**Oluwatoyin Oyeyemi Obinyan**

Ambrose Alli University, Ekpoma, Nigeria. Faculty of Social Sciences
e-mail: obinyantoyin@gmail.com
ORCID: 0000-0003-0785-6613

folia
to r u
niensia

# Survey of the level of user satisfaction towards inclusive management and marketing of library service in Nigeria

Oluwatoyin Oyeyemi Obinyan, MA in Library and Information Science, is a certified Librarian of Nigeria (CLN), and Adjunct Lecturer in the Department of Library and Information Science at Faculty of Social Sciences, Ambrose Alli University, Nigeria. Nowadays, she is the acting head of Electronic Library Department.

**A**bstract. Aim: Information and Communication Technologies (ICTs) brought significant innovation and improvement to library services and methods of meeting user needs. Assessment of user satisfaction with the various library services is an important variable toward inclusive library management and marketing of library services in the 21st century. With the application of ICTs bringing about different resources and various accessibility modes (print and online), it became necessary to investigate user satisfaction with various available library resources and services.

**M**ethods: The study addressed user satisfaction using adapted customer satisfaction scores (CSAT) metric with Rodski Survey to elicit information from 560 respondents that visited the library within the space of one week. The questionnaire was given to the respondents during their library visit twice daily for one week and the process excluded those that have filled the questionnaire before.

**R**esults: The data collected were analysed using descriptive statistics. The findings revealed the level of user satisfaction to be average. It was also discovered that the resources in the library did not meet their information needs as the majority responded that the resources are inadequate and the overall assessment of their interaction with librarians is excellent despite the inadequate resources.

**C**onclusion: Based on the findings, recommendations were made to create a holistic marketing strategy to improve usability of the library, to acquire more resources and funding to meet user expectations, and to address the need for adequate management of library resources.

## Introduction

The world today is a knowledge society, where everyone is interested in information. Organisations nowadays strive to know their customers, what product choices they may make, and where they live; by extension, libraries, as accredited organisations in this information age, worked hard to provide innovative and useful services through the provision of learning spaces, virtual reference services, managing electronic resources, collecting and digitising archival materials, and maintaining digital repositories for the use of their patrons. Mwageni (2020) looked at the tasks of libraries to collect, organise, and make information materials available and accessible to library users; thus, making academic libraries the hub of academic institutions and intellectual life. To achieve this cardinal objective, the libraries' services must align with the information demands and yearnings of the users. Amongst the services academic libraries provide to deepen the utilisation of library products and services to secure and retain user loyalty are user education, provision of information resources, library exhibitions, and current awareness services[1].

Coffman and Arret (2004) submitted that "Modern services in academic libraries using electronic online media are embraceable and authentic as they allow reference librarians to work with patrons to help them find the information they wanted right when they sought it and not days later"[2]. The citation is expected to provide the needed opportunities for librarians to serve users in different ways, such as providing more in-depth consultation to research questions or hosting new tools that enable users to guide themselves in specialised disciplines (Tella, Owolabi, and Attama, 2009)[3]. The importance of librarians and their libraries should be glaringly obvious in the face of assistance, i.e., the services they render to their users; as such, the technological innovations inserted into their domain (library) must clearly show the quality of having a positive effect on the information services they render to the users. In this connection, libraries must work assiduously to change their image and remain much more fundamentally relevant and competitive to fulfil their corporate mandate in the global village of contemporary times. This is further stressed by Kumar-Das & Kumar-Karn (2008) that

"the new-age library ought to be a true service organization, a group of professionals who quickly identify in the vast ocean of knowledge the kind of information that different customers need and help them access it with the least waste of time and

1   R. E. Mwageni, *The Use of digital devices in marketing library products in an inclusively engaged academic library*, [in:] *Handbook of Research on Digital Devices for Inclusivity and Engagement in Libraries*, ed. by T. Adeyinka, Hershey, PA 2020 pp. 22-45. DOI: 10.4018/978-1-5225-9034-7.ch002.
2   S. Coffman, L. Arret, *To chat or not to chat, taking another look at virtual reference, part 1*, Searcher, vol. 12: 2004, no. 4, pp. 38-47.
3   A. Tella, K. A. Owolabi, R. O. Attama, *Student use of library: A case study at AkanuIbiam Federal Polytechnic, Unwana, Nigeria*, Chinese Librarianship: An International Electronic Journal, vol. 29: 2009, pp. 1-17.

effort; a library that can survive and thrive in the Internet age is a knowledge-based social structure"[4].

In light of all of this, this study was conducted to establish the level of user satisfaction with academic library resources and services in Nigeria.

## Objectives of the study

The major objective of the study is to determine user satisfaction with information resources and services of academic libraries in Nigeria. To achieve the major objective, the following specific objectives were formulated:

1. Ascertain user satisfaction with the library communication mode.
2. Examine the user satisfaction with the service quality.
3. Find out the extent to which users are satisfied with the service delivery by libraries.
4. Find out the level of user satisfaction with libraries' facilities and equipment.
5. Ascertain the degree of satisfaction of users regarding the effectiveness of the library staff in meeting their needs.
6. Ascertain the extent of user satisfaction with the virtual library services.

## Research questions

To guide the study, the following research questions were formulated:

1. What is the level of user satisfaction with the library communication mode in the selected university libraries?
2. What is the level of user satisfaction with the library service quality?
3. What is the level of user satisfaction with the service delivery?
4. What is the satisfaction with library facilities and equipment?
5. What is the level of satisfaction with the library staff operation?
6. To what level are users satisfied with the virtual library services in selected academic libraries in Nigeria?

## Literature review

A library is an organisation of which the corporate objective is to effectively support the vision of the host institution in "touching, teaching, learning and research (TTLR)" processes by providing the students, faculty, and members of the university with persuasive gratification to retain their loyalty as major customers.

