Marketing Library and Information Services in Academic Libraries: A Case of Abubakar Tafawa-Balewa University, Bauchi

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Abstract

This study was designed to investigate marketing library services in academic libraries the case of Abubakar Tafawa-Balewa University, Bauchi. The study employed a descriptive survey research design. The population consisted of 26 academic librarians which were used for the study. Five research questions guided the study. Sixty-nine items questionnaire was used as instrument for data collection. The data were analyzed by use of frequency tables, percentages and mean score. The results of the data analyzed revealed that the need for marketing library services is to achieve the objectives of the library and enlighten the users on the relevance of library use. The library services available and marketed are lending services, seating and study facilities and reference services. The most widely used technique is exhibitions and display of new materials and staff friendliness to users. The competencies required for librarians in marketing library services are ability to answer users query and ability to question and evaluate library services. Furthermore, the findings of the study revealed that lack of funds, lack of facilities to market library services and librarians not willing to market library services are factors militating against marketing library services. Based on the findings it was
recommended that more funds should be allocated to libraries for their
development. Trainings, workshops, seminars should be organized for
librarians to enlighten them on how to market library services. Library
school’s curriculum should be redesigned to accommodate marketing
courses. It is also very necessary for librarians to be committed to their
work and improve their services.

Keys: Marketing, Web-based, resources and Library

Introduction
Libraries are the knowledge and information foundation of any nation.
A Library collects, organizes and makes information resources accessible to all kinds of users regardless of their ages, background and interests. Islam (2004) defined library as a learned institution equipped with treasures of knowledge, maintained organized and managed by trained personnel to educate the children, men and women continuously and assist in their self-improvement through an effective and prompt dissemination of information.
The use of Web-based resources for teaching and learning is hindered by the difficulties in locating resources that are relevant, of high quality, and affordable. Locating resources with standard web search engines is usually inefficient. Search for relevant information on the web can benefit from the availability of portals, websites that are entry points to other websites. Educational portals such as MERLOT and World Lecture Hall provide systems of categorization and searching that allow users access to learning and teaching resources linked to the portal. Such portals may also offer services that support communication and collaboration among the educators and learners. For commercial resources, institutional sites such as WebCT and XanEdu provide tools for creating customizable print and digital course packs and allow access to the content by students. World Lecture Hall at the University of Texas publishes links to pages created by faculty worldwide who are using the Web to deliver course materials in any language.
However a large number of libraries surveyed subscribe to on-line journals through a library consortium and they
already initiated library automation programme. But a great chunk of the libraries developed library software to provide database service to its institution members only. Very few libraries developed software to provide database service to serve world-wide. The establishment of digital library by majority of libraries to provide full text information resources is still a far cry. This study delineates the ways of web-based library cooperation with the conclusion that the automation of libraries and effective formation of country consortium can only promote the effective library cooperation for access to world-wide information and global resource sharing. There are different kinds of libraries and each performs different kinds of functions to meet the determined purpose and needs of the people they serve (Ode and Omokaro 2007). These Libraries include the following: Academic Libraries, Public Libraries, Special Libraries, School libraries, and Private Libraries. Uwaifo (2010) stated that Academic libraries are the ones established and maintained by higher Institutions of learning such as Universities, Polytechnics, Colleges of Education, Schools of Nursing, Petroleum Training Institutes and Schools of Health Technology. He also noted that the essence of establishing an Academic Library is to enable it support the curriculum of the Tertiary Institutions which established it. They are essential part of the learning community. He went further to state that the academic library is the information nerve centre of its parent body. Aina (2004) stated that the main purpose of Academic Library is to support the objectives of an Academic environment in the areas of learning, teaching and research service. Jubb and Green (2007) observed that Academic Libraries have for centuries played critically important roles in supporting research in all subjects and disciplines within their host universities and colleges. The effectiveness and efficiency of services provided by an academic library are mainly determined by Library users. Aina (2004) recognizes this fact when he stated that the user is very critical in the practice of librarianship. No library can exist without the patrons. The entire human and material resources in a Library are put in place at considerable expense for the overall purpose of providing effective services to the Library users. On its part the library has a responsibility to ensure that its resources and services are used (Edoka, 2000). The user is regarded as the most logical source to determine whether the Library is playing its role satisfactorily or not. The mission statement of any Academic Library should be the provision of excellent service to its users. In Higher Institution Libraries there are various categories of Library patrons. They are undergraduates, postgraduates,
Lecturers, Researchers, External Users from all walks of life and many professions.
However, Academic libraries are faced with the need to market their services to users. Libraries are no longer the only information providers. They now have to compete for Customers with the Internet, Bookshops, Online Book Dealers and demand for more efficient services and needs of users. Academic Libraries must understand clients needs, plan service provision, promote the available services and deliver them efficiently and effectively. To achieve this marketing is the essential tool. Marketing has various definitions. Sharma and Bhardwaj (2009) defines Marketing as a total system of interacting business activities to plan, promote and distribute want satisfying products and services to present and potential customers. A Library without users is useless. To succeed, there is need to let the users be aware of the benefits of the Library to provision of information resources and services. Marketing is about keeping the clients in touch and informed about resources and services that match their interests. The success of academic library marketing lies mainly on convincing the clients that the tools or databases are worthwhile, they must understand what the services are, and be enthusiastic about how they will be helpful (Noel & Waugh, 2002). Librarians need to market their services and resources for students and potential users to create awareness of the academic Library's value. Major sectors of the potential market for the Library’s services are probably not aware of all the services available or have no understanding at all of what is offered. That’s why marketing is vital to the success and existence of the academic library. The main focus of every library should be a good customer service. Good service can equal a good marketing campaign, which is another reason why marketing is important for Libraries.

