client pay a regular amount of fee on a discount rate or not for the service rendered. The client can obtain the membership for bulletin boards, SDI services etc. under this method.

- **Deposit pricing system**, client is requested to pay a deposit, and product/services are provided debiting against the deposit. The deposit is topped up from time to time. Online searching, E-mail, fax etc. can be handled by this means in the library.

- **Discount tactic** can be used to encourage members to use more services e.g. library's permanent members are provided special discount to search online and CD-ROM. First half an hour can be provided free of charge if a person searches the online more than three hours.

- **Guarantee method** is more practicable for high cost services because guarantee can ensure the reliability of the product. The library provides a guarantee on consultancy services ensuring that the consultancy report is potential to enhance the client's information need. Fees are not charged in failures or to resume new efforts. The danger of not meeting the agreed target is managed.

- **Constant pricing** involves the change of the price or adjusting the product quality in the competitive market. Services are reduced rather than raising the price in due occasions. He concluded that the price of library products represents as fees for the membership, fines, photocopy/fax/downloading charges, database searching costs, subscription for services, reservation fees, and direct sales of publications etc.(White,1981)

Casper, (2007) noted that Academic libraries may easily price themselves out of their own market if they fully pass on the charges of the commercial databases to their users. He discussed pricing methods that the librarians can choose from if he decides to market the library's services effectively and efficiently and pointed out their experience in Balme Library; University of Ghana thus:'' It is important to point out that the experience in the Balme Library; University of Ghana is that those who are ready to pay any amount

for articles are a few desperate postgraduate students who have already spent several months without success looking for information for their theses and dissertations.''He listed the methods available to the librarians to include:

- **Penetration pricing; t**he price set is initially low, the objective is to appeal to the mass market. The five Universities involved in the IFLA/ DANIDA sponsored Interlibrary Loans and Document Delivery Project in Ghana are currently using this method to market the service. For a period, users are paying only a third of the cost for an ordered article. This is possible because as at now four libraries in Denmark are bearing the cost of photocopies and postage for the articles. Later in the year, users will be asked to pay half the cost of the articles. It is hoped that after the year 2000 users of the service will be able to pay the full cost of the articles. The opposite of this pricing method is

- **Skimming Pricing;** setting the highest initial price that customers, really desiring the product, are willing to pay. There are, as already pointed out, users who are willing to pay any price for the service. This method was not used because of the limited numbers involved.

- **Prestige pricing,;** which as the name suggests is a pricing method that involves setting a high price that will attract status conscious consumers to the product to buy it. Perhaps the commercial information providers are using this method. By pricing its product at GBP 8,995 for a five-year annual subscription to its database, a database is using a pricing method known as odd-even pricing**.** This involves setting prices at a few cedis, dollars or cents under an even number. He concluded that the pricing methods that have been mentioned above are only some of the available pricing methods that the academic librarian may decide to use to market the services of the library information service and products

Zhang (2013) avers that some libraries, especially middle/small sized academic libraries,have adopted *Pay-Per-View* (PPV) policy as an alternative subscription for two reasons: budgetary limitations and service requirements. He stressed that in recent decades "big deal" package subscriptions, which conveniently provided library patrons with greatly expanded e-resources, have been consuming most of a library's budget.

The price that the user will pay for information will depend on the benefit that he hopes to get from the service. The price and the other marketing activities already mentioned may indicate real or perceived benefits of the service. The librarian will not want to make promises that he cannot fulfil. The librarian will want to take a hard look at the quality of the service being provided. ''Pricing is an extremely important marketing activity. It is a major determinant of the profit on which the very survival of the firm

depends. Pricing is also used as a means of gaining an edge over competitors. According to Rowley (1997) it can be used as a means of creating illusions of high product quality. This may be counterproductive in the long run. Pricing has not been academic librarian's major preoccupation for a long time. The government pays for library services in the universities. Libraries do not therefore see the need to charge users for information that has already been paid for. Librarians accept the fact that the successful library is the library that provides a range of expensive resources that most individuals cannot afford and provide a well-established mechanism of information acquisition and dissemination that is accessible to most people. (Neal 1997).