The term satisfaction, according to Business Dictionary.com (2020), "is the customer level of approval when comparing a product's perceived performance with his or her expectations"[5]. From Oliver's (1997) perspective, "customer satisfaction is the consumer's fulfillment response. It is a judgment that a product or

---

[4] B. K. Das, S. K. Karn, *Marketing of library and information services in global era: A current approach*, Webology, vol. 5: 2008, no. 2.

[5] *Satisfaction*, [in:] *Business Dictionary* [online], [Accessed July 27, 2021]. Available on the World Wide Web: https://www.dictionary.com/browse/satisfaction.

service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, over-fulfillment"[6].

Customer satisfaction is at the core of human know-how professionally deployed to produce and offer the best service and facilities to measure up to the target group's expectations. Customer satisfaction refers to how happy customers are with the product and service they receive, i.e. looking at how they feel when they use your products or explore your services. Customer satisfaction is about whether or not you succeed in making your customers happy and if they will continue being your customers in the future. As proven by Kotler (1996), "customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his/her expectations". To this end, customer satisfaction could be considered a comparative behaviour between inputs beforehand and post obtainment. In this study, customer satisfaction means service quality performances in an academic library that meet user expectations[7].

In the work of Okorie (2010), the findings revealed that the majority of the respondents find electronic information easy to use and are satisfied with their search output[8]. This points to the fact that improved library services with the acquisition and management of electronic resources will contribute to user satisfaction with library services; in which case a proper understanding of what could be done to guarantee user satisfaction will without a doubt assist library management in creating a marketing strategy that will underpin significant assurances of user satisfaction with library resources and services. Mohindra and Kumar (2015) reported that library environment and library services significantly predict user satisfaction[9]; while Sriram and Rajev (2014), lending their voices, suggest that the provision of numerous facilities and services will justify user interest in using library services to meet their information needs[10]. In the light of this, Adenira (2011) posits that satisfaction is a function of the quality of staff and services of any library, and the provision of relevant information materials, access points, and a conducive environment for learning will increase the use of the library and by extension the level of user satisfaction[11].

Ikenwe and Adegbilero-Iwari, (2014) opined that the satisfaction of library users means how the users feel after using information resources and services and their willingness to return to the library when they need information[12]. "Marketing library products and services serves to educate library staff and users, create positive attitudes, behaviours and perceptions of library users towards library products and services, increase visits and efficient usage of library products and services,

---

[6]  R. L. Oliver, *Satisfaction: A behavioural perspective on the consumer*, New York 1997.

[7]  P. Kotler, *Marketing for nonprofit organizations*, 2nd edition, New Delhi 1996.

[8]  C. N. Okorie, *Utilization of automated electronic information services: A case study at the University of Agriculture Library, Abeokuta, Nigeria*, Chinese Librarianship: An Electronic Journal, vol. 29: 2010.

[9]  R. Mohindra, A. Kumar, *User Satisfaction Regarding Quality of Library Services of A.C. Joshi Library, Panjab University, Chandigarh*, DESIDOC Journal of Library & Information Technology, vol. 35: 2015, no. 1, pp. 55-60.

[10]  B. Sriram, M. Rajev, *Impact of Academic Library Services on User Satisfaction: Case Study of Sur University College, Sultanate of Oman*, DESIDOC Journal of Library & Information Technology, vol. 34: 2014, pp. 140-146.

[11]  P. Adeniran, *User satisfaction with academic libraries services: Academic staff and students perspectives*, International Journal of Library and Information Science, vol. 3: 2011, no. 10, pp. 209-216.

[12]  I. J. Ikenwe, I. Adegbilero-Iwari, *Utilization and user satisfaction of public library services in south-west, Nigeria in the 21st century: a survey*, International Journal of Library Science, vol. 3: 2014, no. 1, pp. 1-6.

and hence increased relevance of academic libraries in achieving academic performance and life endeavours"[13].

Some practitioners had emphasised in extant literature that the availability of current and well-organised information-bearing materials does contribute to the level of satisfaction of library users. To this end, Thakuria (2007) states that: "different factors contribute to user satisfaction via availability of up-to-date information brings about satisfaction in the users' accessing the facility and assistance. The library should organise its facilities to be visible to the users. The library services and resources should be easily accessible. The library staff should be very courteous and friendly in their engagements with the users. The appearance of a library, its facilities, collection, staff and services should be attractive and pleasant"[14].

The application of Information and communication technology (ICT) is revolutionising library operations to leave the customers sufficiently satisfied. Edewor, Okite-Amughoro, Osuchukwu, and Egreajena (2016), in their contributions, state that the need for marketing library products and services was adopted due to the rapid explosion of information, the ICT revolution, the decline in reading attitudes and behaviour, the complexity of information, and the competitive environment in which libraries were no longer the only providers of information[15].

Chandratre and Chandratre listed the following factors as responsible for encouraging the library profession to develop a marketing approach in its operations and services:

1. The information explosion (rapid growth of reading material).
2. The technology revolution.
3. Escalating library costs/budget cuts.
4. Increase of user-based services.
5. Networking demands/complexity of information requirements.
6. Competition by database vendors.
7. Reading habits among people are declining due to the onslaught of television and the Internet[16].

Babalola and Haliso (2014) advocated for Libraries to make quality as defined by the users the hallmark of their products and services. Also, they emphasise continuous improvement by training and retraining their employee to cope with the dynamism of the current technological environment. This calls for informed strategies to be put in place as a standard to drive library operations[17].

---

[13] M. E. Okon, M. O. Umoh, *Marketing of information and library services in Nigerian university libraries: The way forward*, Information and Knowledge Management, vol. 4: 2014, no. 6, pp. 29-33.

[14] P. K. Thakuria, *Concepts of quality in library services: an overview*, [in:] *5th Convention Planner-2007. Gauhati University, Guwahati, December 7-8.*, Guwahati 2007, pp. 412-420.

[15] N. Edewor, F. Okite-Amughoro, N. P. Osuchukwu, D. E. Egreajena,Marketing Library and Information Services in Selected University Libraries in Africa, International Journal of Advanced Library and Information Science, vol. 4: 2016, no. 1, pp. 291-300.