Statement of the problem
Marketing library and information services cannot be overemphasized. However, the existence of Libraries is being challenged. This is because access to information is now very fast and relies on technology. Users now prefer to turn to the internet to source for information than coming to the Libraries. Libraries must redesign their services to cope with this era of information technology. Libraries must change from the traditional to digital method of providing information to users. Users are not aware of the several services available in Libraries. Iwhwho (2008) stated that, Libraries failed to provide the
required information to users. Services provided are not user-oriented. These have resulted to non-utilization or under-utilization of services available in the Library (Nwegbu, 2005). The consequences of these are enormous. It results to users not able to locate, access and recognize their information needs. This can also result to low quality of teaching, learning and research activities in our higher institutions. As a result they are unable to meet up with development in the global society. These services when utilized will help them in their careers and also make them life-long learners. Marketing is not emphasized in most Library schools curriculums therefore librarians may have problems in marketing their services. It therefore, becomes necessary to examine the effective and efficient ways to market Library services, in academic libraries.

Objectives of the study are:
1. To determine the status of University Library Website in AbubakarTafawa-Balewa University, Bauchi;
2. To identify the types of Library resources available on the University Website in ATBU. Bauchi;
3. To identify the way through which web-based resources are being marketed in ATBU Library Bauchi,
4. To identify the challenges of marketing of web-based resources in ATBU, Bauchi.
5. To suggest remedies to the challenges of marketing of web-based resources in ATBU Library, Bauchi

Research Questions
1. What is the status of university Library websites in ATBU?
2. What Types of library resources are available on ATBU library websites?
3. What are the ways in which web base resources are marketed in ATBU Library?
4. What are the challenges of marketing web base resources in ATBU Library?
5. What are the strategies for improving marketing strategies in ATBU Library?
Significance of the Study
The findings will be significant to Academic Institutions Administration in the area of policy formulation by providing a road map on the information resources and services to be provided to users in order to satisfy their information needs. It is hoped that it will create awareness to the library as regards the strategies to enhance effective marketing of Library services to users. This work will also educate Librarians on how to effectively and efficiently market Library products and services. It will also assist them in identifying their lapses and hence improve on their services by attracting, satisfying, and retaining users in the Library. The findings will also be useful to users by creating awareness on the various services available in the library. The users will get an improvement in the services offered as a result of the recommendations of this study. The research will also contribute to the existing body knowledge in marketing Library services and build on the knowledge of the problems in academic Libraries in Nigeria. The findings of this study will provide background information for others researching on various marketing techniques in Nigeria libraries.

Scope and Limitation of the Study
In terms of geographical scope, the study will be restricted to Abubakar Tafawa-Balewa University library, Bauchi state

LITERATURE REVIEW
The digital revolution prevalent in the 21st century is an on-going or continuous process. Therefore, for the library to remain relevant, it must evaluate its place and strategically market its services in the online world. Sequel to this, many library professionals recognize this inevitable up-coming need and are therefore driving adaptations designed to ensure that libraries remain an integral part of our society commitment to education, equity, and access to information (Hendrix, 2010). Current trends in library services should incorporate new philosophies, new technologies, and new spaces to meet the needs of all users in a more effective manner. It is pertinent to highlight some of the implications of the revolution in information technology on the library such as: technology is changing the fundamental forms of information; and these new forms are changing the way people find, access, and use information; and the attendant changes in the core library missions and services as a result of these
new pattern of users’ behaviours. These changes must come from within the library community – i.e. the content creators and distributors, the library staff and most importantly the library users. Pastore (2009) supported this view when he noted that it is essential for museums and libraries to take a proactive and positive stance in facing the challenges and opportunities of the 21st century. In a culture highly driven by new interactive web technologies, mobile and smart phone civilization has brought about a dynamic shift in users’ expectations of how, when and where people access information on daily basis. Ultimately, the World Wide Web leaves information seekers with considerably more options. Regarding aggressive marketing of library services to attract users’ and potential users’ attention to the library, Norshinfard & Ziaei (2011), asserted that: it is notable that attracting attention to a virtual environment is difficulty, [sic] because there is no mutual communication between users’ and librarians, yet librarians have to go round the situation to draw users’ attention to the library probably through words, sentences pictures, web pages information, timely responses to emails, moderating the delivery process and emergency delivery. By implication, they share the same opinion with Siddike, Munshi and Mahamud (2013) that the library website is the primary vehicle used to distribute library information and collections electronically to university students, faculty, and staff. The mission of the library website must be in accordance with library mission of supporting the educational programs and curriculum of the university through acquiring and organizing both internal and external internet-based resources. The library website seeks to provide resources that will teach library users how to evaluate critically and cite correctly, the information retrieved through the website (Rayan, 2003). Marketing strategies in the traditional library setting included publicity activities such as display panels, posters, exhibits, bulletins, promotional materials (Ronan, 2003, and Kibbee et al, 2002).

While, outbound marketing is promoting a product through continuous advertising, promotions and public relations. The marketing activities within the library are not complete until users exchange their support for the services offered by the library institution, person, place or idea. Stripp (2008) identified three major types of marketing which include the following:

1. Online marketing: It is any marketing that takes place online. It is also referred to as internet marketing. It includes search engines marketing and email marketing.
2. Offline marketing: It involves any form of marketing that is not done online. Examples are advertising on newspapers, television and radio etc

3. Word of mouth marketing: This is the most powerful form of marketing. It relies on an organization’s customer when satisfied with services offered to her to refer new customers to that organization. From the foregoing definitions, marketing is defined as a managerial process in which users information needs are continuously provided and satisfied through the provision of effective and efficient services.

