Marketing of Information Resources in Nigeria

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Abstract. The study assessed Marketing of Information Resources in Nigeria. A descriptive survey design was used for this study. In this type of design, the researcher describes extent of the variables and their association with each. The research area for this study was Akwa Ibom State and the population of the study consisted of all workers in Nigerian Postal Agency, libraries and cafes, all in Akwa Ibom State. The respondents in the study consisted of 150 respondents. They were obtained through the stratified random sampling technique where 20, 9 and 121people were selected from library postal agency and café respectively. The researchers developed one instrument tagged "Information Resources Questionnaire (IRQ). The instrument used for the study passed through face and content validation by experts in test and measurement. Crombach Alpha technique was used to determine the reliability of the instrument (IRQ), using 30 respondents who did not form part of the main study were randomly selected and the instrument administered on them. Data collected from the respondents were subjected to reliability test and it produced the reliability coefficients of 0.87. The researcher subjected the data generated for this study to appropriate statistical techniques such as Pearson Product Moment Correlation analysis and analysis of variance. The test for significance was done at 0.05 alpha levels. The study revealed that Marketing of information resources aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The paper concluded that there is a significant relationship between marketing of information resources and economic development of Nigeria. One of the recommendations made was that government and owners of libraries should ensure that libraries are well equipped with up-to-date materials in order to attract good patronage by the users.

Keywords: Marketing, Information Resources and Nigeria.

Introduction

The present age is rightly characterized as the age of information, where its success in any activity is based on the amount and accuracy of information available. The fact that information is a key resource for the progress and development of a nation is nothing but the socio-economic, cultural, and political development of its citizenry. According to Rowley (2001), information is a commodity or economic good of worldwide significance, which contributes to the national economy. It has become a commodity that people buy. Information is an indispensable factor for promoting the development of society. Kemp (2000) observes, that information has been called, the fifth need of

man, ranking after air, water, food, and shelter. Raina (2000) add that information is the life blood of planning, directing, and controlling any enterprise. It makes the satisfaction of the demands of the population possible in an efficient way.

The criteria that determine power have shifted from industry ownership to the information ownership, as the global economy has shifted from industry-based to information-based. The quality and quantity of the information resources of the country are two of the parameters for development. Adewumi (2003) assert that countries with adequate information infrastructure and information technology can create artificial demand for superfluous products and use it as a weapon against the economy of other countries. Information is an indispensable input for technological and economic development.

According to Bitagi (2013), information resources constitute a range of materials and equipment gathered by the library in order to meet the information needs of both intended and anticipated users. Aliyu (2006) corroborate this view when the author argued that information resources are made up of a variety of materials which information could be stored, retrieved and disseminated for use. Specifically, information resources include such things as books, journals, theses; dissertations, technical report and all related materials in print format and Information and Communication Technology (ICT) and related electronic gadgets which store or provide information worldwide without any serious geographical barrier capable of satisfying the diverse information needs of researchers. Information resources include any information in electronic, audio-visual or physical form, or any hardware or software that makes possible the storage and use of information.

Marketing is not only applied in the commercial business these days, but also being in the public service. Library as the information provider always has an important role in the social life and culture inheritance. Library provides public goods, books and other information services to the public, which makes the difference between library and other revenue driven enterprise. De Aze (2002) says that, "products and services which provide benefits for users and which answers users' most important needs are the core business of the library and information service. Marketing of information resources aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and the goal is client satisfaction. Rowley (2001) calls marketing, the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. Kotler (1999) says, that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives. Cox and Janti (2012) outline that information marketing is essential in the use of library, internet and post-office in order to:

1. Promote the use of information resources
2. Create perception of need and thereby create demand
3. Ensure the optimum use of information
4. Improve the image and status of the libraries and library professionals
5. Tackle the problems of rising costs of reading materials, journals, and databases
6. Cope with the information explosion
7. Introduce cutting-edge information technology systems in library services
8. Balance shrinking funds
9. Save libraries from devaluation
10. Save libraries from declining reader-support
11. Uphold the dictum that information is power

Statement of the Problem

Information marketing has become necessary due to the reduced need for library services world-wide and also the lack of information networking infrastructure. Provision of efficient library and information services and postal service has been affected by lack of marketing strategies by staff and

the ability to convince management to support the idea. There is always the feeling that library related information should not be marketed because the library is a social agency established to serve the educational and informational needs of society. But the current push towards developing self-sustaining information dissemination operations is changing this idea.