[16] S. V. Chandratre, M. S. Chandratre,*Marketing of Library and Information Services*, Journal of Commerce & Management Thought, vol.6: 2015, np. 1, pp. 164,https://doi.org/10.5958/0976-478x.2015.00011.7.

[17] Y. Babalola, *Repositing Nigerian Academic libraries for quality service*, Jewel Journal of Librarianship, vol. 7: 2014, no. 1, pp. 123.

## 7 Ps of marketing strategies of a Library

According to Sharma and Bharadwaj, "7Ps of Marketing Strategies of libraries are:

| 7P | Meaning |
|---|---|
| Product | Products or services of the general reference department or information service department. This is, of course, the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan. |
| Price | Pricing of the use of library services is that of time and effort spent travelling down to the library as well as time, and effort spent in the library. |
| Place | Place of service, based upon knowledge of the library is essential in order to identify users and their discrete information needs and wants. To expand the service area, the library may have branches, bookmobiles, or electronic access, etc. |
| Promotion | Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, adverting, and sales promotion. |
| Participants | All human actors who play a part in reference and information service delivery, namely the library's personnel |
| Physical Evidence | The environment in which the reference and information services are delivered that facilitates the performance and communication of service. |
| Process | The procedures, mechanisms, and flow of activities by which reference and information services are acquired"[18]. |

Chandratre and Chandratre, while citing Wolf, provide suggestions on how to have inclusive marketing techniques. The following were their suggestions:

- "New acquisitions like new online patent database or set of electronic journals must be communicated to clients who need them.
- New services like online versions of examination papers, the development of an e-print archive of institutional research papers, the use of plagiarism detection software and online thesis submission must all be publicized to potential users.
- Create library web page for the users. The web page is good way of promoting library information services and resources.
- Emails containing new library resources and tips on finding information are of great value at the critical stage.
-  Use library wall space. The library can display different language study tools such as bilingual dictionaries, English thesaurus, dictionary of synonyms and antonyms, subject-related dictionaries and encyclopedias.
- Attend academic lectures if the department you are responsible for has prominent number of users.

---

[18]  A. K. Sharma, S. Bharadwaj, *Marketing and Promotion of Library Services*, ICAL 2009 – Advocacy and Marketing, 2009, pp. 461-466.

- Librarians can meet users to discuss and gather information about their needs as well as to promote the offered information services.
- Links to "Help" services from all appropriate library web pages, where assistance may be needed"[19].
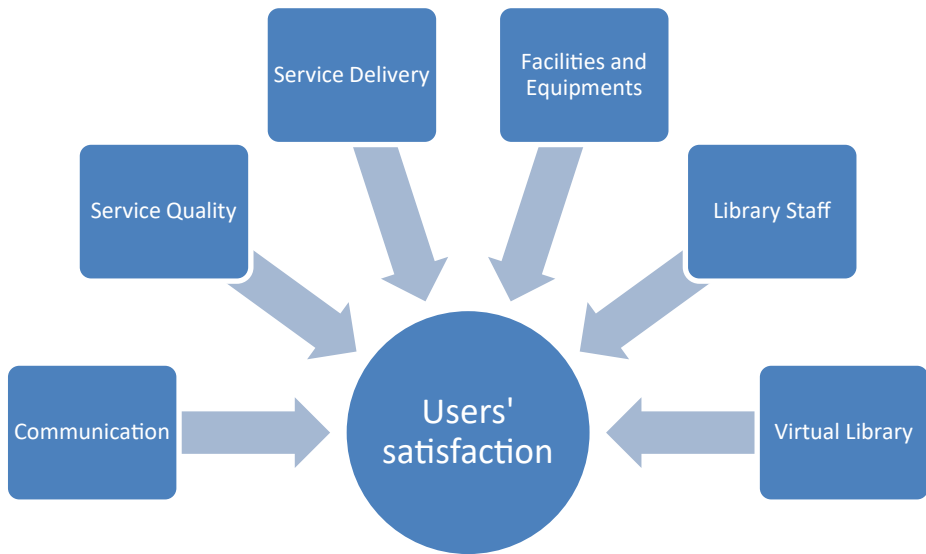


Figure 1: Conceptual Framework
Source: Made by the author.

## Research Methods

The descriptive research survey methods were adopted for this study. To accomplish the stated objectives, the Rodski Customer Satisfaction Survey, which is used as a performance and benchmarking tool in Australian University libraries, was adapted with Customer satisfaction Score (CSAT) as a metric to determine the level of satisfaction of library users with various library resources, services, and their assessment of Librarians' performance on a Likert scale of five. Out of 43 Federal Universities in Nigeria, 14 (32.6%) were randomly selected using the Table of Random Numbers. From each of the 14 institutions, a predetermined size of 45 respondents comprising registered library users was randomly sampled to obtain 630 respondents' sample size. Copies of the questionnaire were shared two times daily for one week with the help of a librarian in each of the institution-based libraries. Out of 630 distributed copies of the questionnaire, 560 copies were properly filled and found usable yielding an 88.9% return rate. The data collection process was carried out in such a way that no respondent was served twice. The collected data were analysed using descriptive statistics.

---

[19] S. V. Chandratre, M. S. Chandratre, op. cit., pp. 169-170.

## Findings and Discussion

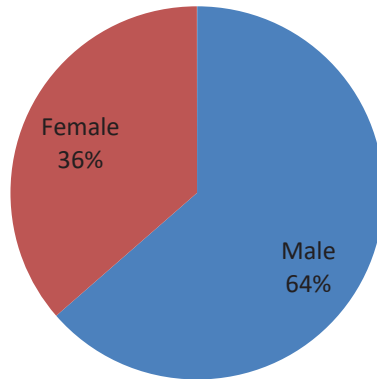## Demographic Variable of the Respondents



Figure 2: Gender of the Respondents

Source: Made by author.

