Ethiopian Journal of Environmental Studies & Management 19(Suppl.): 875 – 882, 2026
ISSN:1998-0507 doi: https://ejesm.org/doi/v19iSuppl.5
Submitted: September 14, 2026 Accepted:November 11, 2026

MARKETING OF INFORMATION RESOURCES AND SERVICES IN THE CHANGING WORLD: A STUDY OF FEDERAL COLLEGE OF WILDLIFE MANAGEMENT NEW BUSSA, NIGER STATE, NIGERIA

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Abstract

The study investigated the process of marketing library resources and services in federal college of wildlife management New Bussa. A total of 127 respondents comprising 119 of higher National diploma two (HND11) and eight (8) library staffs were sampled. Descriptive survey method was used to elicited information from the respondents using questionnaire as instrument for data collection. This study covered only federal college of wildlife management, New Bussa, Niger state. Findings revealed that textbook, journals, Newspapers and CD ROM were major library resources available as all the 127(100%) agreed. While services available were selective dissemination information (SDI). Lending services, reference and users' education and periodic orientation were agreed to be available with 127(100%). Method adopted for the marketing of resources and services were publication of bulletin and friendliness to the library customers. The study recommended the provision of internet services to enhance easy researching by students and staff of the college, Television view service, databases and occasional exhibition.

Keyword: *Marketing, Information resources, Services, College, Wildlife*

Introduction

Reading and library use among our teaming youth is diminishing on a daily bases since the introduction of information and communication technologies (ICTs). According to Khan and Bhatti (2012), students/ users are no longer visiting libraries as ought to due to the use of emerging technology. In order for libraries to achieve maximum use of available information resources provided, libraries and information service providers need to market their content. As such, marketing of libraries resources and services to the user is very necessary. Librarian are now compelled to use new skill and strategies in order to change, survive and continue to compete in the world of virtual information. Radical change is necessary to restructure traditional libraries in to knowledge centres that will be recognised for supporting competitive advantage and strategic decision – making. Marketing has become very essential and important in the provision of library and information

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services because information resources and services that are not marketed effectively may not be heavily patronized (Stacy and Christopher, 2011).

Kotler (1994) stated that marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objective. Ochogwu *et al*. (2016) reported that marketing concept is based on the principle of an exchange occurring between two parties (i.e. the librarians and users), he further stressed that marketing is about relationships, about responding to the needs of others and libraries, this means identifying patrons' needs, communicating how they can help patrons fulfil those needs, and deliver services accordingly.

Marketing is important for any organization that provides services to consumers. It allows an organization to inform, remind, or persuade the consumer to maintain a recognizable brand by sharing information about goods or service, community involvement, or societal impact. Phillips (2015) stated that anything libraries do to let the community know who they are, what they do, and what they offer is an act of marketing the libraries organisation. The goal of marketing is to keep the product in the minds of the customers. In the case of libraries, it is to keep the customer aware of the library systems and products, as well as provide them with knowledge about the library's physical features, resources, services, programs, events, and to let them know about the benefits libraries offers. Mugdha *et al*. (2010) argued that Marketing benefit library by increasing usage, educating users, and increasing or at least maintaining a positive perception of the library. According to Ternenge (2019), marketing is not so much about selling information products to customers. Rather, it is more about spreading the word about the existing infrastructure and facilities as well as potentially useful new one, information systems, resources and services. It is about keeping users informed about library activities and involving them in collection development.

Dongardive, (2013) observed that management and marketing library services required attitude, ability and initiative, good communication between the library and users. Personal selling, advertisement and sales promotion as a means of marketing library information resources and services to the users.

