

**PROMOTION OF ELECTRONIC INFORMATION RESOURCES AND
SERVICE DELIVERY: A CASE STUDY ON SELECTED ACADEMIC
LIBRARIES IN TANZANIA FACULTY OF ARTS AND SOCIAL SCIENCE**

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2023

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation entitled. *“Assessment on Promotion of Electronic Information Resources and Services Delivery: A Case Study of Selected Academic Libraries in Tanzania”* in partial fulfillment of the requirements for the degree of Master of Library and Information Management (MLIM) of the Open University of Tanzania

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Date

DECLARATION

I, **Felistas Tadei Mashui**, declare that the work presented in this dissertation is original. It has never been presented to any other University or Institute. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as original mine. It is hereby presented in partial fulfillment of the requirement for the Degree of Master of Library and Information Management (MLIM).

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ABSTRACT

The main aim of this study was to assess the promotion of electronic information resources and service delivery. The specific objectives include; finding out the kinds of electronic information resources and services available in the selected libraries and how the libraries acquire them, finding out the promotional strategies employed by the libraries to improve usage of electronic information resources and services delivery, and identifying the challenges associated with promoting electronic information resources and services delivery in selected academic libraries. The study was carried out in four selected academic libraries in Tanzania. These include; The Open University of Tanzania Library, The University of Dar es Salaam Library, Tumaini University Dar es Salaam College library, and Mzumbe University Library - Dar es Salaam Campus College. Data were collected using a questionnaire and interview methods where questionnaires were distributed to sixty-two library staff and interviews were conducted with four (4) library directors. The study revealed the following electronic information resources were available in the selected libraries; e-journals, e-books, reference books, dictionaries, databases, e-magazines, e-thesis as well and dissertations. Also, the study results revealed that the available electronic information services are; online Internet service, Online Public Access Catalogue, and electronic document delivery. The study revealed that subscriptions, purchases, open internet sources, and consortia as ways used by libraries to acquire information electronic resources, and services. Furthermore, the findings showed that promotional strategies employed by the libraries to improve awareness and increase the usage of electronic information resources and services delivery were the university website, internet, posters, and fliers as well as instructional sessions. In addition, the study found that inadequate budget, limited ICT infrastructure, and inadequate knowledge of promoting library services are among the challenges associated with promoting electronic information resources and service delivery. For a better promotion of electronic information resources and service delivery, the study recommends the following; provision of adequate budget and ICT facilities, and provision of sufficient skills on marketing and promotion to the librarians.

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LIST OF ABBREVIATIONS/ACRONYMS

ALA	American Library Association
CD-ROM	Compact Disc Read-Only Memory
COTUL	Consortium of Tanzania University Libraries
ICT	Information Communication Technology
IDIC	Identify, Differentiate, Interact, Customize
LIS	Library and Information Science
MARC	Machine-Readable Cataloging
OPAC	Online Public Access Catalogue
QR Codes	Quick Response Codes
RSS	Really Simple Syndication
SMS	Short Message Service
UDSM	University of Dar es Salaam

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The promotion of electronic information and services is the phenomenon of presenting the library resources and services available to the users through proper mechanisms (Jestin and Parameswari, 2005). The library promotes several kinds of electronic information resources available such as e-books, aggregators, consortia, e-reference sources, e-thesis, and dissertations (Pawar and Moghe, 2014). However, the library promotes various kinds of electronic information services available in the libraries such as e-mail services, online reference services, cataloging and classification services, awareness and workshop services, customer care services, management databases, as well as subscription services (Okwemu and Nwoha, 2016). Furthermore, electronic information resources and services delivery are promoted through different tools including digital media, print materials, and other tools such as library publications (Yi, 2016).