The competition for limited funding means that libraries, post offices and internet developers must review their information providing activities in order to look for areas of "selling" its products and services to generates revenue. Thus the problem of this study is to assess the marketing extent of information resources with respect to library resources, internet resources and post office resources.

Objective of study

The main objective of the study is to examine the extent of marketing of information resources in Nigeria, while specific objectives are as follows:

1. To find out the relationship between marketing of information resources and economic development of Nigeria.
2. To find out here is significant difference in the extent of marketing of library, post office and internet resources in Nigeria.

Research hypotheses

The following null hypotheses will be tested:

1. There is no significant relationship between marketing of information resources and economic development of Nigeria.
2. There is no significant difference in the extent of marketing of library and post office and internet resources in Nigeria.

Literature Review

Utilization of Library Resources

A library is a collection of sources, resources, and services, and the structure in which it is housed. Ogbebor (2011) defined library as an organized collection of published and unpublished books and audiovisual materials with the aid of services of staff who are able to provide and interpret such material as required, to meet the informative research, educational and recreational needs of its users". In the same context Adeoye and Popoola (2011) added that library information resources can be in both printed and electronic formats including textbooks, journals, indexes, abstracts, newspapers, magazines, reports, CD-ROM databases, internet, email, video tapes/cassettes, diskettes, computers and microforms.

Ezeala and Yusuff (2011) added the electronic resources as: functional computers, photocopying machines, CD-ROM, microforms, microform readers, fax machines, internet, local area network, radio messages, telephone, lighting and computer workstations for library users which must have to be measured periodically by librarians to ensure that the resources and services of their libraries as a way of ensuring that they are meeting the set objectives of the library. Based on the above information, we can divide library resources into two categories i.e., traditional printed material or resources and non-printed or electronic resources (Lance, Rodney and Pennell, 2005).

Library is one of those resources which are essential to support and strengthen the educational quality. Over the centuries, libraries are the source of keeping and distributing the information through books, journals, maps and other resources that are used by students in their learning process. Successful educational system depends exhaustively on the accessibility and utilization of information sources and services. In this regard, academic libraries are providing knowledge and information resources for teaching, learning and research. Academic libraries are rapidly supporting and encouraging adapting new form of teaching and learning exercises. For example group projects, group study, team work and activity-based learning and assignments (Edward and Fisher, 2002).

According to Ezeala and Yusuff (2011), it is natural for human beings to evaluate things, events and other people around them. Libraries are also included in this practice. They have the need to periodically measure the resources and services of their libraries as a way of ensuring that they are

meeting the set objectives of the library". Regarding the accessibility and utilization of library resources, authors highlighted that libraries must ensure about the required and relevant resources, adequate storage for the collection, and strategies for accessibility of these resources through classification, cataloguing and other arrangements. Efficient and effective provision of library resources can have positive impact on academic achievement (Williams, Wavell and Coles, 2001).

Adeoye and Popoola (2011) highlighted the effectiveness, availability, accessibility and use of library and information resources in their study. They explained that, for effective learning process, learners must have access to necessary information materials and resources. These resources might be in tangible (i.e., printed resources) and intangible (i.e., electronic resources) format. They express that librarian is responsible for providing the right information to the right person at the right time. Regarding the accessibility of library resources, authors added that the more accessible information sources that require the least effort to access. User may encounter five possible types of inaccessibility problems i.e., conceptual, linguistic, critical, bibliographic, and physical.