Statement of Problem

Tofi *et al*. (2018) said that over the years, marketing is being practiced by profit making organizations to promote demand for their product and services as well as blind profitable relationships with their customers. However, due to the growing competition in the information industry, rising customer expectations and widening access to information, libraries have come to realize that application of marketing and promotion are key to realizing their goals and objectives. This is because, marketing allows libraries to identify information products and services that will promote and satisfy their needs. It has been observed that market as a concept and as a practice, still seems alien to many library and information personnel within the profession. There is a residual feeling that marketing is somehow inappropriate for a public service institution such as library and also not for profit establishments. Edewar *et al*. (2016) sees marketing of information products and services as an integral part of library administration especially as a means for improving user satisfaction and promoting

the use of services by current and potential users. However, the situation stated above has consequently to a large extent affected the level of patronage and use of libraries and information Centres. This observation was earlier reported by Brahme, *et al.* (2018), that despite several attempts to improve the University of Ibadan library's resources and services, the target clientele do not seem to be impressed. The total number of library users (students and staff) continued to fall short of desired expectation. It is on this basis that this research was conceived to investigate the level of marketing of library resources and services in the Federal College of Wildlife management New Bussa, Niger state, Nigeria.

Research Questions

This research sought to provide answers to the following research questions**:**

1. What types of information resources and services available and used at the Federal College of wildlife management New Bussa?
2. Why is the Federal College of Wildlife management New Bussa libraries marketing their information resources and services?
3. What are the strategies adopted by the federal college of wildlife management New Bussa to market their information resources and services?

Study Area

Federal college of wildlife management is located on a piece of land between Kainji dam and New Bussa in Borgu local government area of Niger state. The site, with an area of 256 hectares (i.e. 2.56km^2), is about 50 km from the Kainji Lake National Park, 16 km to New Bussa and 85 km from Mokwa.

According to Abu (2008), the history of college of wildlife was dated back to 1970 and 1971, when a sub – committee on publicity and training was set up by the National forestry department, National wildlife conservation committee to advise, among other things the possibilities for staff training in the management of wildlife in Nigeria. Inadequate manpower for management of wildlife resources, and the poor state of wildlife development in Nigeria prompted this. Hence Wildlife conservation and management is progressively becoming important revenue earning industrial sector due to its potentials for tourism and as a source of protein. Based on the committees' report, it was proposed that, in view of the acute shortage of wildlife personnel, a college of African wildlife management should be established to provide technical education and training for junior and intermediate staff who will in turn manage the growing number of game reserves, National parks and biological gardens in Nigeria. At that time, it was obvious that the only similar wildlife college in Moshi, Tanzania could no longer take care of the growing need for trained manpower for Nigeria's wildlife sector.

This was the reason why the then Federal (Military) government of Nigeria accepted the need for a college of wildlife management to be established during the third National development plan (1975, 1980). The technical assistance for the project was sought from the food and Agricultural organization (FAO).

The Federal College of Wildlife Management is a mono-technic under the supervision of National Board of Technical Education (NBTE) accreditation. The college runs pre-ND science and technology, it also runs Higher and Nationl Diploma in; Tourism and hospitality management, wildlife and ecotourism technology, Animal health and production technology, Agricultural technology, Forestry technology and

computer science. The college has been graduating students and mobilizes them for the compulsory National youth service corpse (NYSC) since then.