Web- based e-resources” can be broadly defined to include sources that are available via the Web, FTP, Gopher, Telnet, mailing lists, e-mail, and other network tools or protocols (including self-publications and e-journal articles) (Zang 2001). Text resources that are available on the internet include dictionaries, encyclopaedias, thesauruses, glossaries and other reference works. Electronic information is available in different formats or file types. A format is the arrangement of data within a document file that typically permits the document to be ready or written by a certain application (Microsoft Press computer users' dictionary 1). ASCII format is the plain text or text only file. Web documents are presented in HTML. Images on the Web are available as GIF or PEG GIF (graphics interchange format), which allows for compressing small or medium-sized files and can store up to 256 colours. JPEG (Joint Photographic Experts Group) is a newer format that stores more than 16 million colours. The MIDI format (musical instrument digital interface) is used in controlling devices that create and read musical information. Streaming transmission is a new technique that is used to transmit both sound and video files. Audio files are transmitted using the WAVE format (Perry & Schneider 1999). The internet provides a variety of services that enable communication and access to electronic information for many different purposes. Ravichandran and Babu (2008) defines marketing in library and information services as the process of planning, pricing, promotion and distributing library products to create exchanges that satisfy the library and the customer. It is important to identify the needs of users and strive to meet their needs effectively and efficiently. Marketing is an on-going process in the sense that it does not stop simply at providing or promoting services. It involves continuous assessments and re-assessments of user’s needs. Irving (2012) looked to the market place for new insights into marketing library services. He discovered
that what succeeds in the market place fulfils criteria relating to convenience, ease of use, perception of balance between cost and value, choice, something new, or novel ways of doing existing tasks. If these criteria are applied in the libraries, libraries will continuously provide the best services to users always at the right time and place. To Weigard (2015) marketing library and information services is a process of exchange and a way to foster the partnership between the library and the community. Marketing of library and information services includes user priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills, competences and value added services, etc. The aim of marketing library services is to provide information to users always at the right time. Basanta & Sanjah (2008) stated that a user ascertains the effectiveness and efficiency of a library is not based on how large the library is or the number of staff and information materials available, but on the services provided and how such services satisfy the information needs of users. The importance of marketing in libraries by Steadley and Gray (2003) include the following: To compete favourably for customers with other information providers, To increase library fund, To maintain relevance, To convey what is unique about the access and service they provide, To promote librarians as well – trained technologically information experts, To create an environment in libraries that fosters customer consciousness among librarians, To increase usage of service.

However, advertising a product or services does not necessary have to be paid for. The example of non-paid form of advertising is personal contact. This is a situation where a librarian advertises his services one on one to his client. Namara (2010) argued that advertising is normally focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another. The importance of advertising to libraries is stated by Giuliano (2009) and Bohoist (2004) to include the followings:

• To increase patron use of the library.
• To cultivate a positive image of the library to users.
• To inform users of the services and invite them to find out more of the services available in the library.
• To ensure that people are informed about the library on a regular basis.
• To launch new services.
• To remind customers about library service.
Another concept closely related to marketing is public relations. Namara (2010) defines public relations as on-going activities to ensure the overall organization has a strong image. Laulenglager (2003) sees public relation as the management function which evaluates public attitudes, identifies the policies and procedures, of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptance. Furthermore, Inazu (2009) sees public relation as a major component of marketing. It is a channel of creating a personal relationship between the potential patrons and the library or librarian. In order to successfully promote the value of products and services the librarian should engage in personal advocacy. Murray (2005) views public relation as the practice of creating, promoting, or maintaining goodwill and a favorable image among the public toward an institution. Namara (2010) opined that public relations are conducted through the media e.g newspapers, television and radio etc. The target audiences in public relation activities according to Kunaka (1998) are policy makers, library users, potential library users and professional associations. According to Long, (2008) and Kunaka (1998) the aims of public relations to libraries are:

• To create awareness among policy makers of the importance of information and the need to establish/upgrade libraries services to ensure easy access to information
• To create better understanding of the role of the librarian, to improve the image of librarian in the society.
• To create public appreciation of the role of the library in people’s daily lives.
• Establishing favourable press relations to get news out about the library on a regular basis.
• Creating publicity for specific services and resources and to create and maintain awareness of library capabilities in the community.
• Maintaining awareness of laws and regulations that affect libraries and lobbying to ensure legislation that helps libraries provide effective services.
• Watching for community and national trends and issues that impact the library’s image and informing the library’s administrators.
The mission statement of any library should be to satisfy the information needs of users at the right time and place. The only way to accomplish this mission, libraries should effectively market library’s resources and services. The emergence of World Wide Web provides researchers and students with considerably more options. The library website is the primary vehicle used to distribute library information and collections electronically to University students, faculty, and staff. The mission of the library web site, in accordance with the overall mission of the library is to support the educational programs and the curriculum of the University through gathering and organizing both internal and external internet-based resources. In addition, the library web site seeks to provide resources that will teach library users how to evaluate critically and cite correctly, the information retrieved through the web site (Rayan, 2003). Traditionally, library marketing strategies included publicity activities such as display panels, posters, exhibits, bulletins, promotional materials (Ronan, 2003; Kibbee et al., 2002); promotional events; direct mail, newspaper and radio advertisements. The main aim then was to realize the library’s mission in support of its parent institution’s mission. Marketing strategies do not just include telling the library clientele what collections and services are being offered, but it also contributes to building a relationship with library customers that begins and ends with awareness of the library’s users: their values, their concerns and their needs (Kaur, 2009). Most academic librarians agree on the necessity of marketing library services. Whether it is called outreach, liaison work, or public relations, many have embraced the need to actively promote library resources and services (Lee, 2005). In the internet age, the academic library has developed dynamic web site to provide information about the library, provide access to information resources and offer web-based services. These technology-based developments are to keep pace with the ever changing user needs that are influenced by the expanding innovations in information creation and dissemination via the internet.