Utilization of Internet Resources

The use of the Internet in the educational environment has enabled easy access to many resources, and information sharing has, therefore, significantly increased. The prevalence of this sharing has brought additional benefits in that these resources can be used in any location and any time. Use of the internet is useful for education and business, in that it can supply many beneficial opportunities to find different resources (Crouch, 2001). According to Akbulut (2008), the most effective communication resources, computers and the Internet, are part of our daily life and have become one of the important tools in education and the commercial world. The Internet helps transfer information between different points therefore this satiation makes the Internet a very powerful information system. People in different age groups and jobs, students and academicians who do scientific research and prepare projects prefer using the Internet because it is the easiest, fastest, and cheapest ways of accessing necessary information (Cloud, 2000). Internet resources are available in:

Academic Journals Database

The efficiency of Academic Journals Database is related to the number of periodicals covered and the evaluation techniques of them in order to form a universal academic index. They provide a rich source of specialized information, and are widely used by many academics and students. They are an essential reference tools for these people for detailed research into different subject areas, and are grouped into subjects according to the different disciplines.

Search Engines

Search engines are open access sites and are the most widely used resources for students' projects. Many of them have open access on Internet Explorer programs, but some are customizable tools supplying multiple search engines like "Copernic". Resources which are accessed through these engines are mostly used by students for gathering the required information for their projects. Information obtained from these sites changes according to the student's level and the importance of the project content. By using different filters in the advanced search tabs, directly accessible resources provide more effective query results for specific types of documents such as documents with pdf, ppt, doc extensions. This makes it possible to access the information required or to extract unwanted resources. However, interesting trap/pop-up sites attract the student's attention and divert them into spending time on different subjects in different sites while working on the project.

Blogs/Forums

Many students are able to access the required information by using search engines for project assignments. The majority of subjects that are listed in search engines are written blogs and forums. The information given in these links is often all that can be found and so is judged acceptable by the readers. Consequently, a comparison should be made after applying different sources and information should be confirmed. These open-access resources are often personal studies of people who are interested the subject, no matter whether they are academicians or not, and therefore, should be confirmed with other sources on the same subject written by people who are well qualified.

Related Software

There are many different software programs used by different departments of university students. They are used as part of the current educational programme or related to a specific branch of science after graduation. This software includes the required information for both business life and projects. Many computer programs are for commercial purposes but must be used under license and their usage is very limited for educational purposes.

Marketing of Library Resources

Marketing is a concept of integrated actions and process of promoting product to the customer, which has come for ages. Marketing is not only applied in the commercial business these days, but also being in the public service. Library as the information provider always has an important role in the social life and culture inheritance. Library provides public goods, books and other information services to the public difference between library and other revenue driven enterprise. Mathews (2009) assert that marketing is an integral part of library service, as it has to do with basic principles of librarianship i.e. to develop good collection and user-oriented services. It is also about using most of the skills of information marketing to satisfy the needs of its clientele.

According to Nims (1999), the library as an organization providing information and relevant service definitely needs to promote and market its products and services to the citizens, to satisfy their information demands and needs. "Marketing can assist libraries in determining their future and in identifying quality products-services, programs, and materials". Duke and Tucker (2007) summarized the important reasons for marketing academic library services as to fulfill the library's mission, to meet the needs of users, to attract new and current users, to highlight unique programs and services and increase use of library services. Clearly, learning and meeting the needs of users will allow the academic library to illustrate its value to those making budget and funding decisions; it will also help the library to adopt new services, programs, and resources as appropriate (Duke and Tucker, 2007).

Libraries and other non-profit organizations have only recently become aware of the need to market their products and services. Library and information products and services are now being recognized as commodities that can be sold, exchanged, lent, and transmitted. University libraries rely on their host organizations for operational costs. To gain some self-sufficiency, university libraries think seriously about not only recovering the costs incurred but also making a profit through their services. Narayana (1991) points out that the, survival of a library depends among other things on its image in the minds of the users and the fund allocators. This image should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirements of actual and potential users and their fulfillment.