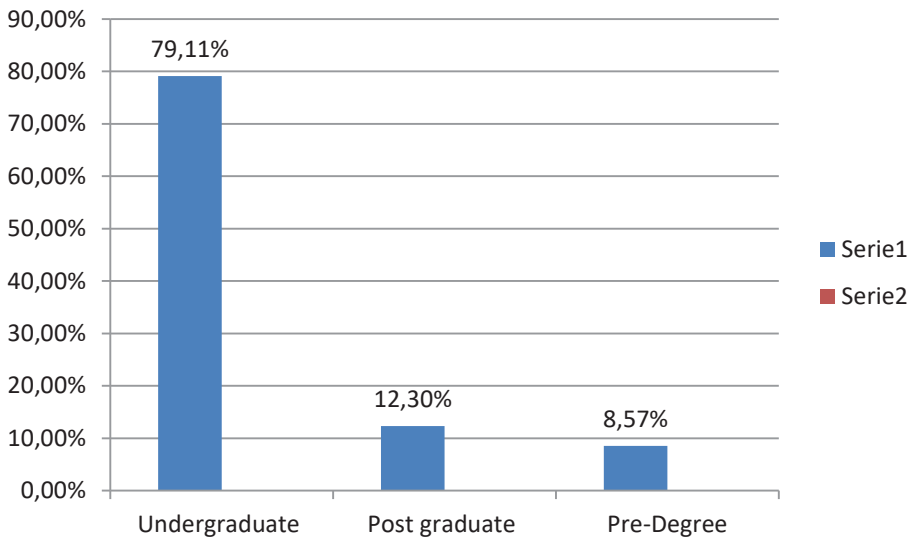The Chart shows that out of 560 respondents, 356(64%) were male, 204(36%) were female.



Figure 3: Level of Study of the Respondents

Source: Made by author

The above chart indicates that out of 530 respondents, 443(79.1%) were at their undergraduate level of study; 69(12.3%) were Postgraduate students, while 48(8.6%) were Pre-degree students.

## Findings of the Research Questions

**Table1: The Level of Satisfaction with Communication in the Library**

| | Items | Very Bad F (%) | Poor F (%) | Aver-age F (%) | Good F (%) | Excel-lent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| COMMUNICATION | Library staff describe clearly the services on offer | - | 1 (0.2) | 122 (21.8) | 197 (35.2) | 240 (42.9) | 4.2 | .7821 |
| | Library staff provide clear and accurate answers/re-sponses to my queries | 5 (0.9) | 20 (3.6) | 495 (88.4) | 20 (3.6) | 20 (3.6) | 3.1 | .4976 |
| | Library catalogue provides clear and useful information | 5 (.9) | 77 (13.8) | 472 (84.3) | 6 (1.1) | - | 3.1 | .42189 |
| | Library information guides are clear and useful | 9 (1.6) | 9 (1.6) | 486 (86.8) | 56 (10.0) | - | 2.9 | .4041 |
| | Library web pages provide clear and useful information | - | 194 (34.6) | 305 (54.5) | 19 (3.4) | 42 (7.5) | 2.8 | .80940 |
| Grand Mean | | | | | | | **3.2** | |

From Table 1, it is clear that the responding library users were satisfied with library staff clearly describing the services on offer with $\overline{X}$ = 4.2; provision of clear and accurate answers in response to queries had a score of $\overline{X}$ = 3.1; library catalogue provided clear and useful information ($\overline{X}$ = 3.1); Library information guides are clear and contain useful information ($\overline{X}$ = 2.9), and Library web pages provide clear and useful information ($\overline{X}$ = 2.8). This indicates that the level of user satisfaction could be described as significant.

**Table 2: The Satisfaction Level of Respondents with Service Quality**

| | Items | Very Bad F (%) | Poor F (%) | Aver F (%) | Good F (%) | Excel-lent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| SERVICE QUALITY | Adequate signage exists within the library | - | 93 (16.6) | 113 (20.2) | 164 (29.3) | 190 (33.9) | 3.8 | 1.08146 |
| | Library staff provide quality service | - | 168 (30.0) | 143 (25.5) | 149 (26.6) | 100 (17.9) | 3.4 | .71277 |
| | Books and journals are reshelved quickly | - | 20 (3.6) | 353 (63.0) | 132 (23.6) | 55 (9.8) | 3.3 | .71799 |
| | Prompt corrective action is taken regarding missing books and journals | - | 25 (4.5) | 374 (66.8) | 105 (18.8) | 56 (10.0) | 3.3 | 1.08535 |
| | Services for clients with dis-abilities are adequate | - | 8 (1.4) | 440 (78.6) | 54 (9.6) | 58 (10.4) | 3.3 | .66491 |
| | Library staff are proactive in their dealings with me | - | 59 (10.5) | 19 (3.4) | 255 (45.5) | 227 (40.5) | 4.2 | .91454 |
| Grand Mean | | | | | | | **3.6** | |

Table 2 shows the level of satisfaction of the respondents with the quality of received service. Library staff were adjudged to be proactive in their dealings with mean score of $\overline{X}$ = 4.2, this is very significant; adequate signage exists within the library ($\overline{X}$ = 3.8); Library staff provide quality service ($\overline{X}$ = 3.4), while books and journals are re-shelved quickly, prompt corrective action were taken regarding missing books and journals, and services for clients with disabilities were adequate with an equal mean score ($\overline{X}$ = 3.4). This indicates a low significant level of satisfaction with service qualities with grand mean score of 3.6.