Marketing has now emerged as an increasing important area for libraries and information centers Madhusadhan (2008) emphasized that the challenges of budget cuts, increased user base, the rapid growth of material, rising cost, networking demands, competition by database vendors and complexity in information requirement have made it very necessary to market library services. It is very necessary for librarians to adopt marketing to improve the management of library and information centers. To Dhiman and Sharma (2009)
marketing is essential because it is an instrument through which library objectives can be fulfilled. For the integration of marketing into the library services is important because it reinforces and reiterates the basic values and beliefs of the profession in the changing environment. According to Ohio library’s council (2008), marketing is essential because it helps to position the library in the minds of the community as a go to source for information and helps users understand what the library will offer them. Marketing builds good customer relations and contributes to positive relationship with media, businesses and government agencies. Jaafar (2009) is of the opinion that marketing is necessary in order to market information technology products and services. This is necessary because it helps libraries to add value to their services. For the advert of new technologies such as dramatic increase of digital storage media, convergence of telecommunication and the internet make it possible for librarians to introduce information technology products and services in order to fulfill information needs of their customers. Libraries should promote the use of IT as an integral part of library services in order to meet the changing information needs of user. According to Leisner (2004) marketing is a necessary component of any organization, be it public, or private, due to the three basic reasons.

Marketing helps institutions to achieve high levels of customer satisfaction, Marketing helps institutions to enhance the perceived value of their service, Both want to ensure survival of their respective institutions. Gupta and Ashok (2002) summarize the reasons for marketing in the following points: To focus on providing an environment in which users can study and work, To focus on the belief that each user has unique needs, requirement and expectations when he or she visits the library, Commitments to helping the user develop skills in order to acquire information from various sources. In a nutshell, information explosion, technology revolution and escalating costs are responsible for encouraging the library profession to develop marketing strategies in its operations and services.

Services in library are defined as set of activities that a library performs in order to satisfy users information needs. In order to market library services, the library must provide library and information services that will enable libraries to satisfy the information needs of users. Tella, et el (2009) quoted Kothari and stated that libraries should provide facilities and services necessary for the success of all formal programmes of instruction, open the door of the world of knowledge that
lies beyond the boundaries of one field of study and bring information materials, students and scholars together under conditions which encourage reading for pleasure, self discovering, personal growth, and sharpening of intellectual curiosity. Aina (2004) and Popoola (2008) identified the following services that are peculiar to most libraries.

1. Lending services: This is the very essential service provided by academic libraries. This is a service in which a user has the privilege to borrow library materials for a short time. Such materials could be books, journals, CD-ROM, audiovisual materials, slides, video tapes and projectors. In order to promote equal and fair access to information materials lending services are very important.

2. Inter-library loan and document delivery service: This is a service where a library on behalf of its client borrows a particular material which is not available in its library from another library. The lending library provides substitutes of the original materials.

3. Reservation service: This is a system where a library reserves some materials that are heavily consulted, few and rare. This is important so that users can consult such information resources.

4. Provision of seating and study facilities: Libraries are normally expected to provide adequate seating and study facilities to their users so that they can consult and read information materials that are relevant to them. Also study carrels should be provided for researchers.

5. Reference service: The provision of reference service is a very important function of any library. Users have various information needs that they want a librarian to help them solve. The reference service provides opportunity for users to request for reference queries.

6. Exhibitions and displays: This service is used to advertise the various products and services available in the library. This is done by displaying such materials on display stands and display boards e.t.c. For example library materials on a particular topic that might be of interest to the public could be exhibited.

7. Library publications: libraries are expected to issue out publications that should be used to guide users in the use of library’s products, services and facilities.
These publications should provide current and accurate information about the library.

- **User education:** Library is expected to provide user education to users. This is to enable them equip users with enough knowledge on the use of library. When users are enlightened on the use of library they will be able to use the library effectively and efficiently. Through user education the user is able to get any information he/she desires as well as developing the skills to use the resources of the library independently. This could be done by one-to one session, library orientation tours and through classroom instructions.

- **Selective dissemination of information:** This is a customized service that provide users with information that will promote the research, teaching and learning activities of users.

- **Referral service:** This is a situation in which a reader might be directed to another library or alternative source of information. Examples of such places that users could be referred to are professional organizations, research institutes and individual specialist.

- **Translation service:** There are some publications written in foreign languages other than English. Library users might desire such publications. It is important for libraries to provide access to such publications to users who need them. This service is very important in libraries that users are science inclined.

- **Abstracting and indexing services:** It is the function of library to publish serial publications that analyze on a continuous basis the contents of a whole range of periodicals and other titles relating to common disciplines. Such publications could be in printed or electronic format.

- **Consultancy services:** This is another important service that librarians employ to provide high level of professional advice to users. Examples of such services could be in the domain of information technology and e-learning.

The role of consultancy are to consult and advise users on various issues relating to their information needs, it is also to ensure robust delivery of existing services, to enable innovation in service delivery, to develop a clear understanding of the needs of users, to focus on delivery quality services to
users and to facilitate the flow of information to internal and external users. Current awareness service is another very important service that libraries provide to their users. A current awareness service is a method by which academic libraries furnish their users with relevant information on newly published materials that can be made available. Academic libraries encourage their users to develop healthy habits of keeping track of recently published literature, through current awareness services. Damas (2011) however noted that for several generations academic libraries were primarily pre-occupied will the role of their buildings as portals to information, print and later digital. He noted that libraries are redesigning their services as an institution of learning, culture and intellectual community. Abubakar (2011) opined that with the advent of information and communication technology, the role and position of libraries has changed that there is a shift from traditional information environment to an e-environment. He however noted that the traditional library is still very relevant. Adeogun (2004) noted that libraries have to rethink its services and they should provide more flexible and user-centered services.