Marketing is the instrument through which these library objectives can be fulfilled. Vishwa Mohan, Srinivas, and Shakuntala (1996) observe that marketing is essential, because those who lack information may not even be aware of this need. Martey (2003) assert that library resources can be marketed through the following methods in the modern information community:

Product development

A product is anything that can be offered to a market to satisfy a need. A large assortment of materials, services, and programmes constitute the library's product. A library offers goods, either tangible (e.g. books and Internet access) or intangible (e.g. personal assistance, or value of the library as a premier community institution). De Aze (2002) says that, "products and services which provide benefits for users and which answer users' most important needs are the core business of the library and information service". Seetharama (1998) considers that, without products no organization has reason to exist, there is no task to perform; hence product is the most important factor in marketing, and Weingand (1995) asserts that, the library's product can be arranged within a three dimensional structure of the product mix, product line, and product item. Programmes of the library are a product line where product items consist of bibliographic instruction, displays, and lectures. According to Ebaje and Okojie (2010), a library's product should be developed to contain an; online public access catalogue (OPAC), searchable full text e-journals, current awareness bulletin and library website

Physical distribution of information

Corrall and Brewerton (1999) describe acquisition as getting the raw materials and sending that out. A library can acquire documents, collections as well as government publications and exchange relations with universities. The library should also lend material to clients, locally and through ILL. Research scholars from different universities/institutions and abroad can also use the library's collections.

Promotion of products and services

Mohammed (2010) assert that the services that the library offers must be made known to as many users as possible, so that they think of the library when they need information. The promotion plans include;

Publicity

Wide publicity is given to library products and services by various advertising methods. For example, local newspapers and magazines are used for dissemination of information related to the various programmes and activities being performed by the library including the specific ventures such as conducting of the workshops/seminars/ refresher courses. Extension activities on various occasions such as National Library Week, Year of Books Programme, etc can be conducted in order to improve upon the image of the library and invite the attention of the large community of the users of the library (Okiy, 2011). Wider publicity is given for all the training programmes being conducted by the library in the field of information technology, library automation and networking, which is the most crucial and challenging job before the libraries in the modern world. Attractive information brochures with CD-ROM, and leaflets are distributed widely in order to catch the eye of the user community. The same are incorporated in its homepage for on-line users.

Price

Price is important in marketing in the world of information as it is elsewhere. Kotler (1999) describes the 4 Ps of marketing: product, place, pricing, and promotion. He argued that the 4 Ps are a seller's paradigm and should be replaced with the 4 Cs of the buyer: customer value, user convenience, user cost, and user communication. Price can be expressed in currency; however, it can use goods or services. In the library, price can be used to express the value of information services: a physical product like a CD-ROM or a fee of a service or membership. Price is used to balance supply and demand, to be a stimulus, and to distribute income (Rowley 2001). A very small amount of income comes from photocopying services.

Marketing of Internet Resources

With the emergence of the Internet, there has been an increasing volume of literature on the role of the Internet in business activities. The Internet has been identified as one of the most significant marketing tools in the global marketplace (Rodgers and Sheldon, 2002) for its enormous potential uses for businesses. According to Hamill (1997), an Internet connection can substantially improve communications with actual and potential customers, suppliers and partners' abroad, generate a wealth of information on market trends and developments worldwide, including the latest technology and R&D, and is a very powerful sales and promotion tool.

The Internet has been considered to fundamentally change the dynamics of the global economy (Singh and Kindu, 2002), leading to a profound impact on the world of international business (Park and Jun, 2003). (Eid and Trueman, 2002) opine that people make friends on Facebook, post their feelings on twitter, write down stories on blog, take pictures and upload them to Flicker and shoot the birthday party and publish them on YouTube. People browse the news on internet; search the answer on internet, and send e-mails more and more instead of phone call and mail. Since we are in a digital era now, we study in web 2.0 world: read e-books, e-journals, searching in databases, and we publish our academic results on internet. The explosion of international marketing activity on the Internet has provided a fundamentally different environment for international marketing (Eid and Trueman, 2002). Not only has the marketing mix and the adopted marketing strategies been transformed

(Strauss and Frost, 2001), the efficiency of traditional marketing functions has also increased.

The Internet serves as a vehicle that accommodates the process of conducting export business or a tool deployed for promotion, information, and export revenue enhancement (Farhoomand and Lovelock, 2001). From a sample of UK exporting firms, Bennett (1997) concluded that the Internet made it feasible for firms to undertake significant export opportunities and get faster, cheaper and easier access to world markets. Not only does the Internet furnish firms with a low-cost gateway to global markets, its benefits also extend to market research, image enhancement, cost reduction, and the improvement of sales volume. However, Bennett (1997) did not specifically investigate the extent to which the Internet may impact the export marketing performance outcomes of the firms in the sample.