Hyelim and Animesh (2013) opined that with the new realities of the digital age, print newspapers are experimenting with different pricing models for their online content. They reported their study thus :

> Using NYT's pay wall rollout as a natural experiment, our study finds that a firm's information pricing policy influences the pattern and effectiveness of online word of mouth (WOM) in social media. Using difference-in-difference-in-differences analysis, we find that implementing a pay wall (i.e., charging for the content which was earlier available for free) has a disproportionate impact on the WOM for popular and niche articles, creating a longer tail in the content sharing distribution. Further, we find that the impact of WOM on NYT's website traffic weakens significantly after the introduction of NYT's pay wall. These results show that information pricing strategy has implications for product and promotion strategies. The study offers novel and important implications for the theory and practice of strategic use of social media and information pricing strategy.''

Hayes (1984) opined that he National Library of Medicine (NLM) has been the focus of several reviews of its policies for pricing of products and services. To date, those pricing policies have been based essentially on recovery of the costs of access to its databases and have not included allocations of the costs of database creation. Private sector organizations have repeatedly questioned these policies, with the view that more "market-oriented" pricing policies should be adopted. This special attention reflects the NLM's importance for medical information, its role in developing computer retrieval, and the value of its current products and services.

Fee based library and Information Services

Libraries are being forced to explore the possibilities of fee base; cost recovery and profit potentials for their survival. Libraries must change according to changing market conditions. Libraries need to achieve an imaginative design of service and products, and develop communication methods and a feedback mechanism to improve service. Though the concept of charging for information, particularly in developing countries is a difficult task, libraries must consider what funds that can be generated this way. It must be carefully considered which services can have only a token price, which one cover a reasonable proportion of cost, and which can generate revenues. The impact of the information technology and the

adoption of the marketing approach will help improve services for users and enhance the reputation of library and information services and professionals. (Madhusudhan,2008). Weinland and McClure (1987) are of the view that a declining budget environment combined with advances in information technologies have revolutionized the concept of library services and the topic of fees is integral to that revolution. They stressed that the changing condition, the application of library fees may be economically justified and have specific implication for library management in the area of performance measures, critical factors analysis and costing mechanism. Latimer (1996)aver his support for fee based library services and encourage other academic library managers to do same for the sake of their users ,he shared their experience at Queens University thus:

> The fee Based service at Queens University has enabled us offer a service to
> Architect, planners, and other that we would not otherwise have been
> able to provide .In addition it brings us in a useful amount
> Of extra income that is ploughed back into the library service wherever
> It is needed. Whether it be for equipment, additional book within and
> without the university. In conclusion, from our experience, even built
> environmental professionals notoriously unwilling to spend money on
> Information are willing to spend money to save time and get result

Kagoda(1995) undertook a survey. In the survey report, the no-charge 'group contends that if charges were made, selection of stock would be on the basis of its earning potentials at the expense of other stock of no apparent demand; that libraries should select to meet the needs of their Clientele that charges would discourage users and that the goals of government have been to minimize cost, limit losses and maintain standards with no profit motive. Smite (1993) reported the failure of fee based service in his home University thus:

> Demise of the service One year after phase two of the project was initiated, the original expectations for both the number of customers and volume of business had not been realized. While experts in fee-based services at other institutions advise that it takes at least one year to establish the infrastructure for providing services, to market the service, and to establish the client base, we had not generated a sufficient level of demand in that timeframe. We compared Corporate Information Service against the average fee-based service which works with 100–125 clients each month and delivers about a thousand documents to those clients. The University made a significant financial investment in this project, but little revenue was generated. Throughout the year, especially in the last six months of phase two, close scrutiny was given to marketing efforts and to employing strategies to minimize expenses. After careful review of the income and expenses of Corporate Information Services at the end of the second phase, and the realization that significant additional investment was needed in marketing to make cost recovery a possibility, the University decided to suspend it

Ademora, (2005) is of the view that the world is presently undergoing an information revolution. This is a period when the developing economics of the world have accepted information as a valuable resource equitable to other natural resources; he stress that libraries should be viewed as business enterprise and should explore then gains of cost recovery. He concluded that Librarians acknowledge these changing natural resources such as gold, petroleum, coffee, e.t.c He concluded that We are living in an information society which futuristic and new paradigm observers have called the third wave of human development, thus information is needed for innovation and high productivity and a valuable marketable resource .Hence, should command a cost.