1.2 Background to the Study

1.2.1 Electronic Information Resources

Electronic information resources in libraries were started with the expansion of machine-readable cataloging (MARC) which was followed by an Online Public Access Catalogue (OPAC). Then through the rapid advancement of technology in the late 1960s bibliographic databases were developed followed by CD-ROM databases in the late 1980s. However, in the 21st century online databases came into being which involve electronic serials (Hawthorne, 2008). In 1990 electronic information

resources such as e-books, and e-journals emerged as important information sources (Nisonger, 2003). Technology has stimulated much advancement and application of electronic information resources whereby promotion and marketing of electronic information resources become important aspects of library management. Thu (2018) divulges that different interactive web tools and techniques used to promote electronic information resources such as wiki, blog, RSS (Really Simple Syndication), Instant Messaging, Podcast, Vodcast, Library websites, and Quick Response Codes (QR Codes). Electronic information resources have become a sign of modern learning platforms that give students new opportunities to access, retrieve, and use information more easily than the previous generations. Due to this reason, higher education institutions in developed Western countries and developing countries like Tanzania believe electronic resources offer rich opportunities to embed technological innovations within the learning environment (Sejane, 2017). On the other hand, electronic resources have advantages over print including speed, ease of use, ability to search multiple files at the same time, ability to save, print and repeat searches, more frequent updating, and the ability to access documents from outside the library (Saikia, 2013). Saikia (2013) found that users of academic libraries in developing countries are not aware of electronic resources. Similarly, Satpathy (2010) posits that despite the large number of resources being acquired by libraries, their usage has not been satisfactory. Moreover, Sethi's (2011) study on the use of e-resources by life scientists reveals that there is a dearth of studies on the use of e-resources and the internet in the context of academics, researchers, and students across the globe. In addition, Okiki (2011) affirmed that e-resources present some challenges, especially technical issues that need to be considered to ensure resources

are compatible with existing library hardware and software and that the library can provide and effectively maintain access to resources on an ongoing and cost-effective basis. This means that promotional activities, just like any other information service, have been a challenge to most academic libraries due to inadequate budgets subject to expenditures and revenues (Lorver, 2020). Zibani (2019) argues that there are various strategies used by libraries in marketing electronic information resources and services including notice boards, librarians, social networks, institution websites, and orientation to new users. This argument is affirmed by Mubofu (2019) who states that various strategies are used to market electronic information resources. Generally, the promotion of electronic information resources in libraries aims to create awareness as well as to improve the usage of electronic resources and services available that are offered by the library. Nowadays, many libraries have various electronic information resources such as an e-book, e-journals, and e-newspaper.

1.2.2 Electronic Information Services

Technological development stimulated the transformation of information services to electronic information services systems based on eXtensible Markup Language, the building of complex indexes as well as filtering (Tonta et al. 2004). Electronic information services contain systems designated by structured information with better content response, and meaning to electronic documents through character string markup. However, flexible ways to create information formats and electronic shared data through the Internet and corporate networks. On the other side, electronic information services necessitate the usage of electronic facilities which enhance the services given to customers and maximize the stock available by information and

documents delivery in electronic forms. The application of electronic information services has created a new set of demands for information providers. Through several demands, services have been expanded to include automated information delivery and are built according to various interoperable standards (Cotter and Carroll et al, 2023). Advancements in electronic information services have also promoted new interest in artificial intelligence systems or agents to facilitate the delivery of information services, ranging from natural language processing to the creation of content. Through advancement, the world has experienced the availability of various kinds of electronic information services in libraries. Ekere, Okwemu, and Nwoha (2016) on his study had reported on various services available in e-libraries such as online internet search services, e-mail services, online reference services, cataloging and classification services, awareness and workshop services, customer care services, management databases, as well as subscription services. Through the availability and emergence of innovation as well as the application of electronic information services the library stands on the side of promoting the services available to the user with visions and missions on promoting their services. The aim of promoting and marketing electronic information services is to achieve a high level of customer satisfaction, ensure the survival of their respective institution as well and enhance the perceived value of the services. The promotion of electronic information services is conducted by the library because the library is a social institution and not for profit (Patil and Pradhan, 2014). The promotion of electronic information resources as an important phenomenon plays a great role in creating awareness regarding the services available. Yi (2016) reported various ways the promote electronic information such as digital media including library websites as well as printed

materials such as posters. The study, therefore, focused on the promotion of electronic information resources and service delivery. It aimed at finding out the promotional strategies employed by the libraries the usage of electronic information resources and service delivery.