**Table 3: Level of Satisfaction with Service Delivery by the Libraries**

| | Items | Very Bad F (%) | Poor F (%) | Aver F (%) | Good F (%) | Excellent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| **SERVICE DELIVERY** | Opening hours meet my needs | 20 (3.6) | 3 (0.5) | 147 (203) | 203 (36.3) | 187 (33.4) | 4.0 | .96892 |
| | Service staff respond in a timely manner | 93 (16.6) | 46 (8.2) | 16 (2.9) | 116 (20.7) | 289 (51.6) | 3.8 | 1.53017 |
| | Inter-library loan requests are filled promptly | 172 (30.7) | 148 (26.4) | 117 (20.9) | 76 (13.6) | 47 (8.4) | 2.4 | 1.27929 |
| | Requests for inter-campus loans are filled promptly | 46 (8.2) | 347 (62) | 125 (22.3) | 42 (7.5) | - | 2.3 | .72220 |
| | The library collection is adequate for my needs | 74 (13.2) | 147 (26.3) | 215 (38.4) | 104 (18.6) | 20 (3.6) | 2.7 | 1.02411 |
| | Library staff are readily available to assist me | 13 (2.3) | 80 (14.3) | 200 (35.7) | 71 (12.7) | 196 (35.0) | 3.6 | 1.16556 |
| **Grand mean** | | | | | | | **3.1** | |

Table 3 shows that respondents are satisfied with the opening hours ($\overline{X}$ = 4.0); service staff respond in a timely manner ($\overline{X}$ = 3.8); Library staff are readily available to assist ($\overline{X}$ = 3.6); while The library collection is adequate for the user needs ($\overline{X}$ = 2.7), inter-library loan requests are filled promptly and request for inter-campus loans are filled promptly have a mean lower than the criterion mean of 3.0.

**Table 4: show the response to research question 4 on Satisfaction with Facilities and Equipment.**

| | Items | Very Bad F (%) | Poor F (%) | Aver F (%) | Good F (%) | Excellent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| Facilities and equipment | Photocopying & printing facilities are adequate | - | 127 (22.7) | 433 (77.3) | - | - | 3.2 | .41913 |
| | Individual seating is adequate | - | 392 (70.0) | 168 (30.0) | - | - | 3.3 | .45867 |
| | Group study facilities are adequate | - | 298 (53.2) | - | 111 (19.8) | 151 (27.0) | 3.2 | 1.33038 |
| | Access to computers to support study/research is adequate | 18 (3.2) | - | 192 (34.3) | 283 (50.5) | - | 3.7 | .80671 |
| | Quiet study facilities are adequate | 23 (4.1) | - | 228 (40.7) | 309 (55.2) | - | 3.5 | .70455 |
| | Facilities for using personal laptops are adequate | - | 199 (35.5) | 21 (3.8) | 337 (60.2) | 3 (0.5) | 3.3 | .95608 |
| | Wireless facilities are adequate | 13 (2.3) | 107 (19.1) | - | 361 (64.5) | 79 (14.1) | 3.7 | 1.00973 |
| Grand mean | | | | | | | 3.4 | |

Table 4 revealed that wireless facilities and access to computers to support study/research have a mean score of ($\overline{X}$ = 3.7); quiet study facilities ($\overline{X}$ = 3.5); individual seating and facilities for using personal laptops ($\overline{X}$ = 3.3); photocopy and printing facilities, and group study facilities ($\overline{X}$ = 3.2). This shows that respondents were moderately satisfied with the facilities and equipment in the libraries with the mean score above the criterion mean of 3.0.

**Table 5: User Satisfaction with Library Staff**

| | Items | Very Bad F (%) | Poor F (%) | Aver F (%) | Good F (%) | Excellent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| Library Staff | Library staff treat me fairly and without discrimination | 36 (6.4) | 12 (2.1) | 28 (5.0) | 249 (44.5) | 235 (42.0) | 4.1 | 1.05735 |
| | Library staff display professionalism | 36 (6.4) | 91 (16.3) | 11 (2.0) | 148 (26.4) | 274 (48.9) | 4.0 | 1.31844 |
| | Library staff are friendly and helpful | 36 (6.4) | 20 (3.6) | 6 (1.1) | 75 (13.4) | 423 (75.5) | 4.5 | 1.12205 |
| Grand mean | | | | | | | **4.2** | |

The findings clearly demonstrate that all the respondents were very satisfied with the efforts of library service. Library staff were friendly and helpful ($\overline{X}$ = 4.5); library staff treatment of users was rated as fair and without discrimination ($\overline{X}$ = 4.1),

also library staff were seen to display professionalism on duty ($\overline{X}$ = 4.0). This in-
dicates that users were highly satisfied with library staff which is highly significant.

**Table 6: Respondents' Level of Satisfaction with Virtual Library Services**

| | Items | Very Bad F (%) | Poor F (%) | Aver F (%) | Good F (%) | Excellent F (%) | Mean $\overline{X}$ | Std. Dev |
|---|---|---|---|---|---|---|---|---|
| Virtual Library | The library web site is easy to use | 112 (20.0) | 237 (42.3) | 29 (5.2) | 177 (31.6) | 5 (.9) | 2.5 | 1.15671 |
| | The library catalogue is easy to use | 13 (2.3) | 39 (7.0) | - | 25 (4.5) | 483 (86.3) | 4.7 | .96151 |
| | Course-specific resources are easy to find and access | 157 ( 28.0) | 184 (32.9) | 99 (17.7) | 86(15.4) | 34 (6.1} | 2.4 | 1.21314 |
| | Access to electronic resources is easily available | 55 (9.8) | 193 (34.5) | 228 (40.7) | 84 (15.0) | - | 2.6 | .85783 |
| | Off-campus access to electronic information resources & services is adequate | 111 (19.8%) | 355 (63.4%) | 79 (14.1%) | 15 (2.7%) | - | 2.0 | 1.8179 |
| | Online help services are adequate | 175 (31.3) | 312 (55.7) | 73 (13.0) | - | - | 0.7 | .64064 |
| Grand Mean | | | | | | | 2.5 | |

It is clear from Table 6 that library catalogues are easy to use with the mean
score of ($\overline{X}$ = 4.7), while other items on the list received less than the criterion
mean score of 3.0. Online help services are adequate ($\overline{X}$ = 0.7). This shows that
the absence of online help in the studied universities and the presence of virtual
library services and resources is low with the grand mean score of ($\overline{X}$ = 2.5).

## Discussion of Findings

The results indicate that 356(63.57%) of the respondents were male, while
204(34.43%) were female. The findings on the level of study revealed that out
of 560 respondents, 443(79.1%) were at their undergraduate level of study; 69
(12.3%) were Postgraduate students, while 48(8.6%) were Pre-degree students.