Myrs (1984) holds the view that while information has always played a significant role in government social affairs, today information provides major underpinning of the world economy. What was ones a medium of transmition has now become a commodity. Business and government according to him, now clearly see information both as a valuable commodity and a strategic resource. Above all, he states, libraries are inevitable facing metamorphosis and it will be impossible for those who run to avoid the impact and interaction of the social, technical economic and political changes which are taking place. The continuing success of any business venture depends on its stability to attract and retain satisfied persons. Therefore, there are indications that they want to seize the opportunity by forelock provided by propounders of fee based library service.

In support of charging fees for library and information services, Lee (1992) advances the argument that without such fees, some library and information services may not be available at all. He further argues that users' fees prevent possible abuse by those who make use of a service simply because it is free, not because it is needed. Ward,(1997) stated that In academic libraries, the model of the fee-based specialized   research and document retrieval centre has been proposed – although even an institution as venerable as the New York Public Library operates express fee-based service He stressed that, In fact, as at 1993 survey (Association of College &Research Libraries) identified over 450 organizations throughout the U.S. that provide some sort of fee-based reference service to the broad unaffiliated public. Smith (1993) is another strong advocate of fee-based concept. He states that there is no such thing as free service: someone pays directly or indirectly for it. He, however, admits that what is difficult is arriving at the value in the eyes of the seller and the buyer.

The 'pro-free' group in Kagoda's survey (1995) do not see this as a problem. For the survey shows that in the British council and centre for basic research libraries in Kampala, Uganda where charges have been instituted, users flock in large numbers and they are willing to pay for the information. The position of Chin and DeAngelis (1996) is that in times of drastic cuts in public funding and shrinking private support, educational institutions must, as a matter of survival; look for ways to generate income consistent with their educational mission. They are strengthened in their resolve by United States Law which allows a

non-profit organisation to make money to cover the cost of their operations.Ward, Fong and Camille (2002) introduced a more systematic approach into the concept of fee based library and information services. To them, fee-based services are in essence small business operating within institutional constraints and guidelines. They argue that in many ways, fee-based services act very much like a corporate library providing services either for companies too small to have their own libraries or large enough that they want to outsource some of their workload or supplement in-house resources. Cloutier, (2005) opined that in response to local demand, the University of Calgary Library established a fee-based information service for non-university clientele. The benefits from this service have been both intangible and financial.

Nwosu (2009) avers that Libraries have traditionally been custodians of information which are provided free of charge to users, but recent decline in funds to libraries and the change in the concept of information from a free resource to a marketable resource in the information age have necessitated the re-evaluation of free services in the libraries. The article presents a case report of a fee-based CD-ROM Medline medical information search service in the medical library of Nnamdi Azikiwe University. Analysis of the Annual Reports of Medline service shows that a total of 1561 users accessed the service during the six year period it last. He presents the potential benefits of fee on the service as no interruption of service because of lack of funds and staff motivation. The erudite scholar   presented other potential benefit Nigerian libraries can derive from fee-based service which include increased technology acquisition as most fee-based services require a measure of technology. In conclusion he notes that with careful planning, fee-based library services have the potentials to help generate income for improved library services.