1.3 Statement of the Research Problem

In the past few years, electronic information resources and services in higher learning institution libraries have become popular. Since the early 2000s various university libraries have subscribed to several kinds of electronic information resources and services, most of them are available through the university such as various platforms such as EBSCO Host, Emerald Publishing, Research4Life, and so forth. The attendance of electronic information resources and services is the positive result of the advancement of information technology that ascendancy the rapid transformation of traditional libraries to digital libraries (Eje and Dushu, 2018). All this has set the libraries to put great strength in promoting electronic information resources and services available. To achieve the specific purpose of promotion as well as marketing, various strategies are used by libraries such as library websites (Muneja, 2023). What is still not well known is whether or not libraries meet the goals in the promotion of electronic information resources and services available through those strategies used. It is not clear if the promotion of electronic information resources and service meet the intended library goals. In addition, there is a need to ascertain the challenges facing the libraries in the promotion of electronic information resources and services delivery. As such, this study was designed to assess the promotion of electronic information resources and services delivery in academic

libraries in Tanzania.

1.4 Research Objectives

1.4.1 General Research Objective

The general objective of this study was to assess the promotion of electronic information resources and service delivery.

1.4.2 Specific Research Objectives

- i. To find out the kinds of electronic information resources and services available in the selected libraries and how the libraries acquired them
- ii. To find out the promotional strategies employed by the libraries to improve usage of electronic information resources and service delivery
- iii. To Identify the challenges associated with promoting electronic information resources and services delivery in selected academic libraries

1.5 Research Questions

- i. What types of electronic information resources and services are available in the selected libraries and how the libraries acquire them?
- ii. What are promotional strategies employed by libraries to improve the usage of electronic resources and information services?
- iii. What are the challenges facing libraries in promoting electronic information resources and service delivery to users?

1.6 Scope of the Study

The scope of the study can be defined as things that are covered in the investigation. It clearly describes the extent of the content, which has been covered by the research techniques to arrive at a sounder conclusion and to provide conclusive and acceptable solutions to the investigation (Akanle, Ademuson, and Shittu, 2020). The scope of the study refers to the boundaries within which your research project will be performed. The scope of this study was based on terms of subject matter, study area, and methodology. This study was limited to the promotion of electronic information resources and service delivery in an academic libraries. Therefore, the study indicated the kinds of electronic information resources and services available in the selected libraries and ways used by the libraries to acquire electronic information resources and service delivery. However, the study was limited to The Open University of Tanzania Library, University of Dar es Salaam Library, Tumaini University Library Dar es Salaam College, and Mzumbe University Library Dar es Salaam Campus College study area. Therefore, the findings cannot be generalized to other campuses. Lastly, the study collected data from library staff only. However, the scope of this study was limited by the method of data collection whereby the researcher used questionnaires and interviews.

1.7 Limitations of the Study

Limitation of the study includes the constraints placed on the ability to generalize from the results where the different method is used to establish internal and external validity or result of unanticipated challenges that emerged during the study (James & Murnan, 2004). The limitations of the study include time as a major limitation that

was hindering the investigation process in different activities, especially in data collection up to the submission of the final dissertation. Therefore, the researcher used the available time effectively with research activities only. During the process, there was a problem with the availability of respondents when the researcher planned to meet them but this was resolved by the researcher making a flexible schedule to accommodate the respondents' schedule.

1.8 Significance of the Study

The application of electronic information resources and services in higher learning institutions influenced the researcher to determine various aspects related to the promotion of electronic information resources and service delivery. The result of this investigation will increase knowledge about electronic information resources and service delivery to academic institutions and librarians. The findings of this study will help The Open University of Tanzania, The University of Dar es Salaam, Tumaini University of Dar es Salaam College, and Mzumbe University of Dar es Salaam Campus College to plan better on how to promote electronic information resources and services.