There are several problems encountered by librarians in marketing of library services. These problems have affected in so many ways effective marketing of library services. According to Ajileye (2004) the biggest challenge faced by librarians is how to create a positive image to users. Most users hold negative attitudes towards librarians. Users see librarians as trained or skilled people but not necessary as professionals. Users also have no idea about the qualifications or training requirement of librarians. Simkin (1991) noted that the intangibility of services create more difficult marketing challenges for service sellers than for product sellers. In many service industries, particularly professional services, Staff see themselves as producers or creators and not as marketers of the service. They are proud of their professional abilities and they do not think of themselves as business people. Kendadameta (2011) opines that there is still much resistance in the library and information field to the use of marketing approach to management. In his view marketing as a concept and as a practice, still seems alien to many library and information personnel. Some librarians still hold this view and see no room for such practice in a non-profit profession like librarianship. Porter (2007) stated that in most academic libraries librarians are simply seen as information retrieval officials or people who have low social status. Some users even consider that they are more competent and more knowledgeable than library staff and regard it unnecessary to approach a librarian for help. The librarians need to demonstrate that they have got both qualifications and a variety of skills to perform their duties as information
providers. Patton (2002) views communication as another problem affecting effective marketing of library services. Most times there is lack of communication between librarians and users. This may hinder users from seeking assistance offered by the library. Some users have to rely on friends rather than librarians for information or instructions. Donald, (2010) argues that the library has a somewhat low quality image for many adults. Not enough people see the library as the place to find the latest information. Librarians are perceived as giving information away for free and most cases anything free is thought to have little or no value. Adedoyin (2005) noted that top management does not yet understand what marketing is and its importance to a company’s success. They equate marketing with selling and they fail to consider other parts of the marketing system. However, no attempt is made to disseminate the acquired information to those who need it. They also noted that development of information infrastructure is accorded low priority by the management of libraries. In several institutions library development is not always the priority of management. They prefer to place their priority in other areas other than libraries.

Many of the best resources on the Web require subscriptions (Perry & Schneider 1999). Electronic information is available in different formats or file types. A format is the arrangement of data within a document file that typically permits the document to be ready or written by a certain application (Microsoft Press computer users’ dictionary 1998:149). ASCII format is the plain text or text only file. Web documents are presented in HTML. Images on the Web are available as GIF or PEG GIF (graphics interchange format), which allows for compressing small or medium-sized files and can store up to 256 colours. JPEG (Joint Photographic Experts Group) is a newer format that stores more than 16 million colours. The MIDI format (musical instrument digital interface) is used in controlling devices that create and read musical information.

The success of any library is getting users to use the library. This is achieved by creating awareness and educating users on benefit of using the library’s resources and services. In order to achieve this, various strategies have to be adopted by librarians and information professionals. Gupta and Jambhekar (2002) argued that marketing library services is not just a question of money, but of attitudes of the staff and the entire organizations. Goods are used, but service is experienced. Nkanga (1999) opined that marketing should be treated as a very important aspect of any organization. This he said can be done by separating marketing from the day-day operations of libraries. An officer or
team of officer should be given a specific responsibility of marketing library services. Sharma and Bhardwaj (2009) suggested five ways of marketing library services which includes:

i. Creating a web page: libraries should create web page for users. A web page is a very effective way of promoting library information services and resources.

ii. E-mails: Emails can be sent to users containing new library resources and tips on how to find information.

iii. Librarians should endeavor to attend academic lectures where prominent number of users can be found. Librarians can then meet users to discuss and gather information about their needs as well as to promote the services offered by the libraries.

iv. Librarians should provide links to help services from all appropriate library web pages, where assistance may be needed.

Leaflets and posters is an effective method in marketing library services. Akpom (2010) stated that the use of leaflets and posters should be used to market library services. They should be used to publicize the various products and services available in the library. She went further to state that refresher courses should also be conducted to enlighten students and staff on new developments in the library. Nwolo and Oyedum (2007) emphasizes that new services should be introduced by librarians. Apart from new services, there should also be a need to improve on the already existing services in the library. Another medium to market library services is display of new arrivals, book reviews and organizing exhibitions. To Kotler (1997) libraries should endeavor to display new arrivals, book reviews, and organizing exhibitions, book fair, library visits, and get-together and sponsors programs in order to market library services effectively.

Iwiwu (2008) advocated that electronic access to information must be provided by librarians. In his opinion information professionals must shift from the information provider to the information consumer. Users’ needs must guide organizational strategy. Academic libraries in Nigeria must migrate from traditional library services to electronic formats. The importance of using electronic format includes the following:

a. Services can be used by patrons from a distance far from the library.
b. Resources and services can be used by more than one person at the same time. Fink and Mccune (2001) summarize the techniques that should be employed in marketing of library services. They include the following:
c. Libraries should brand their products and services
d. Libraries should host varieties of exhibitions, reception and lectures.
e. Marketing activities should be a team work.
f. Libraries should have a budget for marketing.
g. Libraries should make use of the press and media to market their services.
h. Libraries should evaluate their effort in marketing the library’s services.

In conclusion Das and Karn (2008) noted that librarians must always remember the following points when applying any of the techniques in marketing library services.

1. Customers are the most important people to be served in library and information centers.
2. They are not dependent on the library rather the library depends on them.
3. Users are the people who bring their wants and needs. Librarians are there to meet their information needs effectively and efficiently.

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- Librarians should provide links to help services from all appropriate library web pages, where assistance may be needed.

Leaflets and posters is an effective method in marketing library services. Akpom (2010) stated that the use of leaflets and posters should be used to
market library services. They should be used to publicize the various products and services available in the library. She went further to state that refresher courses should also be conducted to enlighten students and staff on new developments in the library. Nwolo and Oyedum (2007) emphasizes that new services should be introduced by librarians. Apart from new services, there should also be a need to improve on the already existing services in the library. Another medium to market library services is display of new arrivals, book reviews and organizing exhibitions. To Kotler (1997) libraries should endeavor to display new arrivals, book reviews, and organizing exhibitions, book fair, library visits, and get-together and sponsors programs in order to market library services effectively. Likewise, market segmentation can be used in marketing library services. Information resources should be provided to users based on their level. For example undergraduate, post graduate researchers and lecturers should have their information resources available to them.