Marketing Library Services

Bamigbola (2013) stated that marketing strategy is a well-structured plan that highlights the organisation's goals and quest and the specific process of achieving those set of goals. According to Jestin and Paramesuari (2002) marketing strategy means selecting proper techniques in proportion and balance.   Gupta and Savard (2010) assert that marketing strategy encompasses such components as evaluating the needs of the customers, planning the various elements of the mix to answer those needs, involving the entire organisation not only marketing department and evaluating the results. Fundamentally marketing strategy is primarily to:

i.   understand the clients which is called market research, identifies the client's market that is market segment and target.

ii.   identify the organisation's strengths as a competitive business,

iii. know the products the clients want and where they want it (product and place in marketing mix) develop effective and efficient procedure (process)

The need for information services marketing were summed up by Jose and Bhat (2007) as focusing on the customer, improving the image of the library, building relationship with the corporate world and cost recovery. Therefore, effective marketing strategy takes information services to the customer and it comprises market segmentation, market research, and marketing mix (Nooshinfard and Ziaei, 2011). Martey (2000) aver that Nigerian academic librarians have no option but to get seriously involved in planning and implementing marketing strategies in their libraries. He stressed that, there are very good reasons why we should do this because marketing is an important weapon for handling competition:

  ➢ Users who have stopped using the library must be won back
  ➢ Continuing financial support for the library may depend on proven use of the library
  ➢ There is the need to retain existing users
  ➢ An understanding of the marketing concept will make librarians aware of the fact that marketing is not only the promotion of services but also management attitudes that must infuse through all sections of the library if it is to achieve its pre-set objectives.

Methodology.

The research was carried out with the use of social survey methods. The main instruments for collecting data for this study were questionnaire and interview. The questionnaires were carefully designed for the undergraduates of the University of Study. While, the university librarians were interviewed. The interview was fixed on a date agreed upon by the respondents; three thousand eight hundred and forty five (3845) copies of the questionnaire were administered to the respondents face to face within a period of four weeks by the researcher and some research assistances. Out of this number, three thousand six hundred and thirty seven (**3637)** copies were retrieved, and were considered useable for data analysis, this represents a response rate of 94.8...In analyzing the data, and statistical method of data was employed

Table 1: Frequency Distribution of Universities Library Selected

Variables		Frequency	Percentage
University	Osun State University	1055	29.0
	Oduduwa University	147	4.0
	Obafemi Awolowo University	2214	60.9
	Lead City University	145	4.0
	Fountain University	76	2.1
	Total	**3637**	**100.0%**

Table 1 revealed frequency distribution according to the Selected Universities with high percentage of Obafemi Awolowo University Ile Ife with 2214 (60.9%), while Osun State University was 1055 (29.0%), and Oduduwa University was 147(4.0%), Lead City University was 145(4.0%), and Fountain University was 76(2.1%). This implies that respondents from Obafemi Awolowo University have highest percentage.

Which of these Library and Information services do you pay for?

Table 2 Types of information services students pay for

Statement	Yes	No	Total	$\overline{X}$	SD	Ranking
Translation services	38.4	61.6	3637(100.0%)	.38	.498	20th
Registration services	80.3	19.7	3637(100.0%)	.80	.398	2nd
Interlibrary loans services	54.4	45.6	3637(100.0%)	.54	.498	13th
Bibliographical services	50.2	49.8	3637(100.0%)	.50	.500	15th
Abstract and Indexing services	49.5	50.5	3637(100.0%)	.50	.500	15th
Documentation services	42.8	57.2	3637(100.0%)	.43	.495	19th
Current awareness services	54.1	45.9	3637(100.0%)	.54	.498	13th
Selection and dissemination services	48.0	52.0	3637(100.0%)	.48	.500	18th
Reference services	60.0	40.0	3637(100.0%)	.60	.490	12th
On line services	63.8	36.2	3637(100.0%)	.64	.481	9th

Publishing services	71.7	28.3	3637(100.0%)	.72	.451	6th
Internet connectivity/services	62.9	37.1	3637(100.0%)	.63	.483	10th
Television services	46.7	53.3	3637(100.0%)	.47	.499	19th
CD ROM services	77.0	23.0	3637(100.0%)	.48	.500	17th
Reprographic services	71.0	29.0	3637(100.0%)	.77	.421	5th
Consultancy services	78.7	21.3	3637(100.0%)	.71	.454	7th
E-mail Services	80.3	19.7	3637(100.0%)	.79	.409	4th
Printing services	82.8	17.2	3637(100.0%)	.80	.398	2nd
Binding services	69.9	30.1	3637(100.0%)	.83	.377	1st
Renting facility services	62.8	37.2	3637(100.0%)	.70	.459	8th
Others Services	55.0	46.0	3637(100.0%)	.63	.483	10th
Total Average mean				**0.616**	**0.466**	

Source: Field Survey, 2014.