Hamill (1997) proposed three mainstream uses of the Internet that can influence a firm's exporting outcome. These uses included communications, market intelligence, and sales promotion. Consistent with Bennett (1997) and Hamill (1997), Samiee (1998) also claimed the Internet can be used as a vehicle that accommodates the process of conducting business or a tool deployed for promotion, information, and export revenue enhancement. Internet resources can be used to create ongoing relationships with customers, to improve communications with partners and suppliers overseas, to improve international communications and as an important part of the firm's marketing communication mix. Ngai (2003) assert that advertising clutter on the Internet is necessary to increase the number of websites and also to enhance an extremely high level of usage of the Internet for both internal and external communication.

Marketing of Post Office Resources

The postal network is the biggest physical network in the world. Post offices are everywhere, from the capitals of bigger industrialized countries to small rural towns of least developed countries. In outlying areas, they are often the only public service available and in many cases, they constitute a vital channel to communicate and exchange goods between communities. Billions of people visit post offices every year for a reason or another. They send and receive mail, parcels or money orders. They can also get access to more sophisticated services such as account-based financial services or new IT-based services (Schilling, 2005). Mintzberg et al (2003) explained why it is necessary for an organization to constantly adapt their strategies to changing environment. The environment "continues to change sometimes slowly, occasionally in dramatic shifts thus gradually or suddenly, the organizations' strategy moves out of sync with the environment."

Mintzberg and Quinn (1996) points out that change in the environment of business necessitates continuous monitoring of a company's definition of its business; lest it falter, blur or become obsolete. Mintzberg (1987) noted that "strategic fit sees managers trying to develop strategy by identifying opportunities arising from an understanding of the environmental forces acting upon the organization and adapting resources so as to take advantage of the changing environment. According to Faryal (2009), online connectivity in postal offices will significantly improve the management information system. Faster exchange of information will lead to better management and control over the postal system and quicker resolution of public complaints.

Robinson (2007) asserts that access to the Internet at post offices will help them to utilize IPS Light to improve the quality of international postal deliveries. Tracking and tracing of international EMS and parcels has now become possible. IPS Light is the light version of International Postal System, a Web-based system hosted by the UPU's Postal Technology Centre which enables data sharing between postal organizations around the world and is mainly used for tracking of international postal deliveries. In a country where very few institutions have computerized their operations at the local level, Drury (2004) opine that computerization of post offices and their conversion into telekiosks will serve to raise the profile of the post office and its employees. This will improve the morale of postal employees and the quality of their work culture making them innovative and committed to the organization.

Online tracking of domestic express, registered and parcel mail, when introduced in post offices will

enhance its promotion. According to Robinson (2007) a strategic response enables organizations to adapt their strategies to the environment and also match the strategy to internal capability as they seek competitive advantage. He asserts that post offices should employ marketing strategies for their growth. Such strategies include;

Online services; It would be a mistake to think of the Post Office network purely in terms of bricks and mortar. Through its broadband packages, the Post Office has played a role in extending access to the internet, and customers are increasingly seeking to do business online. The Post Office must grasp this opportunity by ensuring that its online services complement and reach the same high standard of service that customers expect in their local branch. This will enable customers to access post office services how and when they want. The Post Office will develop its online presence, ensuring that customers are better able to access services virtually, and can easily find out information about their local branch (Schilling, 2005).

Partnership with local authorities; As part of the move towards the creation of a refreshed network, post offices should explore the scope for greater local authority involvement in the planning, delivery and level of post office service provision. This recognizes the importance attached in the context of Big Society policies to local communities and their representatives being able to express their views on public and other essential service needs and provision, particularly where changes are planned.

Creation of new services

The presence of an accurate address system and of the Locator service will dramatically improve orientation in the country. It will help in the development of the business of many organizations whose services rely on quick orientation, such as the commercial sector, medical sector, taxi drivers (transportation sector), firefighters, and the Ministry of Water and Electricity (service sector). A new address system will enable post offices to create an accurate database of its customers that will include a name, age, profession, and number of family members of all its subscribers. Businesses can access this data by paying a licence subscription fee to post offices, and use it with appropriate guidelines for marketing and communication activities, such as direct mail campaigns, or for the creation of new services (Microsoft, 2008).