Bahraoni (2010) noted that another strategy to market library services is market segmentation. This means grouping users for best product delivery. Resources can then be allocated to specific groups for instance, undergraduate, post graduate, lecturers and researchers. From the above, the purpose of marketing segmentation is to target the patrons rather than the product or the service. Another aim of market segmentation is to provide services that satisfy individuals rather than a generalized service. Another technique in marketing library services is for libraries to provide very conducive environment to users. Nwalo and Oyedum (2007) argued that reading environment of libraries should be improved. For example there should be adequate reading space, chairs, tables, toilet and good ventilation. In order to market library services effectively, a good and conducive atmosphere is required. To effectively market a library’s services, librarians should endeavor to provide quiet environment for reading and study. Westwood (2011) noted that it is very necessary more than ever before, for librarians to provide quiet study spaces should serve as a retreat from noise and bluster from the voices of the commercial world loudly competing for attention. He noted that sometimes the greatest leisure one can have is to enjoy silence for a while. Libraries should Endeavour to provide effective and efficient services to users. When users are satisfied they can now refer their friends and acquaintances to the library. To Bhattacharyya (2010) word of mouth marketing strategy is regarded as the most powerful tool of marketing. Libraries should endeavor to provide excellent products or services.
Any customer who is satisfied will now refer library services to his friend. With this approach libraries do not need to travel the extra mile so as to build a relationship with their users. All they need to do is to satisfy their users they would keep coming back. Personal skills are marketing techniques that libraries can use to market their services. Librarians’ manner whether in person or on telephone will affect users rating of the library. Nicholas (1998) advised librarians to always act as professionals and use quality procedures in attending to users’ needs. They need to smile, establish personal relationship with as many users as possible. They should endeavor to react positively to complaints and welcome suggestions. They should endeavor to learn research interest of users and also memorize names of patrons. She added that librarian should make himself highly visible, visit various departments, learn research interest of staff, establish key players.

Librarians should not always wait for users to come to them, instead they should sometimes go to them. To ensure effective marketing of library services those who make library and hold the purse strings must be aware of the activities that are going on in the library. Smith and Sakar (1992) stated that his library informed council members for twenty years the activities of the library. This they did by relaying three or four press releases every week to members. In his opinion since the council members hold the purse strings, they must know everything about the activities of the library. Another technique to employ in marketing of library services is branding. Berkowitz (1997) employs libraries to use a name, phrase, design, symbol or combination to identify its product and identify them from those of competitors. Inazu (2009) suggested that libraries should produce and circulate newsletters, which should contain information on new services and list of titles. Also in her opinion she regarded radio, television and readership promotion campaign as a very effective strategy in marketing library services. Libraries should have slot or quiz in television and radio so as to announce library issues especially on their products and services. Television and radio is a very effective method to reach several users. The radio is very effective because it is very cheap and cost effective. Some academic institutions now have radio stations. Libraries can embrace this opportunities and inform and educate users about their various products and services. Another procedure for marketing library services is user education. Das and Karn (2008) emphasizes that new users do not know about library rules and regulations.
METHODOLOGY
The study was carried out using descriptive survey. According to Ifidon & Ifidon (2007), descriptive survey describes a current situation with a subject. It involves collecting data in order to answer questions concerning conditions or relationship that exist, practices that prevail, beliefs, points of views, or attitudes that are held, processes that are going on, effects that are being felt or trends that are developing and reports the way things are. The choice of descriptive survey is because the study investigated marketing library services in academic libraries the case of ATBU, Bauchi state. It involves collecting data and answering questions on the views and opinions of librarians on marketing of library services and reports the way things are. The target population of this study marketing of web-based library resource comprised of 26 academic librarians and 52 non-academic staff in ATBU. Abdulsalami (2005) defined, population as a set of all elements, objects or events that are of concern for a given study. Due to the nature of the population, the researchers decided to use the entire population there was no need for the sample.

The research instrument that was used for this study is self-developed questionnaire. This instrument will obtained relevant information, the opinion of the respondents that provide satisfactory answer to the research questions alongside the objectives of the study. Questionnaire will be closed-ended questions. A4 point Likert type scale response mode will be use. Kumar (2005) stated that, Questionnaire can be used to collect large amount of data at low cost and respondent may give more honest answer to personal questions. The structure of the questionnaire consist of six-sections: Demographic information, the status of Library web-based, Types of web based resources, Marketing web-based resources, the challenges and the strategies to overcome the challenges. The responses adopted 4-point Likert-type scales of strongly agree, agree, disagree and strongly disagree.

DATA ANALYSIS, AND DISCUSSION
The analysis of data collected for the study on marketing web-based resources by staff for academic research in Abubakar Tafawa-Balewa University Library, Bauchi The data generated or collected were presented in tabular form and analyzed using frequencies and percentages. The analysis of data was done based on the questionnaire administered to the staff of library ATBU, Bauchi.
Response Rate

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>S/N</th>
<th>Responses</th>
<th>Frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Number of questionnaire distributed</td>
<td>80</td>
<td>100%</td>
</tr>
<tr>
<td>2</td>
<td>Number of questionnaire returned</td>
<td>71</td>
<td>88.75%</td>
</tr>
<tr>
<td>3</td>
<td>Number of questionnaire not returned</td>
<td>09</td>
<td>11.25%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100%</td>
</tr>
</tbody>
</table>

The above table, shows that 80 questionnaire (100%) were distributed, 71 (88.75%) were returned. This mean that 88.75% response was recorded in the study as the respondents participated, filled and retrieved the questionnaire while 09(11.25%) questionnaire were not returned.

Table 4.2: Gender Of the respondents

<table>
<thead>
<tr>
<th>S/N</th>
<th>GENDER</th>
<th>NUMBER</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>71</td>
<td>88.75%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>09</td>
<td>11.25%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100%</td>
</tr>
</tbody>
</table>

The questionnaire distributed, 80(100%), male constituted the largest number with 71(88.75%) while Female constituting 09(11.25%) Therefore, Male constituted the majority of the population of the staff of the library.

Research Question 1: What is the status of Library web-site?