Table 2 shows the types of Library and Information services students pay for. The result shows that majority 61.6% of the respondents are not paying for Translation services while 38.4% did. While 80.3% pay for Registration services while 19.7% did not pay. 54.4% pay for interlibrary loans services while 45.6% did not pay. 50.2% pay for Bibliographical services, while 49.8% did not pay. 50.5% not pay for Abstract and Indexing services while 49.5% pay. Also 57.2% did not pay for Documentation services while 42.8% pay. 54.1% pay for current awareness services while 45.9% did not pay, 52.0 % did not pay for Selection and dissemination services while 48.0% pay. 60.0 % pay for Reference services while 40.0% not pay. 63.8% pay for On-line services, and 36.2% not pay. 71.7% pay for publishing services and 28.3% did not pay.

Furthermore, findings show that 62.9% pay for the Internet connectivity/services and 37.1% did not pay. 53.3% did not pay for Television services and 46.7% pay. 77.0% pay for CD ROM services and 23.0% did not pay.71.0% pay for Reprographic services and 29.0% did not.78.7% pay for consultancy services while 21.3% did not, 80.3% pay for E-mail Services and 19.7% did not pay. 82.8% pay for printing services while 17.2% did not pay. 69.9% pay for Binding services while 30.1% did not. 62.8% pay for Renting facility services while 37.2% did not. 55.0% pay for Others Services while 46.0% did not. The results of findings show that types of Library and Information services pay for. From results of findings

mean and standard deviation of Library and Information services can you pay for from tertiary Institution was in support. This was shown with the total average mean score of ($\overline{X}$=.616, SD= .466) which was not above the lower item rated mean above.

Which of these fees do you pay in Libraries?

Table 3 Show fees students pay in libraries

Statement	Yes	No	Total	$\overline{X}$	SD
Registration fees	80.6	19.4	3637(100.0%)	.81	.396
Internet fees	62.0	38.0	3637(100.0%)	.62	.486
Download fees	78.2	21.8	3637(100.0%)	.78	.413
Data searching fees	79.2	20.8	3637(100.0%)	.79	.406
Subscription fees	51.6	48.4	3637(100.0%)	.52	.500
Reservation fees	29.6	70.4	3637(100.0%)	.30	.456
Direct sales of publications	32.2	67.8	3637(100.0%)	.32	.467
Others Services	29.7	70.3	3637(100.0%)	.30	.457
Total Average mean				**0.555**	**0.447**

Source: Field Survey, 2014.

Table 3 shows the fees student pay for in Libraries. The result shows that majority 80.6% of the respondent pay for registration fee, while 19.4% did not. Also, 62.0% pay internet fees, while 38.0% did not pay. 78.2% pay for fees for Download fees, while 21.8% did not pay. 79.2% pay for Data searching fees, while20.8% did not pay. 51.6% pay fees for Subscription fees while 48.4% did not. While 70.4% of the students did not pay fees on reservation fees, and 29.6% Pay fees. Majority did not pay fees on Direct sales of publication while 32.2% pay fees, finally, on other services 70.3% of the students did not pay fees while 29.7% pay fees. This was shown with the total average mean score of ($\overline{X}$=.55, SD= .447) which was not above the lower item rated mean above.

