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Marketing of Library Services for Enhanced Accessibility in National Open University of Nigeria: Challenges and Strategies for Intervention

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Abstract

This study is a descriptive survey on challenges and enhancement strategies for the marketing of library services for improved accessibility to students of National Open University of Nigeria (NOUN). Three specific objectives, three research question and one null hypothesis guided the study. Population for the study consists of 15 librarians from the six study centres libraries in the six geopolitical zones in Nigeria. The study used a questionnaire and interview to collect data from 15 librarians in the six study centre libraries in the six geopolitical zones in Nigeria. The data collected were analysed using mean and standard deviation and hypotheses were tested using ANOVA statistics at a 0.05 level of significance. The results showed that there is no significant difference in the mean responses of librarians on strategies and methods employed in the various study centre libraries of NOUN for improved accessibility of the library services to their students. The results identified some of the challenges in the marketing of library services for improved access for students in the libraries studied to include; inadequate funding, lack of marketing plan, unavailability of online public access catalogue and negative attitude of librarians and library staff towards marketing. The enhancement strategies for marketing of library services for improved accessibility to these students include

carrying out marketing research to determine the needs of Users; allowing library management control over students library fees, organizing workshops and training for librarians and library staff on marketing principles and procedures.

Keywords: Marketing, Marketing Strategies, Library Services, Improve Accessibility, National Open University of Nigeria.

National Open University of Nigeria is a tertiary institution established to provide open university education for people who are yearning for tertiary education as well as those who have been denied the opportunities to attend tertiary institutions due to diverse issues and for people who want to improve on the certificate while still working. It is an “open learning” educational system. 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 the place or time and space of learning. 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. This means that various forms of information communications technologies must be put in place to bridge the gap between the institutions and the students. The technology used in bridging these gaps are radio, film, television, computers, DVDs and the internet, as well as social communication media such as Facebook, Twitter, Myspace and YouTube (Durdulov 2010).The National Open University of Nigeria provides equal access to tertiary education for all who aspires to have one(NOUN 2017). To ensure this the NOUN has 78 study centres scattered throughout the thirty - six state of the federation. The study centres are divided into three categories namely conventional, special

and local government/community study centres. The conventional study centres are study centres that the federal government of Nigeria 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 Paramilitary like National Road Transport Works, Immigration, Navy and prisons. Such agencies provide the physical structures and some equipment before handing them over to university authority for smooth takeoff. Community study centres are sited at different communities in some Local Government Areas in the federation. These communities study centres are donated to NOUN by communities and sometimes by individuals in the communities that provide the enabling environment and the facilities before handing them over to NOUN for their takeoff. NOUN is aimed at providing functional, cost-effective, flexible learning which adds lifelong value but these cannot be achieved without well-planned curriculum programmes and library support services to students.

The National Open University of Nigeria provides library services to their students through the university virtual library accessible through the library website and traditional libraries located at some study centres across the country. The study centre libraries are controlled by the university librarian at the Abuja head office. All these are aimed at providing services and products for research and learning. Academic libraries have for centuries played many vital roles in supporting teaching and research in all disciplines within their host universities (Adeyemi, & Oluwabiyi, 2013). Librarians are responsible for the acquisition, processing, preservation, storage and dissemination of information resources and services needed for the

transmission of knowledge. Through dissemination of information, users become aware of library services provided for them by the librarians.

Some of the library services to distance learners as exposed by Raraigh-Hopper (2010) are "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. Library services are vital elements in learning support services to any distance learner for him to achieve his educational pursuits. All these library services offered to distance learners can only be utilized if they are accessible. Nwachukwu, Abdulsalami, Salami (2014) in support of this opined that what is available but not accessible is useless. It implies that for the library services available to be useful they must be accessed, and accessibility depends on awareness which can be created through marketing of these available library services.

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 on the accessibility of these library services, librarians need to market library services to users using different marketing strategies in order to create awareness, increase patronage and connect these students to the library.

Marketing strategies involve selecting various marketing techniques in proper proportion and balance (Ronke 2013). These techniques include carrying out marketing research to find out the needs of the customers and finding out how to reach them. Some of the 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 services to market and library management do not have marketing policy. Despite these challenges, there is still the need for librarians to market these library services to the users to improved access and utilization of the library services provided

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 which indicate that either the marketing of these library services are poorly done or not done at all. It has been perceived by the researcher, through observation and experience that there is poor access to and utilization of library services provided for the students' of the National Open University of Nigeria. There is poor access to the electronic database and textbooks provided for these students as many users claim to be reading only their course materials. However there is the need for this study to investigate on the strategies employed by these librarians in the marketing of library services, the challenges encountered and the enhancement strategies to employ in the marketing of library services for improved 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 zones of Nigeria. The specific objectives are to:

- Identify marketing strategies and methods employed by the conventional study centre libraries of NOUN for improved accessibility of library services to their students.
- Identify the challenges associated with marketing library services for improved accessibility for NOUN students in the conventional study centre libraries in the six geopolitical zones of Nigeria,
- Determine appropriate strategies to be employed by librarians in 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 are the marketing strategies employed by librarians for improved accessibility of the library services by students in the conventional study centres of NOUN in the six geopolitical zones of Nigeria?
2. What are the challenges associated with the marketing of library services for improved accessibility to students in the conventional study centre of NOUN in the six geopolitical zones of Nigeria?
3. What are 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 zones of Nigeria?