From Post to ICTs

Integrating the electronic and physical infrastructures in the postal service requires postal operators to not only use ICTs to develop their business, but also to use the existence of a national and global postal infrastructure to create new e-services and contribute to the development of e-commerce and e-government for the benefit of the organization, of the citizen and of the global economy (Faryal Mirza, 2009). The postal code system and the related mapping technology are being used to develop new IT-based services.

➤ **E-services**

Quinn (1996) asserts that by using the new postal address system and integrating it with the CRM system, post offices can launch a series of new e-services that customers can access online through the company's website. As previously mentioned, by registering with the postal office website, customers can track and trace their mail items, find a post office branch, search for the zip code of a particular location, and find locations of businesses and government agencies using an address. Furthermore, to respond to customers' growing need to be mobile, post offices can develop the Postal Mobile service. Customers subscribed to this service can track their consignments by phone text messages. They can also arrange for pick-up of their outgoing mail from their mail box by means of an SMS sent to SP (Microsoft, 2008)

Creating entrepreneurial organizations in the postal business

Abdallah, Felisberto and Finger (2006) assert that in order to create a dynamic synergy between the postal and electronic infrastructures for new, radical, innovative services, post offices will have to follow an interesting organizational change process from which other organizations can learn to improve their competitiveness. Becoming an entrepreneurial organization involves transforming the

traditional postal business into a competitive business which changes the economic landscape. A previous study conducted shows that the main factors driving the changes in the postal industry are: growing competition, new customers' demands, the growing role played by the ICTs, a serious need to reduce costs, and sector regulation (Abdallah, Felisberto and Finger, 2006). The ability of any operator to create and sustain competitive advantages in the long run will depend largely on how well the operator deals with these changes in its environment by managing to exhibit innovative behavior.

Method

A descriptive survey design was used for this study. In this type of design, the researcher describes extent of the variables and their association with each. The research area for this study was Akwa Ibom State and the population of the study consisted of all workers in Nigerian Postal Agency, libraries and cafes, all in Akwa Ibom State. The respondents in the study consisted of 150 respondents. They were obtained through the stratified random sampling technique where 20, 9 and 121people were selected from library postal agency and café respectively.

The researchers developed one instrument tagged "Information Resources Questionnaire (IRQ). The questionnaire was made up of two sections, sections A and B. Section A is made up of the personal data of the respondents while section B is made up the main variables of the objectives of the study. They were three variables such as marketing of post office, libraries and cafes. For each variable in section B five items measures it. The total number of items were 15 in this section. The questionnaire is a four-point scale type, ranging from strongly agree to strongly disagree. The instrument passed through face and content validation by experts in test and measurement. Crombach Alpha technique was used to determine the reliability of the instrument (IRQ), using 30 respondents who did not form part of the main study were randomly selected and the instrument administered on them. Data collected from the respondents were subjected to reliability test and it produced the reliability coefficients of 0.87.

A letter of introduction and permission was presented to the head of each organisation visited for data collection. This was done accordingly and there was cooperation from the respondents with respect to the administration and retrieval of questionnaires. The researcher subjected the data generated for this study to appropriate statistical techniques such as Pearson Product Moment Correlation analysis and analysis of variance. The test for significance was done at 0.05 alpha levels.

RESULTS AND DISCUSSIONS

Hypothesis one

The null hypothesis states that there is no significant relationship between marketing of information resources and economic development of Nigeria.

In order to test the hypothesis, two variables were identified as follows:-

1. Marketing of information resources as the independent variable

2. Economic development of Nigeria as the dependent variable

Pearson Product Moment Correlation analysis was used to analyze the data. (see Table 1).

Table 1. Pearson product moment correlation analysis of the relationship between marketing of information resources and economic development of Nigeria.