1.9 Organization of the dissertation

This study contains five chapters encompassing chapter one, chapter two, chapter three, and chapter four, together with chapter five. Chapter One contains an introduction, background, statement of the problem, general along with specific objectives, research questions, limitation of the study, and significance of the study. Chapter Two comprises a literature review with sections such as conceptual

definitions, empirical analysis of relevant studies, conceptual framework, supporting theories, and research gap. Chapter Three comprises the research methodology including research design, study population, data collection methods and instruments, data quality control, and data analysis and presentation. Chapter four contains data presentation, analysis, and discussion. Chapter five contains a summary of the key findings, conclusion of the study, and recommendation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

A literature review is a carefully crafted summary of the studies conducted on the topic that includes key findings and methods researchers used while making sure to document the sources (Rhoades and Ellen, 2011). This chapter comprises conceptual definitions, a critical review of supporting theories, an empirical analysis of relevant studies, a research gap, and a conceptual or analytical framework that encompasses on Promotion of Electronic Information Resources and Services. Within this chapter, the researcher considered various articles, books, and research works that have information related to this study.

2.2 Conceptual Definitions

2.2.1 Academic Library

This is the kind of library that is attached to a higher education institution to provide resources to enrich and support the curriculum and the research needs of students and faculty (Curzon and Quinonez-Skinner, 2009). Therefore, the academic library for this study was defined as the library that is part of a university with the primary role of providing resources to support faculty, students as well and the researcher.

2.2.2 Electronic Information

Is any information stored, controlled, or processed in electronic form (Law Insider, 2021). In this study, the researcher has used the term electronic information as the information that is stored, and controlled but also processed by using technological

tools or devices such as computers.

2.2.3 Electronic Information Services

These can be information services that are provided online or through network connectivity. For this study, the term electronic information services was used as related information services that users access by using a computer through online means.

2.2.4 Information

Is the data that has been processed, evaluated, and organized so that it can be presented in usable form (Bonai, 2016). So, when data is processed, organized, structured, or presented in a given context to make it useful is known as information.

2.2.5 Information Resources

In this study, information resources include library documents that provide information about a specific topic which can be informed by primary sources, secondary sources, and tertiary sources. For this study, the researcher used information resources to incorporate theses and dissertations, technical reports, magazines and newspaper articles, encyclopedias, as well as books.

2.2.6 Information Resources Delivery

In this study, the researcher used the term information resources delivery as the process of allowing users to use and access information free or with low-cost information resources without any restriction.

2.2.7 Information Services Delivery

The term information services delivery in this study was used as the process of allowing users to have the capability for generating, acquiring, storing, transforming, processing, and retrieving information via telecommunication.

2.2.8 Library

It is defined as the collection of materials such as books, journals, articles, and newspapers as well as a magazine that is arranged and organized by information professionals to ensure accessibility for use and not just for display purposes (Norman, 2012). So, for the study researcher used the term library as a place that includes the collection of information resources for use and not for sale. However, there are various types of libraries, including academic libraries.