## Findings on the level of satisfaction with Communication

The respondent have a moderate level of satisfaction with the communication element of the Rodski scale as the grand mean of 3.2 had shown that items such as communication with the library staff clearly describing the services on offer had 240 (42.9%) respondents affirming that it was excellent.

## Findings on the level of satisfaction with Service quality

Library staff were adjudged to be proactive in their dealings with a mean score of $\overline{X}$ = 4.2 which is very significant, adequate signage exists within the library ($\overline{X}$ = 3.8); Library staff provide quality service ($\overline{X}$ = 3.4), while books and journals are re-shelved quickly, prompt corrective action were taken regarding missing books and journals, and services for clients with disabilities. The service quality had grand mean of 3.4 which is moderately high and significant.

## Findings on Level of Satisfaction with Service Delivery

Findings on service delivery shows that respondents were satisfied with the opening hours ($\overline{X}$ = 4.0). This finding is line with Ikolo who studied "user's satisfaction with library resources in Delta State" showing that respondents were satisfied with the opening hours[20]. The respondents were, however, not satisfied with the library collection, inter-library loan requests, and request for intercampus loans with less than the criterion mean of 3.0. This finding is supported by the findings of Oyelekan and Iyortsuunand Tiemoand Atebohas. They reported that interlibrary loans were not suitable[21].

## Findings on level of satisfaction with Facilities and equipment

Findings revealed that wireless facilities and access to computers to support study/research had a mean score of ($\overline{X}$ = 3.7), quiet study facilities ($\overline{X}$ = 3.5), individual seating and facilities for using personal laptops ($\overline{X}$ = 3.3), photocopy and printing facilities, and group study facilities ($\overline{X}$= 3.2). This shows that respondents were moderately satisfied with the facilities and equipment in the libraries with the mean scores going above the criterion mean of 3.0.

---

[20] V. E. Ikolo, *User satisfaction with library services: a case study of Delta State University library*, International Journal of Information and Communication Technology Education, vol. 3: 2015, no. 1, pp. 80-89.

[21] G. Oyelekan, J. Iyortsuun, *An evaluative study of reader services in University of Agriculture library, Markurdi*, An International Journal of Information and Communication Technology, vol. 8: 2011, no. 2, pp. 129-137; P. A. Tiemo, B. A. Ateboh, *Users' satisfaction with library, information resources and services: A case study of college of health sciences library, Niger Delta University, Amassoma, Nigeria*, Journal of Education and Practice, vol. 7: 2016, no. 16, pp. 54-59.

## Findings about the level of User Satisfaction with Library Staff

The findings revealed that all the respondents were very satisfied with the efforts of the library service. Library staff were friendly and helpful ($\overline{X}$ = 4.5), library staff treatment of users was rated as fair and without discrimination ($\overline{X}$ = 4.1), also library staff were seen to display professionalism on duty ($\overline{X}$ = 4.0).This indicates that users were highly satisfied with library staff which is highly significant. However, there were some findings that stand in opposition to this, for instance the findings of Oluwunmi, Durodola, and Ajayirevealed that "students were dissatisfied with the library staff and perceived them as unfriendly and discourteous and they do not demonstrate adequate knowledge of their work"[22].

## Findings on the level of satisfaction with Virtual library

It has been revealed that library catalogues were easy to use with the mean score of ($\overline{X}$ = 4.7), while other items on the list received less than that the criterion mean score of 3.0. Online help services are adequate ($\overline{X}$ = 0.7). This shows absence of online help in the studied universities and the presence of virtual library services and resources is low with the grand mean score of ($\overline{X}$ = 2.5). The findings of this study can be corroborated by Ezeala and Yusuff's findings which reported that "users were dissatisfied with the electronic resources in the Agricultural research institute's libraries"[23]. The findings of Ikenwe and Adegbilero-Iwari that reported that "users were dissatisfied with internet services" further supported the finding of this work[24].

## Conclusion

User satisfaction could be described as the level of fulfilment users derive from using the library and its resources – human, physical, and virtual resources in fulfilling their information needs. Inclusive marketing is all marketing techniques in libraries for both traditional resources and online resources as this makes such services responsive to user needs and improves user satisfaction; satisfying user information needs is at the core of the academic library and as such, libraries overall strived to provide resources and services in a timely manner to meet the education, research, and recreation needs of their user community. The findings of this study provide a glimpse into the level of student satisfaction with library services and resources using the adapted Rosdki customer scale that has five elements. From the findings, it can be concluded that the level of satisfaction with communication, service quality, service delivery and equipment and facilities is average, while library staff element of the scale has an excellent level of satisfaction; however, the virtual

---

[22] A. O. Oluwunmi, O. D. Durodola, C. A. Ajayi, *Students' perceived quality of library facilities and services in Nigerian private universities*, Journal of Education and Training Studies, vol. 4: 2016, no. 5, pp. 41-50, http://dx.doi.org/10.11114/jets.v4i5.1396.

[23] L. O. Ezeala, E. O. Yusuff, *User Satisfaction with Library Resources and Services in Nigerian Agricultural Research Institutesm*, Library Philosophy and Practice (e-journal), vol. 3: 2011, https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1595&context=libphilprac.

[24] I. J. Ikenwe, I. Adegbilero-Iwari, op. cit.

library services element of the scale has a poor rating among the respondents. It is obvious that the majority of the responding library users were dissatisfied with the virtual library services. This has a serious implication on library usage as nowadays students prefer electronic resources to prints resources.

## Recommendations

The following recommendations were made:
- A need for creating a holistic marketing strategy using social media to improve the usability of the library.
- Proper funding of the libraries in order to acquire more resources to meet user expectations.
- A need for adequate management of library resources; proper shelving and re-shelving.
- Periodic training and retraining of library workforce in the area of virtual library services so as to be able to effectively and efficiently meet user information needs in the electronic environment.
- Development and maintenance of library websites.
- Provision of adequate facilities and equipment in the libraries to support efficient operations and meeting information needs of users.
- Customer service plan that will help create customer-focused services.
- Proper feedback mechanism should be put in place in academic libraries.