Hypothesis

A hypothesis for the study was formulated and tested at a 0.5 level of significance

HO1. 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 by the students.

Review of Related Literature

Marketing of library services

The UK Chartered Institute of Marketing in Bhatt (2011) states that marketing is the management process which identifies, anticipates and supplies customers' requirements efficiently. 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. 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. Marketing of library services is aimed at putting the library user's satisfaction at the centre of all the activities taking place in the library. 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 from above definitions is all 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 information era. Marketing of library services are the processes involved in connecting library services to library users or customer with the aim of satisfying their information needs. Nooshinfard & 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.

Marketing Strategies

Marketing strategies; which entails marketing approach to be employed in achieving the goals and objectives – selecting appropriate marketing mix. Adekunmisi (2013) advocated that libraries should endeavour to create and apply marketing strategies to its operations and services. Some of the appropriate marketing strategies are identifying the information needs of the students through carrying out a marketing research on the needs of our customer or target audience and developing a marketing plan, use of appropriate channel of communication in creating awareness on the product and services discovered. 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. Aderibigbe (2015) listed strategies in the marketing of library services to include publicity, having a standard marketing policy, an organization of library week, student orientation and quiz competitions amongst library users internet marketing through the use of web 2.0 and mandatory seminar for librarians on marketing principles. Despite using all these strategies, librarians are encountering some challenges in the marketing of library services to users.

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, and changing organizational structures of the library. Ifijeh (2011) outlined some 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, poor infrastructure, low morale among librarians, lack of business expertise. So 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. Many research carried out by (Nwegbu 2010,Baro & Ebhomeya 2013) identified poor marketing strategy, the absence of marketing policies, lack of skilled manpower and infrastructural constraints; lack of marketing committee and unfriendly attitude of some librarians and library staff asthemajor impediment to marketing library services to users. 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 forever". 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 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. Abelloero in Estall and Stephens (2011), also 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.

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. All these can only be achieved when effective marketing strategies are put in place by the librarians and library management. Marketing strategies for the library must be in line with the specific objectives and goals of the academic library. Kaur &Rani (2008) are of the view that librarians/ professional staff should

be knowledgeable in marketing concepts and principles so that they will have positive attitudes towards the marketing of library services and products. To achieve these, librarians need to understand marketing concepts, terminology; strategies and acquire the necessary skills needed for effective service. 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. Also, Strategies for enhancing marketing of library services as suggested by Ifijeh (2011) are 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. Furthermore, Edewor, Amughoro, Osuchukwu and Egreajena (2016) indicated that other enhancement marketing strategies for university libraries in Africa were library publications (memos, leaflets, bulletins, newsletters) orientation exercise; websites; flyers, use of social media like Facebook, Twitter, Blog, e-mails, SMS alerts. Also proactive marketing through the use of giveaways with an inscription like "Get Smart at --- Library", "Library in your and Electronic Resources at your Fingertips" on them and the use of partnership marketing through involving of students in outreach programmes should be employed as a strategies for marketing of library services (Mulen & Furary 2011).

Research Methodology

A descriptive survey design was adopted for this study. The population for the study was selected from National Open University of Nigeria, study centre libraries in the six geopolitical

zones of Nigeria using multi-stage sampling techniques. The centre libraries which were selected was Yola (North-East) Kaduna (North-West), Jos (North-Central), Benin (South-South), Enugu (South-East), McCarthy Lagos (South-West). The population of the study comprised of all the 15 librarians in the six study centre libraries namely; Yola (1) Kaduna (4), Jos (3), Benin (3), Enugu (3), McCarthy Lagos (1). They were all used because of their limited number. A questionnaire and a structured interview schedule were designed based on the objectives of the study. The questionnaire was administered to all the 15 librarians and the oral interview was conducted with only the study centre librarians from each study centre library to elicit more response. A total number of 13 out of 15 questionnaires were returned and found usable for data analysis. The data collected were analysed using mean and standard deviation. The mean scores were interpreted in line with the 4 points scale ranging from four (4) highest to one (1) which was the lowest. Any item with a mean response score of 2.50 and above was accepted as an influencing factor. ANOVA was used in testing the hypothesis, 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 it indicates that there is a significant relationship between the variables.