2.2.9 Marketing of Electronic Information

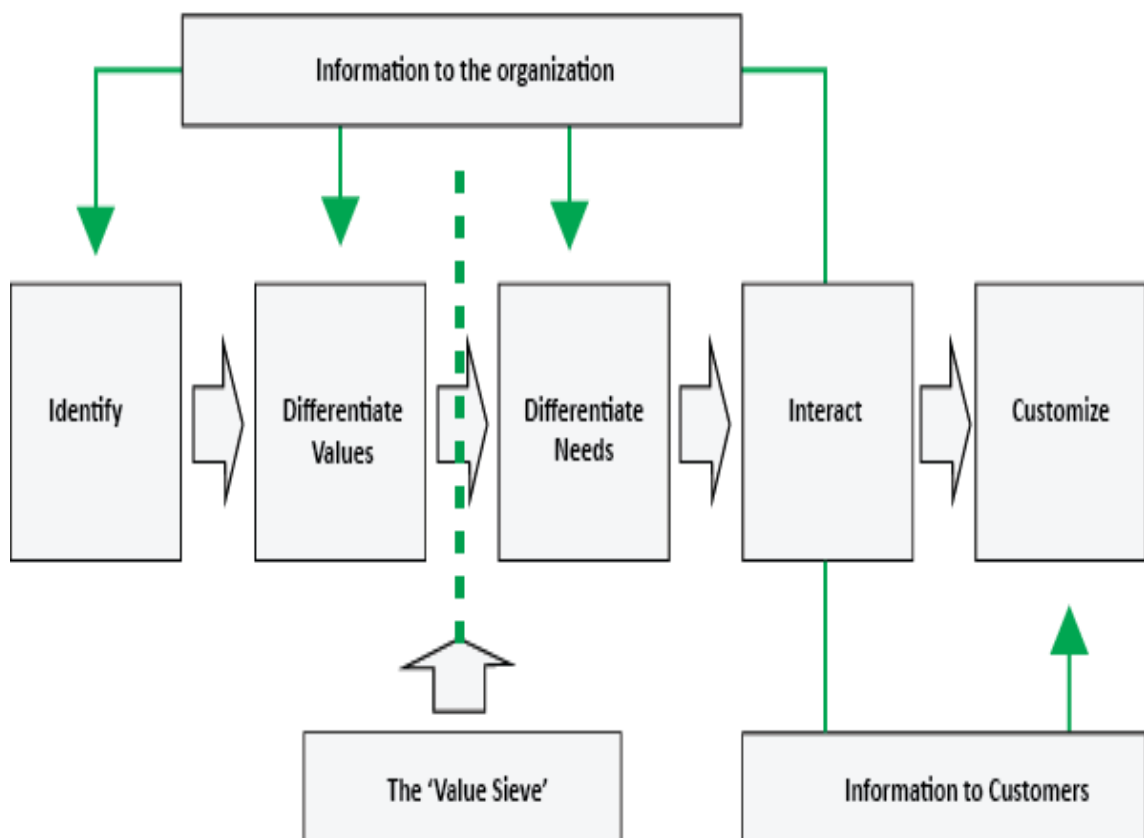
In this study, the researcher used the term marketing of electronic information as the activity undertaken of linking library users with electronic information including advertisements and promotion to the users.

2.2.10 Promotion

For this study, promotion was used as the method used by the library to provide information to users about library services and resources to attract their attention to the resources and services provided (Yi, 2016). For this study, the term promotion was used as the act of furthering the growth or development of something through several techniques such as advertising, publicity as well and discounting.

2.3 Theoretical Model

This study was based on one of the primary models and it is therefore based on the model that the research emphasized on the promotion of electronic resources and services in academic libraries. This investigation applied the model of customer relationship management suggested by Pepper and Rogger (2004). Pepper and Rogger suggested four interrelating implementation steps called the IDIC model that compose (identify, differentiate, interact, and customize). This del suggests that companies or organizations should take four actions to build, keep, and retain a long-



term relationship with users or customers.

Figure 2.1 Schematic Diagram Showing the IDIC Model

2.3.4 Application of the IDIC Model on the Promotion of Electronic Resources and Services in Academic Libraries

The IDIC model was linked to this study by using IDIC steps as follows;

2.3.4.1 Identify

The library must identify the kinds of electronic information resources and service delivery available. This study identified several kinds of electronic information resources and services available in academic libraries. Furthermore, libraries must have deep knowledge of their users. According to Pepper and Roger (2004), it is not only necessary to know about more and more your customers so that you can easily understand them and serve them profitably.

2.3.4.2 Differentiate

Pepper and Roger (2004) explain that differentiation is based on two bases that is value and need. This study noted that, under the promotion of electronic resources and services delivery on need the library must differentiate users according to their needs, because different customers have different needs, and serving them in profitable ways requires more knowledge about their needs.

2.3.4.3 Interaction

The library must emphasize interaction with the users to ensure that you understand users' expectations and their relationship with the library. The library must consider interaction with users according to their needs and the value that they are providing to users. Interaction directly with users makes them believe that the library has a

concern with them and the library wants to serve them individually. Therefore, efforts of the library to promote electronic resources will help to increase customer loyalty and help the library build long-term relationships.

2.3.4.4 Customize

When you differentiate your library users according to their value and needs, after that you have to customize your library resources and services according to their needs and values. Customize the offer and communication to ensure that the expectations of customers are met. Interact to customize information to users about your ability to cope with their needs.