Table 3: Status of Library web-site

<table>
<thead>
<tr>
<th>S/NO</th>
<th>Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Active</td>
<td>75</td>
<td>93.75%</td>
</tr>
<tr>
<td>B</td>
<td>Not Active</td>
<td>05</td>
<td>6.25%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>80</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the above table 75(93.75%) of the respondents indicated that the University web-site is very active while 5(6.25%) of the respondents are of the opinion that the web-site is not active in terms of used.
Research question 2: What types of library resources available on ATBU library web-site

<table>
<thead>
<tr>
<th>S/N</th>
<th>ITEMS</th>
<th>Available</th>
<th>Not Available</th>
<th>Available %</th>
<th>Not Available %</th>
<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>E-Books</td>
<td>57</td>
<td>2</td>
<td>97</td>
<td>3</td>
<td>A</td>
</tr>
<tr>
<td>ii</td>
<td>E-Journals</td>
<td>56</td>
<td>3</td>
<td>95</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>iii</td>
<td>E- magazine</td>
<td>54</td>
<td>5</td>
<td>92</td>
<td>8</td>
<td>A</td>
</tr>
<tr>
<td>Iv</td>
<td>E- maps</td>
<td>49</td>
<td>10</td>
<td>83</td>
<td>17</td>
<td>A</td>
</tr>
<tr>
<td>V</td>
<td>Annual reports</td>
<td>42</td>
<td>17</td>
<td>71</td>
<td>29</td>
<td>A</td>
</tr>
<tr>
<td>Vi</td>
<td>Newspaper</td>
<td>36</td>
<td>23</td>
<td>61</td>
<td>39</td>
<td>A</td>
</tr>
<tr>
<td>vii</td>
<td>E- handbooks</td>
<td>35</td>
<td>24</td>
<td>59</td>
<td>41</td>
<td>A</td>
</tr>
<tr>
<td>viii</td>
<td>E- encyclopaedias</td>
<td>32</td>
<td>27</td>
<td>54</td>
<td>46</td>
<td>R</td>
</tr>
</tbody>
</table>

To answer research question 2, which concerned the library resources on ATBU library web-site available for marketing, types of resources were presented to the respondents and they were requested to indicate the library resources that are available and those that were not available for marketing in the library web site. As shown on table 2 E-books (97%), Annual reports (71%), E-Journals (95%), E-Magazines (92%), E-Maps (83%), Newspapers (61%), E-handbooks (59%) were all available for marketing. However, the results show that E-Encyclopaedias (54%) were not available for marketing on ATBU library web-site.

Research question 3: What are the ways in which web based resources are marketed in ATBU Library web-site?

<table>
<thead>
<tr>
<th>S/N</th>
<th>ITEMS</th>
<th>Great Extent</th>
<th>Medium Extent</th>
<th>Little applicable</th>
<th>Not applicable</th>
<th>MEAN X</th>
<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Sending personal letters to users through E-mail and text messages</td>
<td>26</td>
<td>28</td>
<td>2</td>
<td>3</td>
<td>3.31</td>
<td>A</td>
</tr>
<tr>
<td>ii</td>
<td>Use of leaflets and posters</td>
<td>27</td>
<td>23</td>
<td>5</td>
<td>4</td>
<td>3.24</td>
<td>A</td>
</tr>
</tbody>
</table>
Advertising in print and electronic media

Creating a library webpage

Provision of electronic access to information

User education

Staff friendliness to users

Library bulletins

Organizing library week

The data on table 5 represents the librarian’s ratings on the extent of marketing various web-based library resources in academic libraries. The table shows that the total mean ratings ranged from 3.24-2.10. The ways in which web based resources are marketed includes: Use of leaflets and posters (3.24), sending personal letters to users through e-mail and text messages (3.31), Advertising in print and electronic media (3.14), user education. However, other ways that were marketed to a little extent are provision of electronic access to Information, Library bulletins, Staff friendliness to users and Organising Library week were rejected.

Research question 4: What are the Challenges of marketing web based resources in ATBU Library?

<table>
<thead>
<tr>
<th>S/N</th>
<th>ITEM</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>MEAN</th>
<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Lack of effective communication between librarians and users</td>
<td>21</td>
<td>33</td>
<td>5</td>
<td>-</td>
<td>3.30</td>
<td>A</td>
</tr>
<tr>
<td>li</td>
<td>Inadequate power supply</td>
<td>15</td>
<td>28</td>
<td>15</td>
<td>1</td>
<td>3.00</td>
<td>A</td>
</tr>
<tr>
<td>liii</td>
<td>Poor access to Information Technology</td>
<td>15</td>
<td>31</td>
<td>13</td>
<td>-</td>
<td>3.03</td>
<td>A</td>
</tr>
<tr>
<td>Iv</td>
<td>Network fluctuation</td>
<td>15</td>
<td>36</td>
<td>7</td>
<td>1</td>
<td>3.10</td>
<td>A</td>
</tr>
</tbody>
</table>
From table 6, the respondents were asked to indicate from the pre-selected problems the ones that militate against marketing web based library resources in the library. Many of the respondents indicated lack of fund (3.42) as the major problem militating against marketing library resources. Lack of fund as a problem, was closely followed by lack of effective communication between librarians and users and Lack of marketing policy (3.30) followed by lack of facilities to market library services. Also, from the results presented from the table the several respondents also indicated that management does not understand the concept of marketing, poor access to information technology, lack of training in marketing and management does not have marketing policy were also included among the problems and lack of media access to marketing were among the problems. The least item rated by the respondents as an impediment to marketing academic library services was that librarians do not know how to market library services (2.53).