Results

Table 1: Mean and Standard deviation of librarians on the marketing strategies and methods employed for improved accessibility of library services to students in the conventional study centre of NOUN in the six geopolitical zones of Nigeria.

s/n	N = 13							Total	SD	Rank	Decision
	Benin	Enugu	Yola	McCarthy	Kaduna	Jos					
	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}				
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 1 showed that the highly employed strategies in use for the marketing of library services by librarians are individual student portal (using Learning Management System) and updating of the library website with current information. The less employed

strategies in use for the marketing of library services are, use of functional Facebook; Twitter; use of email and phones; use of giveaways with library logo, librarians assigned to market the library services and internet marketing. Also, the results indicated that these libraries do not employ these strategies such as, forming marketing committee; library marketing plan, provision of Online Public Access Catalogue (OPAC); library tour; library week; seminars and carrying out marketing research were not employed in the marketing of library services in the study centre libraries.

This result confirmed the position of interviewees that; "Yes, we do market these library 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 library website 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 libraries in the six geopolitical zones of Nigeria did not improve on the accessibility of the library services to students of NOUN.

Hypothesis

Table 2: 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 1, 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.

Table 3: Mean and standard deviations of respondents on the challenges librarians' encounters in the marketing of library services for improved access to students in the conventional study centre of NOUN in the six geo – political zone of Nigeria

S/No	N = 13							SD	Rank	Decision	
	Benin	Enugu	Yola	McCarthy	Kaduna	Jos	Total				
	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}	\bar{X}				
1	Inadequate fund for the management Library.	3.67	2.50	4.00	3.00	4.00	3.00	3.46	0.97	1 st	HE
2	The library has no marketing plan.	2.33	4.00	4.00	3.00	4.00	3.00	3.38	1.04	2 nd	HE
3	Unavailability of Online Public Access Catalogue (OPAC)	3.00	4.00	4.00	4.00	3.50	2.00	3.31	1.03	3 rd	HE
4	Negative attitude of users towards library and its services	2.67	2.50	4.00	3.00	4.00	3.50	3.31	0.95	3 rd	HE
5	Irregular power / electricity Supply	3.00	2.50	3.00	3.00	4.00	3.00	3.23	0.73	5 th	HE
6	Lack of budget for marketing of Library services.	2.33	2.50	4.00	4.00	3.75	3.00	3.15	1.14	6 th	HE
7	Poor internet connectivity for online marketing (internet marketing)	2.33	2.50	4.00	3.00	4.00	3.00	3.15	0.99	6 th	HE
8	Poor attitude of the university authority towards the marketing of library services.	2.00	3.50	4.00	3.00	3.50	3.50	3.15	0.99	6 th	HE
9	No staff / committee is responsible for marketing library services	2.33	2.00	4.00	3.00	3.75	3.00	3.00	1.16	9 th	HE
10	Low level literacy among library users	2.00	2.50	4.00	4.00	3.50	3.00	3.00	1.00	9 th	HE
11	Marketing is too costly for most libraries.	2.33	2.50	4.00	4.00	3.00	3.00	2.92	1.26	11 th	HE
12	Negative attitude of librarians and library staff towards marketing.	2.33	1.00	4.00	3.00	3.25	4.00	2.85	1.28	12 th	HE
13	Librarians do not have the knowledge of marketing and its principles	1.33	1.00	4.00	2.00	3.25	4.00	2.54	1.45	13 th	HE
	Overall	2.43	2.54	3.92	3.23	3.65	3.15	3.11	1.08		HE

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

The results of the study exposed the challenges that librarians encounter in the marketing of library services for improved accessibility to students in the conventional study centres of NOUN in the six geopolitical zones of Nigeria to include inadequate fund, absence of marketing plan, unavailability of Online Public Access Catalogue, negative attitude of users, irregular power/electricity supply, lack of budget for marketing of library services, poor internet connectivity for online marketing (Internet Marketing); no staff/committee is responsible for marketing library services; it 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 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 enumerated the challenges librarians encounter in the marketing of library services to include; lack of fund, slow internet connectivity, 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, 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 and lack of motivations from the management.