Discussion of findings

Findings from Research Questionnaires

The study reveal that students are currently paying to access and use the following library services : Registration services , interlibrary loans services, Bibliographical services, Documentation services,

current awareness services , Selection and dissemination services , for Reference services, On-line services, publishing services , Internet connectivity/services , CD ROM services ,Reprographic, consultancy services, E-mail Services, printing services, Binding services ,pay for Renting facility services. Similarly, the study reveal that majority of the respondent pay for registration fees, internet fees, Download fees, Data searching fees, Subscription fees, reservation fees, Direct sales of publication fees. Earlier study by Ifidon,(2005) confirm this findings.. Similarly, an earlier study by Ojedokun and Ojo also confirm these findings. But, Dowing (1990) study reveal that Librarians are relatively inexperienced in dealing with library users as paying consumers he stressed that the long-term impact of fee based library and information service on the profession is not yet evident. At the same time, it should be realized that no particular consequence, such as an erosion of service to traditional users, is inevitable as long as fee-based services are recognized for what they are. They are neither a cure-all for financial woes nor a reckless abandonment of principles. Fees do represent a tremendous challenge to librarians' management skills Also, These findings corroborates the earlier findings of Nwosu (2009)who avers that Libraries have traditionally been custodians of information which are provided free of charge to users, but Recent decline in funds to libraries and the change in the concept of information from a free resource to a marketable resource in the information age have necessitated the re-evaluation of free services in the libraries. His study, presents a case report of a fee-based information search service in the medical library of Nnamdi Azikiwe University. He stressed that Analysis of the Annual Reports of Medline service shows that a total of 1561 users accessed the service during the six year period it last. He presents the potential benefits of fee on the service as no interruption of service because of lack of funds and staff motivation. The erudite scholar   presented other potential benefit Nigerian libraries can derive from fee-based service which include increased technology acquisition as most fee-based services require a measure of technology. In conclusion he notes that with careful planning, fee-based library services have the potentials to help generate income for effective information provision in Nigerian libraries.

Findings from interview

1. The interview revealed that the university administrations normally release the funds budgeted for university libraries, though there could be part release of the funds. In some the budget is not honoured at all management gives what it feels adequate to the libraries to the librarian for the library management. This amount is grossly inadequate considering the cost of library information resources such as ICT   facilities. This view is in line with the findings of Lyman and Varian (2003) who stressed that globally, nearly all information resources have increased, at times dramatically, over the last several years. According to them, in the United States of

America for instance, from 1999to 2002 books (original prints) have increased by 83 % while online scholarly journals nearly doubled from 1997 to 2001. They maintained that with the advent of a major information sources such as the internet combined with patron demand, the average library budget should be highly increased to measure up, this situation does not seem different in the case with university libraries in Nigeria

2. In collaborating findings from the questionnaires, the interview schedule reveal that students are currently paying to access and use the following library services : Registration services , interlibrary loans services, Bibliographical services, Documentation services, current awareness services , Selection and dissemination services , for Reference services, On-line services, publishing services , Internet connectivity/services , CD ROM services ,Reprographic, consultancy services, E-mail Services, printing services, Binding services ,pay for Renting facility services. Earlier study by Ifidon, (2005) confirms these findings.

3. The study also reveals that fee based library and information services is extended to external users. At Obafemi Awolowo university library it was found out that the library manages records of customary court cases for courts within the region and charges users to pay before access and use. The university librarian pointed out that external users especially lawyers and researchers come to the library for these service and the library makes more money from this particular service and they are considering reviewing the charges up wards..This view is in line with Suzanne (2002) who opined that Fee-based services in libraries offer research and document delivery services to non-primary clientele on a cost-recovery basis. This view is also in consonance with the study ofWard (2000) whose study showed that users are willing to pay if fee based service can improve significantly the service they are getting now.''and Cloutier, (2005) who opined that in response to local demand, the University of Calgary Library established a fee-based information service for non-university clientele she concluded that the benefits from these services have been both intangible and financial. Similarly, Anne (1993) stated that in today's information age, many businesses, associations, and individuals understand the commercial value of competitive intelligence and information research for conducting their operations .She stressed that many academic libraries contain the publications and information technologies to access timely information crucial to managing business success. She concluded that, therefore, Academic libraries can enlarge their client base by charging fees for providing services to corporate and professional users who need quick information research and document delivery, but who are not affiliated members of the academic community. In the same vein, McDaniel and Roland (1994) in his study reported that that many academic libraries already provide limited information services to non-primary clientele without compensation. The value that libraries add

is access (since they have purchased or leased the requisite hardware, soft- ware, and telecommunications), a user-friendly gateway, and knowledge brokers who can navigate the increasingly complex network of global information resources. Furthermore, corporate information providers promise their clients reliability, responsiveness, and individualized attention. In conclusion the erudite scholars advised that as independent institutions begin to address their over-dependence on tuition, they seek alternative revenue sources