**Research question 5:** What are the strategies for improving marketing web based resources in ATBU Library web-site?

<table>
<thead>
<tr>
<th>S/N</th>
<th>ITEMS</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>MEAN</th>
<th>DECISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Organizing training, seminars and workshop to educate librarians on marketing web-based of library resources</td>
<td>41</td>
<td>18</td>
<td>-</td>
<td>-</td>
<td>4.0</td>
<td>A</td>
</tr>
<tr>
<td>Ii</td>
<td>Marketing of web based resources should be inculcated in library school’s curriculum</td>
<td>30</td>
<td>27</td>
<td>2</td>
<td>-</td>
<td>3.50</td>
<td>A</td>
</tr>
<tr>
<td>Iii</td>
<td>Library management should have a separate budget for marketing web-based resources</td>
<td>26</td>
<td>32</td>
<td>1</td>
<td>-</td>
<td>3.42</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Score</td>
<td>Rank</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------</td>
<td>------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iv</td>
<td>Management should have a marketing policy on web-based resources</td>
<td>24</td>
<td>33</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>Provision of adequate facilities for marketing web-based resources</td>
<td>21</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vi</td>
<td>Provision of adequate power supply</td>
<td>21</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vii</td>
<td>Librarians should be willing to market library web-based resources</td>
<td>19</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viii</td>
<td>Provision of adequate data-based to enhance marketing library resources</td>
<td>18</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ix</td>
<td>A unit should be established for marketing library web-based resources</td>
<td>4</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

From the results of this study in table 7 all of the strategies listed were accepted by respondents. The respondents identified the following as strategies in descending order of importance: organizing trainings, seminars and workshop to educate librarians on marketing library web based resources (4.0), librarians should be willing to market library web-based resources (3.50), marketing should be inculcated in library school’s curriculum (3.42), provision of adequate facilities for marketing (3.40), a unit should be established in academic libraries for marketing activities and the provision of adequate power supply constituted (3.30) each, management should have a marketing policy (3.22) and library management should have a separate marketing budget for marketing (3.19). while established for marketing library web-based resources constituted (2.10).

**Summary of major findings**

The following findings can be deduced from the study analyzed.

1. The major need for marketing library web-based resources according to academic librarians in ATBU Library are: to achieve the objectives of the library and to enlighten the users on the relevance of library web-site in use.

2. Several web-based resources were available for marketing. However, three were highly available for marketing. They include E-journals, E-Books and E-Reference resources.
3. Library web-based resources that were marketed to a medium extent were E-journals, E-Books, E- magazines, E-handbooks, and other facilities and reference resources. It was however, observed from the data analyzed that several core library resources were not marketed. They include: interlibrary loan, document delivery services, translation services, library publication, referral services and indexing and abstracting services.

4. Several techniques are been employed in marketing library web-based resources. However, the most commonly used techniques are exhibition and display of new materials and staff friendliness to users.

5. Librarians highly consider ability to answer users’ query and ability to question and evaluate library web-based resources as the competencies that are required of librarians in marketing library resources. It was also evidenced from the findings that the major problems militating against effective marketing of library web-based resources include: inadequate fund, lack of effective communication between librarians and users and lack of facilities to market library web-based resources.

6. The study equally revealed that several strategies abound in enhancing of marketing library web-based resources, but the most important strategies are that trainings, seminars and workshop should be organized to educate librarians on marketing library web-based resources. Other strategies include: librarians should be willing to market library web-based resources and marketing should be inculcated in library school’s curriculum.

**SUMMARY**
The study shows that academic libraries in Nigeria are evolving and in the early stage of development of library website as well as utilizing it as an instrument for marketing web-based information resources. Library websites are not very visible considering the popularity of university homepages in Nigeria since. University libraries have active library portal (website). Visibility is defined as the existence of direct link from the university website to the library website. Immediate visible links are defined as direct link. Pull-down, pop-up or mouse-over links are not considered as indirect link (Siddike, Munshi & Mahamud, 2013; Brower, 2004 and Detlor, 2006).
It shows that the university libraries of Nigeria are providing online services like application forms, reservation, renewal, request, and user survey. It is recommended that all the surveyed academic libraries should provide online application forms, reservation, renewal, request and user survey.

It is important to note that over 85% of the surveyed libraries offer access to electronic journals, e-books, and multimedia resources. These libraries understand and respect the current needs of library users of the 21st century, where the availability of online resources is vital for easy and rapid access to information.

Findings revealed that no surveyed academic libraries of Nigeria have direct links to Professional associations like NLA, LRCN related associations and other indigenous universities. This shows lack of commitment to collaboration between academic libraries and professional associations/universities at national level (0%) (Kaur, 2009). Networking with other libraries and related associations provide free access to electronic resources. Therefore, denying users this privilege is not a healthy development. Links to other libraries and related associations allow users to benefit from unlimited

CONCLUSION

It can be concluded that academic libraries in Nigeria are evolving in the development of marketing web-based information resources via the library website. They should develop robust user-centered web-based interfaces that not only provide patrons with access to online catalogs, subscribed resources and other electronic content, but also create virtual environments which enable patrons to contribute to the selection of these collections, to channel the delivery of value-added services, to engage in two-way communication with library staff and, in some cases, to even collaborate with other library users.

Robust library websites can include broadcast search tools, electronic reference services (for example, Ask A Librarian). Personalization features for example, customized home pages, virtual bookshelves), and enriched content (for example, author biographies, book reviews, tables of content, book covers). These library websites can function as portals or gateways to an integrated and varied collection of information resources and as sophisticated guidance systems which support users across a wide spectrum of information seeking behaviors—from goal-directed search to wayward browsing.

Recommendations
RECOMMENDATIONS
Considering the importance of Library website in academic achievement and overall development of the students, the following recommendations are imperative.

1. That there should be a national policy on the standardization of criteria for the development of library websites in Nigeria.
2. NLA AND LRCN should set-up a committee to develop this policy.
3. Links to professional associations especially, NLA, LRCN, IFLA NUC digital library be mandatorily implemented on all Nigerian library websites in order to allow users to benefit from unlimited information services and resources.
4. That every university library in Nigeria must develop website for the library: which will serve as a criteria for accreditation of the university.
5. That all the surveyed academic libraries should provide user survey; which is an effective tool for measuring service satisfaction and service quality.
6. That every university library in Nigeria must develop a website for the library, this in sense will serve as criteria for accreditation of the university.

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