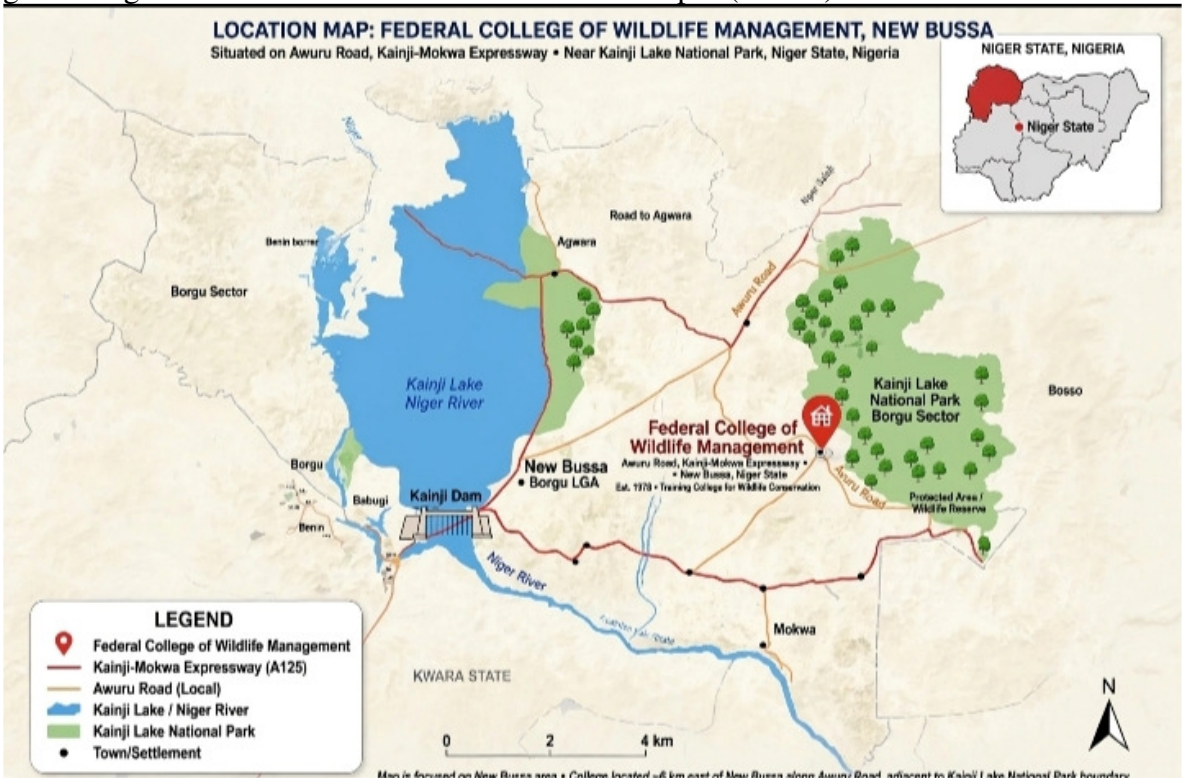


Fig. 1: Map of Federal College of Wildlife Management, New Bussa, Niger State
Source: Google maps link/directions

Methodology

The descriptive Survey method was adopted for this study, the target population of this study comprises of 119 students of Higher National Diploma (2) (HND11) across the four departments; Agricultural extension management, tourism and hospitality management, Animal production technology and Wildlife management technology and all the eight (8) library staff (s). The overall total population for the study is 127. Questionnaire was the instrument for data collection. Data collected was analyzed using frequency counts and percentages.

Results and Discussion

Table 1: Types of information resources available in the Federal College of Wildlife Management, New Bussa

Information resources available for use by libraries patrons	**Freq.(F)**	**Per. (%)**
Textbook	127	100.0
Journals	127	100.0
Newspaper	127	100.0
CDS/DVDS	127	100.0
Posters	68	53.5
A/V materials	45	35.4
Databases	16	12.5

Table 1 above showed that textbooks, journals, newspapers, CD/DVDs were the major library resources available and used in the federal college of wildlife management library with (100%) respondents attested to the availability of the services. However, posters had (53.5%) A/V materials (35.5%), with databases (12%). Respondent says that they did not have access to the database,

the implication is that, users are not accessing databases. Which is not good for the library. As for Barbara (2012), all efforts should be made to provide library with all necessary services that will promotes users patronage.

Table 2: Types of information services available and used at the Federal College of Wildlife Management, New Bussa.

C.A. services	**127**	**100.0**
Exhibition services	-	00
CD-ROM services	43	33.85
A/V services	11	8.66
Television viewing	-	00
Internet services	78	61.41
Reference services	127	100.0
Users education services	127	100.0
Indexing services	127	100.0
Abstracting services	127	100.0
Lending services	127	100.0
SDI services	33	25.98

Table 2 above showed that all the respondents agreed to the availability of current awareness Services (C.A), reference and information services, user's education services, indexing services, abstracting and lending services 100 (%) available. However, 33(25.98%) attested to availability of selective dissemination of information (SDI), 43(33.85%) to exhibition, 78 (61.41%) to internet services and 11 (8.66%) to A/V services. This was a multiple response from both the users and the library staff. From this findings, television viewing is not available to both the staff of the library and the users respectively.