Table 4: *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 zones of Nigeria*

N = 13

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	3.67	4.00	4.00	4.00	4.00	3.50	3.85	0.38	1 st	VA
2	3.67	3.50	4.00	4.00	4.00	3.00	3.69	0.48	2 nd	VA
3	3.33	4.00	4.00	3.00	3.75	4.00	3.69	0.48	2 nd	VA
4	3.33	4.00	4.00	3.00	4.00	3.50	3.69	0.48	2 nd	VA
5	3.00	4.00	4.00	4.00	4.00	3.50	3.69	0.63	2 nd	VA
6	3.33	3.50	4.00	4.00	4.00	3.50	3.69	0.48	2 nd	VA
7	3.33	3.50	4.00	3.00	4.00	3.50	3.62	0.51	7 nd	VA
8	3.33	3.50	4.00	3.00	4.00	3.50	3.62	0.51	7 nd	VA
9	3.00	4.00	4.00	3.00	4.00	3.50	3.62	0.51	7 nd	VA
10	3.00	4.00	4.00	3.00	4.00	3.50	3.62	0.51	7 nd	VA
11	3.00	3.50	4.00	3.00	4.00	3.50	3.54	0.52	11 th	VA
12	3.00	3.50	4.00	3.00	4.00	3.50	3.54	0.66	11 th	VA
13	3.33	3.00	4.00	3.00	4.00	3.50	3.54	0.52	11 th	VA
14	3.67	2.50	4.00	3.00	4.00	3.00	3.46	0.88	14 th	A
15	3.67	2.50	4.00	3.00	3.75	3.50	3.46	0.88	14 th	A
16	3.00	3.00	4.00	3.00	4.00	3.50	3.46	0.52	14 th	A
17	2.67	3.00	4.00	4.00	4.00	3.00	3.38	0.65	17 th	A
18	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 on table 4 showed that all the items (1-18) were accepted as enhancement marketing strategies to be employed. More funding by the university authority has the highest score of 3.85. Other enhancement marketing strategies to be employed for the marketing of library services for improve accessibility for students of NOUN are, allowing library

management to collect 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 emails, updating information on the library website, carrying out marketing research and having a marketing plan. Others are regular power/electricity supply through the use of generators, using Facebook and Twitter account to interact with the users, use of library week; seminars; Online Marketing (Internet Marketing), provision of Online Public Access Catalogue (OPAC) and through creating a link on individual student portal (through the use of LMS).

The findings of the study corroborated with the interviewees from the six NOUN study centres. They enumerated the enhancement strategies to be employed by librarians in the marketing of library services for improved accessibility to students in these conventional study centres to include; adequate funding; organizing workshops for students and library staff, use of jingles in marketing library services through the mass media, use of social media, librarian and library staff should be friendly with the students whenever they come to use the library. Time should also be given to library orientation and the introduction of online library tour.

Discussions of the Findings

1. The results on table 1 revealed that updating of the library website with current information and the marketing of library services to students through individual student portal (using Learning Management System) were the highly employed marketing strategies/ methods used in the marketing of library services. The formation of the marketing committee, having a marketing plan, provision of the Online Public Access Catalogue (OPAC; library week and carrying out marketing research were among the marketing strategies that were

not employed by the librarians in the study centre libraries. Some of these results agreed with Edewor, Amughero, Osuchukwu and Egreajena (2016) findings on challenges encountered in the marketing of library and information services in selected university libraries in Africa which identified that these academic libraries do not have a marketing plan and do not know what to market.

2. The results obtained table 2 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. 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.
3. Table 3 results of the study showed that librarians encounter some challenges in the marketing of library services for improved accessibility to students in the conventional study centres of NOUN. These challenges are the inadequate of funding from the university authority, absent of marketing plan, unavailability of online public access catalogue and negative attitude of librarians and library staff towards marketing. These results corroborate with the findings of (Baro & Ebhomeya, 2013, Ifijeh, 2011) that outlined some militating factors on the marketing of library services to include lack of funds to engage in marketing activities as well as lack of exposure to adequate marketing training in library schools, poor marketing strategy, the absence of marketing policies, lack of skilled manpower and infrastructural constraints.

4. The results on table 4 on enhancement strategies to be employed by librarians in the marketing of library services for improved accessibility to students in the conventional study centres of NOUN in the six geopolitical zones of Nigeria revealed that university authority fund the library adequately, allowing library management to manage students library fees, organize workshops, training for librarians and library staff on marketing principles and procedures. The library should update the library website with current information and carrying out marketing research to determine the needs of Users. The result corroborates with the findings of Aderibigbe (2015) who discovered that marketing strategies be employed by librarians should include proper funding, formulation of plan, marketing policies, Internet marketing through the use of web 2.0; seminar for the librarians to be conversant with the marketing activities, training and retraining of the staffs in terms of marketing of library resources.

Conclusion

Marketing of library services to students in open university require the use of strategies such as carrying out marketing research to find the information needs of these distance learners. Also, the use of internet marketing should be advocated since these learning from different locations and are not residential in the institution of learning that offers these library services. To improved accessibility to library services, awareness for these services must be done by librarians through using effective marketing strategies to reach out to their various users. These strategies to be employed by librarians and its staff are training and retraining on the concepts of marketing and marketing strategies which they will apply to all the library services and products for improved accessibility and utilization.

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