4. In response to the question on the type of pricing policy adopted by their respective libraries, the university librarians from the public universities under study stated that charges are usually subsidized for their user communities, but the university librarians from the privately owned libraries posited that they operate on total cost recovery bases since the institutions are privately owned.

5. The study reveal that the source of funding for most of the Government owned libraries covered for this study is still largely government and for the private universities it is from the owners of the institutions, though substantial part of these funds is generated from school fees. The findings also reveal that in all the private institutions covered some of the charges especially for internet accessibility and access to e-resources are subsumed in the school fees. While that of the government public universities users pay per access. The University librarians of the institution understudy posited that funding for their libraries is still largely based on allocation, that the funds recoup from charges on services is still very small in percentage. Though, if well managed funds generated from on line fee based services are enough to manage this unit effectively, this is so especially for the private institutions. In consonance with this findings Casper (2007) opined that Libraries have become clients of commercial databases on the Internet, the services are not getting any cheaper for libraries. The academic library has to meet the information needs of users. If it cannot do this, then users will look elsewhere for the needed information, hence, for efficient service delivery users should be asked to pay.

6. On whether the pricing policies adopted is financially rewarding the university library managers opined that it has sustain the services to their users.

7. Most of library managers have a poor knowledge of marketing principles and therefore, they are not aware of the importance of marketing in libraries. Some librarians believe that marketing is only the buying and selling of goods for a financial profit and hence, they assumed that they were not marketing their services. Reasoning the lack of understanding of the marketing process, librarians hold prejudices that they can not practice marketing in their activities. These prejudices hinder marketing in libraries. However, '*unconscious*' marketing is mostly occurs in academic libraries . On what promotional strategy they will need to adopt for fee based services to improve

and be more successful, the university librarians opined that apart from popular strategies such as seminars, open houses, newsletters, bookmarks, flyers and hand-outs, they stated they will invite professionals to write articles for in-house or external use to ensure effective communication. Moreover, they propose to develop new products to meet users' changing requirements, e.g., the convenient integration of iPods. Since library users are seeking to access and use the information they need in one place at a time, the traditional library services need to change to accommodate them. By searching most library catalogues,

8. In the same vein, the university librarians in the institutions under study opined that their promotional strategies today are targeted only at traditional library services, such as interlibrary loans, special collections and information literacy programs. Also, The librarians maintained they are planning and has started in some cases to catalogue not only items residing in libraries, but also remote resources, such as electronic and Internet resources, as a result of cataloging rules changing slowly to respond to the users' need for one-stop shopping, all in their bind to increase access and use of their resources both those that are fee based and those that are not. Since a user will not use or access what he/she is not aware of

Recommendation

Based on the findings of this study, the following recommendations are proffered for consideration:

1. Librarianship is in at war for the preservation of its original ancient roles as information providers for humanity in face of sundry multimedia on line services brings information to people with just a torch of the fingers people, demystifying space and time. These providers are getting bigger and innovative by the day making good money and breaking even, Librarians should wake up from comatose and be made aware of competitors who can be a challenge for survival of the library. Strategies should be introduced to win the competitive advantages in the library and information sector. Not to do anything is tantamount to a man whose house is on fire, with his family member inside and he just doze away in slumber, when he shall wake up his posterity may have been swept away. A university librarian recount his experience when he was told by a faculty member that he was too burdensome on management, that he can go to hell, he(the faculty member) boasted he can do without the library. The faculty member went on to list the electronic data base he can access with just a tip of the finger, but the librarian reminded him how much he is paying for that access and not everybody can afford that access and that is why he the librarian was employed to provide access to all user in the university community and not to massage the ego of the privilege few. Librarians must strive to bring information sources to her user community no

matter the cost, he should be bold to introduce fees where required in order to provide and sustain quality library and information services to her user because fee based is the centre piece of the features and nature of the 21st library services.