Table 2: Types of Information Resources Marketed by the College Library

Current awareness services	**89**	**70.07**
Internet services	55	43.30
Selective dissemination of information (SDI)	100	78.74
CD ROM services	92	72.44
Reference services	127	100.0
User Education	127	100.0
Indexing services	90	70.86
Abstracting services	112	96.06
Exhibition services	3	2.36
Reservation services	23	18.11
Translation services	10	7.87
TV viewing services	2	1.57

The survey indicated that reference services and users education had the highest responses of (100%) each, abstracting services (96%), SDI (78.74%) and TV viewing (1.57%) respectively (Table 3). The implication is that most of the services are being marketed by the college library. However, few of the services such as television viewing and exhibition are less marketed by the college library.

Table 4: Responses of Staff on type of Information Resources and Services being marketed by the College Library

Information services	**Freq.**	**(%)**
Current awareness	8	100
Selective dissemination of information	8	100
Reservation services	5	62.5
CD ROM services	8	100
TV Viewing	1	12.5
Reference services	8	100
Internet services	7	87.5
Users education	8	100
Indexing services	8	100
Abstracting services	8	100
Exhibition services	-	00
Translation services	1	12.5

Table 4 above, revealed that the college libraries marketed the following services as indicated by the staff. Current awareness, selective dissemination of information, reference services, indexing, abstracting and users education were all being marketed with all the staff say yes to the services (100%). On the contrary, internet services (87.5%) the implication is that, the internet service is not sufficient in supply. Reservation services is (62.5%) and translation 1(12.5%) respectively.

Table 5: Why Libraries Market Their Information Resources and services

Reasons for marketing library resources and services by the college library		
It creates a way of maintaining relationships between libraries and their customers		✓
It helps to satisfy the needs of library users	*	
It helps to boost the level of utilization of information resources and services		✓
It determines the level of non-utilization of information resources and services	*	
It promotes high demand for information resources and services provided in the library		✓
It uplifts the standard and status of the library		✓
It improves the level of awareness within the academic community		✓
It provides avenues for libraries to customize their resources and services	*	

Table 5 sought to find out the reason why Federal College of Wildlife management library market their information resources and services. It was discovered that out of the eight (8) reasons identified by the staff, it provides avenue for libraries to customize their resources and services, to determine the level of non -utilization of information resources and services. And helps to satisfy the need of library users were not accepted by the library staffs. Moreover, it creates ways of maintaining relationships between libraries and their customers, boost the level of utilization, it promotes high demand of the resources and services, uplifts standard of the library and improves the level of awareness were supported by the library staffs. This is to say that marketing library service is not a question of money, but of the philosophy and the attitude and mind of library staff. Every staff is like a viewing card for the library. According to Madhusudan (2008), the foregoing presupposes that satisfying the customer is the major concern in the marketing process.

Table 6: Strategies adopted to Market their Information Resources and Services

Strategies Adopted	Yes	No
Use of social media	*	
Use of bulk SMS	*	
Conducting periodic orientation		✓
Creating electronic adverts		✓
Public Announcements	*	
Use of exhibition and display	*	
Organized seminars and workshop		✓
Publication of bulletin		✓
Friendliness to library customers		✓

The table 6 showed that the method adopted for the marketing of information resources and services by the college revealed periodic conducting of orientation to the newly admitted students and staffs, creating of electronic adverts, organized seminars and workshop for the staffs and students, publication of quarterly bulletins and being friendliness to library customers. However, it was said that use of social media was not yet in practice likewise use of exhibition and display.

Conclusion

The low level of libraries information resources and service utilization and ever growing need among the library customers on the choice of internet over libraries could be attributed to lack of marketing of the library resources and services, by most of the library's management which agreed with Marketing would promote maximum utilization of library resources and services at the federal college of wildlife management, and give new image and better perception of the library. There is no doubt that if all the basic components of marketing are applied by the libraries, they would be high customer patronage in the libraries.

Recommendations

Television view service, internet and databases should be made available and functional for maximum utilization in the college library. This will go a long way in marketing the library resources and services. The use of library website/ webpage should be adopted by the college library to bring their customer's closer to patronize their services. The need for exhibition on occasional bases can also go a long way to promote the library use and patronages. Social media is a new medium of faster marketing. The college library is encouraged to make use of social media to market the library to their users.

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