## References

Adeniran, Pauline. 2011. "User satisfaction with academic libraries services: Academic staff and students perspectives." *International Journal of Library and Information Science* 3 (10): 209-216.

Babalola, Yemisi. 2014. "Repositing Nigerian Academic libraries for quality service." *Jewel Journal of Librarianship* 7(1): 119-123.

Business Dictionary. 2020. "Satisfaction." Accessed July 27, 2021. https://www.dictionary.com/browse/satisfaction.

Chandratre, Shripat V., and Meghana S. Chandratre. 2015. "Marketing of Library and Information Services." *Journal of Commerce & Management Thought* 6 (1): 162-175. https://doi.org/10.5958/0976-478x.2015.00011.7.

Coffman, Steve, and Linda Arret. 2004. "To chat or not to chat, taking another look at virtual reference, part 1." *Searcher* 12(7): 38-47.

Das, Basanta Kumar, and Sanjay Kumar Karn. 2008. "Marketing of library and information services in global era: A current approach." *We*bology5(2). https://www.webology.org/data-cms/articles/20200515040008pma56.pdf.

Edewor, N., Faith Okite-Amughoro, Ngozi. P. Osuchukwu, and Dennis E. Egreajena. 2016. "Marketing Library and Information Services in Selected University Libraries in Africa." *International Journal of Advanced Library and Information Science* 4 (1): 291-300.

Ezeala, Lily Oluebube, and Eunice OlufunmilolaYusuff. 2011. "User Satisfaction with Library Resources and Services in Nigerian Agricultural Research Institutes." *Library Philosophy and Practice (e-journal)* 3.https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1595&context=libphilprac.

Ikenwelguehi Joy, and IdowuAdegbilero-Iwari. 2014. "Utilization and user satisfaction of public library services in south- west, Nigeria in the 21st century: a survey." *International Journal of Library Science* 3(1): 1-6.

Ikolo, V. E. 2015. "User satisfaction with library services: a case study of Delta State University library." *International Journal of Information and Communication Technology Education*, 3(1): 80-89.

Kotler, Philip. 1996. *Marketing for nonprofit organizations*, 2nd edition. New Delhi: Prentice-Hall of India.

Mohindra, Rakesh, and Anil Kumar. 2015. "User Satisfaction Regarding Quality of Library Services of A.C. Joshi Library, Panjab University, Chandigarh." *DESIDOC Journal of Library & Information Technology* 35(1): 55-60.

Mwageni, Rhodes Elias. 2020. "The Use of digital devices in marketing library products in an inclusively engaged academic library". In *Handbook of Research on Digital Devices for Inclusivity and Engagement in Libraries*, edited by T. Adeyinka, 22-45. Hershey, PA: Information Science Reference, an imprint of IGI Global, Chapter 2. https://doi.org/10.4018/978-1-5225-9034-7.ch002.

Okon, Michael. E., and MbuotidemO.Umoh. 2014."Marketing of information and library services in Nigerian university libraries: The way forward." *Information and Knowledge Management* 4(6): 29-33.

Okorie, Chituru Nancy. 2010. "Utilization of automated electronic information services: A case study at the University of Agriculture Library, Abeokuta, Nigeria. *Chinese Librarianship: An Electronic Journal* 29. http://www.iclc.us/cliej/c129okorie.pdf.

Oliver, Richard L. 1997. "Satisfaction: A behavioural perspective on the consumer." New York: McGraw-Hill Companies, Inc.

Oluwunmi, A. O., O. D. Durodola, and C. A. Ajayi. 2016. „Students' perceived quality of library facilities and services in Nigerian private universities." *Journal of Education and Training Studies* 4(5): 41-50. http://dx.doi.org/10.11114/jets.v4i5.1396.

Oyelekan, Go, and Ja Iyortsuun. 2011. "An evaluative study of reader services in University of Agriculture library, Markurdi." *An International Journal of Information and Communication Technology* 8(2): 129-137.

Sharma, Ajay Kumar, and SapnaBharadwaj. 2009. "Marketing and Promotion of Library Services." *ICAL 2009 –Advocacy and Marketing*. 461-466.

Smith, Daniella. 2018.Growing Your Library Career with Social Media. Chandos Publishing. https://doi.org/10.1016/C2016-0-02426-9.

Sriram, B. and M. Rajev. 2014. "Impact of Academic Library Services on User Satisfaction: Case Study of Sur University College, Sultanate of Oman." DESIDOC Journal of Library & Information Technology34: 140-146. https://doi.org/10.14429/djlit.34.4499.

Tella, Adeyinka, K. A.Owolabi, R. OkechukwuAttama. 2009. Student use of library: A case study at AkanuIbiam Federal Polytechnic, Unwana, Nigeria." *Chinese Librarianship*: *An International Electronic Journal* 29: 1-17. https://www.aca-demia.edu/28030418/Student_Use_of_the_Library_A_Case_Study_at_Aka-nu_Ibiam_Federal_Polytechnic_Unwana_Nigeria.

Thakuria, Pranjit Kumar. 2007. "Concepts of quality in library services: an over-view." In *5th Convention Planner-2007. Gauhati University, Guwahati, December 7-8*. 412-420. https://citeseerx.ist.psu.edu/viewdoc/download?-doi=10.1.1.1080.6179&rep=rep1&type=pdf.

Tiemo, PerewareAghwotu, and Benedict AlaoweiAteboh. 2016. "Users' satisfaction with library, information resources and services: A case study of college of health sciences library, Niger Delta University, Amassoma, Nigeria." *Journal of Education and Practice* 7(16): 54-59.