Therefore, this model was linked to this study with IDIC steps to interact with its users through the promotion of information resources and service delivery in academic libraries. However, the IDIC can be used as a tool for assessing the effectiveness of the promotion of information resources and services in academic libraries this is because the IDIC model can be used to make assessments by identifying, and differentiating the value and needs of the library users as well as the customize.

2.4 Kinds of Electronic Information Resources and Services Available in Academic Libraries and Ways Electronic Information Resources and Services are Acquired

2.4.1 Kinds of Electronic Information Resources and Services Available in Academic Libraries

Several scholars have designated on presence of several kinds of electronic

information resources and services in academic libraries. For instance, Mubofu (2009) on strategies and challenges for marketing electronic resources, a cross-sectional study of the Mwalimu Nyerere Memory Academy (MNMA) available include OPAC, e-newspaper, e-book, e-journal, the internet as library e-resources and services available but also most know by students. Gakibayo (2013) on electronic information resources utilization by students in Mbarara University Library indicates e-books, e-journals, electronic document delivery, scholarly databases, electronic mail, and internet search engines as electronic resources and services available in Mbarara University Library. Pawar and Moghe (2014) on the need for e-resources in academic libraries identify e-books, aggregators, consortia, e-reference sources, e-thesis, and dissertations as the e-resources available in academic libraries. Baskar (2017) in his study of e-resources and their uses in libraries indicated e-books, e-journals, databases, CDs/ DVDs, e-conference proceedings, e-reports, e-maps, e-pictures/ photographs, e-manuscripts, e-theses, e-newspapers as the different types of e-resources available in the library. Sisimwo (2016) in his study indicated online catalogs, electronic books, electronic journals, online databases, ask the librarian, internet, and digital repository as types of electronic resources available in the library. Anyim (2018) described types of electronic information services available in digital libraries such as information literacy services, online internet search services, digitalization of local content, electronic document delivery services, e-reference services, online inter-library services, CD-ROM search services, data management service, customer care service as well as e-mail service. Also, Okwemu and Nwoha (2016) desired e-mail services, online reference services, cataloging and classification services, awareness and workshop services, customer care services,

management databases, as well as subscription services as kinds of electronic information services available in the e-library. Wasike (2010) reported on types of electronic information services available at Kenyan academic libraries including Online Public Access Catalogues, Internet services, as well as Access to CD-ROMS

2.4.2 Ways Electronic Information Resources and Services are Acquired

Benny (2015) in his study “Selection and acquisition of e-resources in academic libraries” indicated that purchase, subscription, and consortia as the methods to acquire e-resources. Adesanya (2015) in his study of “Acquisition patterns in academic libraries revealed that the library acquired electronic resources through purchases and gifts. Furthermore, Okogwu and Achebe (2018) in the “Selection and acquisition of electronic resources in university libraries” found out that subscription, purchase, internet sources, and consortia are methods of acquisition of electronic resources in university libraries. Evans & Saponaro's (2012) study indicated film orders, standing orders, approval plans, blanket orders, subscriptions, leases, gifts, and exchanges as the eight types of acquisition methods followed by librarians. Lisbdnetwork (2014) affirms Evans & Saponaro's views on book acquisition methods of libraries when indicating purchases, gifts and donations, exchanges, inter-library loans, and deposits on copyright law as the ways used by the library to acquire resources including e-resources. Moreover, the American Library Association (ALA) (2023), emphasizes that library acquisition procedures should involve recommendations for purchase that include administrators, teachers, and students. Also, gift materials shall be judged by the selection criteria and shall be accepted or rejected by those criteria. Generally, investigation results indicated that purchases,

gifts and donations, exchanges of resources, inter-library loans as well and legal deposits are the ways used by libraries to acquire e-resources.