Variable	$\sum x$ $\sum y$	$\sum x^2$ $\sum y^2$	$\sum xy$	r
Marketing of Information (x)	4486	137236		
			123269	0. 87*
Economic Development of Nigeria (y)	4028	111528		

*Significant at 0.05 level; df = 148; N = 150; Critical r-value = 0.197

The table presents the obtained r-value as (0.87). This value was tested for significance by comparing it with the critical r-value (0.197) at 0.05 level with 148 degree of freedom. The obtained r-value (0.87) was greater than the critical r–value (0.197). Hence, the result was significant. The result therefore means that there is significant relationship between marketing of information resources and economic development of Nigeria. The significance of the result is in agreement with the finding of Adewumi (2003) who asserted that countries with adequate information infrastructure and information technology can create artificial demand for superfluous products and use it as a weapon against the economy of other countries. Information is an indispensable input for technological and economic development. It also agreed with the opinion of Bitagi (2013) who saw information resources as that which constitutes a range of materials and equipment gathered by the library in order to meet the information needs of both intended and anticipated users. The significance of the result caused the null hypotheses to be rejected while the alternative one was accepted.

Hypothesis two

The null hypothesis states that there is no significant difference in the extent of marketing of library, post office and internet resources in Nigeria.

In order to test the hypothesis, two variables were identified as follows:-

1. Categories of information resources (library, post office and internet resources) as the independent variable

2. Marketing of information resources as the dependent variable.

One-way analysis of variance was used to determine the F-value (See table 2).

Table 2. One-way analysis of variance of the difference in the extent of marketing of library and post office and internet resources in Nigeria.

Groups	N	$\overline{X}$	SD
Library	20	24.80	4.28
Post Office	9	29.44	4.22
Internet	121	30.79	4.05
Total	**150**	**29.91**	**4.54**

Source of variance	SS	Df	Ms	F
Between group	616.86	2	308.43	
Within groups	2457.835	147	16.720	18.45*
Total	3074.693	149		

*significant at 0.05 level; df = 2 & 147; critical F - value = 2.99

The above Table 2 presents the obtained F-value as (18.45). This value was tested for significance by comparing it with the critical F-value (2.99) at 0.05 level with 2 & 147 degree of freedom. The obtained F-value was greater than the critical f-value. Hence, the result was significant, meaning that there is significant difference in the extent of marketing of library and post office and internet resources in Nigeria. The significance of the result caused Least Significant Difference (LSD) test to be prepared in order to reveal the independent groups between which the significant difference lied. From the result it was revealed that the significant difference lied among all other independent groups except between internet and post office with the least significant difference (4.64) lying between library and post office and highest significant difference (5.99) lying between internet and library. The significance of the result is in agreement with the finding of Robinson (2007) who asserts that access to the Internet at post offices will help them to utilize IPS Light to improve the quality of international postal deliveries and that tracking and tracing of international EMS and parcels has now become possible. This also agreed with Singh and Kindu, (2002) in their opinion that the Internet has been considered to fundamentally change the dynamics of the global economy, leading to a profound impact on the world of international business (Park and Jun, 2003). Finally, the findings agrees with the opinion of Nims (1999), who said the library as an organization providing information and relevant service definitely needs to promote and market its products and services to the citizens, to satisfy their information demands and needs. "Marketing can assist libraries in determining their future and in identifying quality products-services, programs, and materials". Duke and Tucker (2007) summarized the important reasons for marketing academic library services as to fulfill the library's mission, to meet the needs of users, to attract new and current users, to highlight unique programs and services and increase use of library services. The significance of the result caused the null hypotheses to be rejected while the alternative one was accepted.

Conclusion

Based on the findings of the work, the following conclusions were deemed necessary:

1. There has been effective marketing of information resources in all over Nieria.

2. The economic development of Nigeria has rapidly grown.

3. There is significant relationship between marketing of information resources and economic development of Nigeria.

4. There is significant difference in the extent of marketing of library and post office and internet resources in Nigeria.

Recommendations

The following recommendations are deemed necessary:

1. Government and owners of libraries should ensure that libraries are well equipped with up to date materials in order to attract good patronage by the users.

2. The Nigerian Postal Agency should be privatized for more business consciousness and active involvement by all workers.

3. Café workers should explore more of internet resources and market them to the users instead of under utilizing them.

4. The above three information resources should be adequately marketed for much more patronage from the public and profitability of the organization.

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