**Oluwatoyin Oyeyemi Obinyan**

Uniwersytet Amborse Alli w Ekpoma, Nigeria. Wydział Nauk Społecznych
e-mail: obinyantoyin@gmail.com
ORCID: 0000-0003-0785-6613

# Badanie poziomu zadowolenia użytkowników obejmujące zarządzanie i marketing usług bibliotecznych w Nigerii

Oluwatoyin Oyeyemi Obinyan, mgr. bibliotekoznawstwa i informacji naukowej, jest certyfikowanym bibliotekarzem Nigerii (Certified Librarian of Nigeria – CLN) oraz adiunktem w Instytucie Bibliotekoznawstwa i Informacji Naukowej Wydziału Nauk Społecznych Uniwersytetu Ambrose Alli w Nigerii. Obecnie jest p.o. kierownika Działu Biblioteki Elektronicznej.

**S**łowa kluczowe: usługi biblioteczne; zadowolenie użytkowników; marketing biblioteczny; zarządzanie biblioteką; zasoby biblioteki

**S**treszczenie. Cel: Technologie informacyjno-komunikacyjne (Information and Communication Technologies, ICT) przyniosły znaczące innowacje i ulepszenia usług bibliotecznych oraz metod zaspokajania potrzeb użytkowników. Ocena zadowolenia użytkowników z różnych usług bibliotecznych jest ważną zmienną w kierunku integracyjnego zarządzania biblioteką i marketingu usług bibliotecznych w XXI wieku. Wraz z zastosowaniem technologii informacyjno-komunikacyjnych przynoszących różne zasoby i dostępne tryby (drukowane i online) konieczne stało się zbadanie zadowolenia użytkowników z różnych dostępnych zasobów i usług bibliotecznych.

**M**etody badawcze: Badanie dotyczyło zadowolenia użytkowników przy użyciu dostosowanych wskaźników satysfakcji klienta (Customer Satisfaction, CSAT) z ankietą Rodskiego, aby uzyskać informacje od 560 respondentów, którzy odwiedzili bibliotekę w ciągu jednego tygodnia. Ankieta była oferowana respondentom podczas wizyty w bibliotece dwa razy dziennie przez jeden tydzień, a proces ten wykluczał tych, którzy wcześniej wypełnili ankietę.

**W**yniki: Zebrane dane zostały przeanalizowane za pomocą statystyki opisowej. Wyniki wykazały, że poziom zadowolenia użytkowników jest średni. Odkryto również, że zasoby w bibliotece nie zaspokajały ich potrzeb informacyjnych, ponieważ większość odpowiedziała, że zasoby

są niewystarczające, a ogólna ocena ich interakcji z bibliotekarzami jest doskonała pomimo niewystarczających zasobów.

**W**nioski: Na podstawie ustaleń sformułowano zalecenia dotyczące m.in. stworzenia holistycznej strategii marketingowej w celu poprawy użyteczności biblioteki, finansowania biblioteki w celu pozyskania większej ilości zasobów w celu spełnienia oczekiwań użytkowników oraz potrzeby odpowiedniego zarządzania zasobami bibliotecznymi.

folia
toru
niensia

**Oluwatoyin Oyeyemi Obinyan**

Amborse Alli Universität in Ekpoma, Nigeria. Fakultät für Sozialwissenschaften
E-Mail: obinyantoyin@gmail.com
ORCID: 0000-0003-0785-6613

# Umfrage zur Benutzerzufriedenheit wie auch zum Management und Marketing der Bibliotheksdienste in Nigeria

Oluwatoyin Oyeyemi Obinyan, Magister der Bibliothekswissenschaft und wissenschaftlichen Information, Diplombibliothekar Nigerias (Certified Librarian of Nigeria – CLN) sowie Dozent am Institut für Bibliothekswissenschaft und Wissenschaftliche Information der Fakultät für Sozialwissenschaften der Amborse Alli Universität in Nigeria. Zurzeit stellvertretender Direktor der Abteilung für Digitale Bibliothek.

**Z**usammenfassung. Ziel: Die Informations- und Kommunikationstechnologien (Information and Communication Technologies, ICT) brachten mit sich bedeutende Innovationen und Verbesserungen im Bereich der Bibliotheksdienste sowie der Methoden, die Bedürfnisse der Benutzer zu erfüllen. Die Bewertung der Benutzerzufriedenheit mit verschiedenen Bibliotheksdiensten ist eine bedeutende Variable in Richtung einer integrativen Bibliotheksverwaltung und des Marketings der Bibliotheksdienste im 21. Jahrhundert. Die Untersuchung der Benutzerzufriedenheit mit verschiedenen Beständen und Bibliotheksdiensten wurde angesichts der Informations- und Kommunikationstechnologien, die verschiedene Bestände und zugängliche Verfahrensweisen (gedruckt und online) zur Verfügung stellen, notwendig.

**F**orschungsmethode: Die Untersuchung bezieht sich auf die Benutzerzufriedenheit und wurde mithilfe von angepassten Richtwerten zur Messung der Kundenzufriedenheit (Customer Satisfaction, CSAT) sowie der Umfrage Rodskis angestellt. Dadurch konnten die Angaben von 560 Befragten, die die Bibliothek zweimal täglich innerhalb einer Woche besuchten, analysiert werden. Aus diesem Untersuchungsprozess schloss man jene Personen aus, die die Umfrage früher bereits ausfüllten.

**E**rgebnisse: Die gesammelten Angaben wurden mithilfe der beschreibenden Statistik analysiert. Die Ergebnisse bestätigten, dass das Zufriedenheitsniveau der Benutzer mittel ist. Man nahm auch wahr, dass die Bibliotheksbestände ihre Informationsbedürfnisse nicht erfüllen konnten, zumal die meisten Befragten antworteten, dass sie ungenügend seien, während ihre Kontakte zu den Bibliothekaren allgemein positiv gewesen seien.

**S**chlussfolgerung: Aufgrund davon formulierte man Empfehlungen für die Begründung einer ganzheitlichen Marketingstrategie, die zum Ziel haben sollte, die Nutzbarkeit der Bibliothek zu verbessern, Zuschüsse für den Erwerb von neueren Beständen zu bekommen und dadurch die Erwartungen der Benutzer sowie die Bedürfnisse, die Bibliotheksbestände entsprechend zu verwalten, zu erfüllen.