2. Libraries should continue to join in the struggle for improved funding of the university, but the Vice chancellors should respect the 10% allocation to library development and allow the librarians to spend the funds on the library development instead of undue interference.

3. There is need for the Librarian Registration Council of Nigeria to show their relevance by pushing for an enforceable law that will ensure that the 10% allocation for library development is guarantee and protected.

4. The application of I.T should be fully explored and exploited in fee-based library and information services. The phenomenon of information explosion, the increasing awareness of information and its value and the high demand for it make this inevitable.

5. Fee based services as a way of augmenting library funding for making information resources and services more readily available to the user's communities are feasible. The only constraint the only constrain is the initial grants to set up the services. This problem can be resolved by the availability of additional sources. Such resources include: Education Trust fund for library intervention, Open Society Initiative for West Africa(OSIWA),Information Network for Availability of Scientific Publication(INASP),Book Aid international, Endowment, Alumni, Associations and Group of library Users, Macarthur foundation. Apart from providing the funds for initial take –off, these sources ensure sustainability of the services.

6. Staff should be trained in basic business skills and the fee-based library services division should be staff and managed in such a way that the division will react to, and take advantage of opportunities and its value and high demand for it make this inevitable.

7. Library personnel should be made aware of the concepts and principles of modern marketing. This can be performed through the holding of workshops, seminars, short-term courses, and other related programmes on the subject.

8. Undergraduate and postgraduate courses on Library and Information Science should include 'Marketing' and fee based library and information services as a subject field in the curriculum. Since library can no longer shy away from its impact and influence on its services in the 21st library world.

9. Researchers and scholars should be encouraged to conduct more research studies in the field of fee based library and information services and their marketing.

10. Library service planning should be based on an integrated and corporate manner because, being isolated they cannot surpass or survive in the competition.

11. External assistance should be sought from cost Accountants and Department of Accounting and Business Administration since pricing remain an area fraught with difficulties.

12. If the library finds more markets, which are not served by other similar organizations, it causes to create many opportunities for library business. Academic libraries have shown their main concern to cater to the internal market, although they had the capability to serve external markets outside the organization. Growth of the market share and the profit from the product are very important to determine the success and cost effectiveness of the library. The survey disclosed that library personnel paid less attention on external markets, which can enhance the growth of market share.

Conclusion

Universities are the conscience of the nation, it helps steer the ship of society along the course of rational development. The university has the primary functions of teaching research and services; to be able to perform these services effectively the university must be adequately funded as the university libraries are not immune to the financial woes of their parent organisation. However the obvious and popular solution is to seek alternative funding to solve the problems of paucity of funds in university libraries, hence fee based library services have been advocated and accepted as major alternative sources of funding for university libraries in face of multimedia library services which despite its numerous benefits has created a great financial burden to library managers as the library have no choice other than to embrace it in other to be able to provide 21st century library services to patrons.

This study focuses on fee based library services and the policies governing the provision of the services in selected university libraries. The study reveal fee based library services exit in Nigeria University libraries and subsidy and total cost recovery are adopted in the delivery fee based services to university library users..The study recommended that libraries should continue to join in the struggle for improved funding of the university, but the Vice chancellors should respect the 10% allocation to library development and allow the librarians to spend the funds on the library development instead of undue interference. Similarly, University librarian should be bold to introduce fees based services where required but must ensure that the right pricing policies are adopted for pricing of these fee based library services so that the primary function of the university library will not be compromised.

University provide important services which are critical to the growth and development of the Nigeria economy, hence the need for the Nigerian Universities and their libraries to be adequately funded. But librarians must continue to look within for solution to paucity of funds for their library development.

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