2.5 Promotion Strategies Employed by the Libraries to Improve Usage of Electronic Information Resources and Services Delivery

Promotion and marketing strategies aim to achieve electronic resource users' satisfaction in academic libraries. Balakrishnan (2014) argued that marketing and promotion are vital for academic libraries to enhance their reputation and usage of electronic resources. Furthermore, Madhusudhan (2010) argued that academic libraries currently use media such as Wiki, blog, Facebook, Twitter, Flickr, YouTube, and instant messaging to market and promote the usage of electronic resources services. These tools and techniques have allowed the promotion and effective use of electronic resources in academic libraries (Balakrishnan, 2010). According to Duke et al (2009), academic libraries can use collaboration as a model for promoting electronic resources and services. These methods can, therefore, be effective when collaboration among students and academics is enhanced through promoting the use of the student's ideas and feedback. Mubofu (2019) found that posters and brochures, text messages, library home pages, institution newsletters, orientation to new users, institution websites, social networks, and librarians as promotion and marketing strategies for library electronic resources. Also, Ndugu (2016) specifies networking, institutional intranet, institutional newsletters, student magazines, free online training materials, and tutorials, as well as peer trainer programs as promotion and marketing strategies used by the library. Furthermore, Benson (2016) indicated the use of social media, the use of the institution's

website/library online, newsletter marketing, the use of social media tools, electronic mail, press releases, library notice boards, displays, and exhibitions, through the use of bulk SMS, through effective public relations, Seminar, and workshops, Networking among professional colleagues as the strategies used in promoting e-resources. Yi (2016) on effective techniques for the promotion of library services and resources identifies workshops, training sessions, phone, open houses, one-to-one conversations, library tours, face-to-face events, exhibits/displays, and classroom instruction as techniques used to promote services and resources. Other techniques identified include published guides, print advertising, newsletters, leaflets, giveaways, flyers, direct mail, brochures, booklets, advertisements, website announcements, webcasts, social media, online advertising, library websites, emails, and catalogs. Malekani and Benard (2018) indicated website, website announcements, booklets, direct mail, training sessions, library tours, social media, workshops, face-to-face events, classroom instruction, print advertising, leaflets, phone, brochures, e-mails as well as online advertising as strategies or techniques used in promoting electronic information resources and service in academic libraries. Yusuf (2019) identifies the use of social media, public announcements, use of exhibitions and displays, organized seminars and workshops as well and electronic advertisements as marketing strategies used for the promotion of library information services.

2.6 Challenges Facing Libraries in Promoting Their Electronic Information Resources and Service Delivery

A study conducted by Mubofu (2019) on “Strategies and Challenges for Marketing

Electronic Resources at Mwalimu Nyerere Memorial Academy” identifies inadequate knowledge of marketing, unreliable power, the limited number of library staff, inadequate budget, poor morale by the librarians, poor cooperation from management, poor quality of internet services and network in the library as the challenges facing libraries in marketing their electronic resources services. Furthermore, Vasileiou (2010) recognize lack of time to promote e-books, lack of e-book stock in the library, accessibility and use issues, budget constraints, and little time provided for user education to be the challenges facing library in promoting electronic information resources and services. Other challenges include; getting people interested, lack of availability in the market, and lack of time. Also, Benson (2016) investigated strategies used in marketing libraries and information services in Tertiary institutions in IMO and mentioned the following factors as challenges facing libraries in marketing electronic resources service. These include the inadequacy of computer-trained and certified librarians, the inadequacy of funding, irregular power supply, lack of ICT infrastructure, high cost of ICT tools, inadequate knowledge of the user needs, and lack of commitment of the library management. In addition, language barriers, the location of the library and information center, the high level of information illiteracy among library users, as well as the inadequacy of qualified human personnel and resources are other challenges mentioned facing libraries in marketing electronic resources service. Furthermore, Akussah (2015) designated factors such as an insufficient number of computers, inadequate electricity supply, and lack of information retrieval skills as the challenges facing libraries in marketing electronic information resources and services. Therefore, form-reviewed literature indicates that shortage of funding, internet and network problems, as well as the

limited number of staff are some of the common challenges in promoting electronic information resources and services in libraries.

2.7 Empirical Literature Review

This part presents empirical studies that have been done on the promotion of electronic resources and service delivery in academic libraries; focusing on global and Tanzania perspectives. Ndugu (2016) investigated the promotion of electronic resources in academic libraries on a minimal budget. The study indicates various promotion strategies at minimal cost that include network, institutional newspaper, and student magazine, free online training materials and tutorials, library website, YouTube as well as branding electronic resources. Mubofu (2019) investigated strategies and challenges for marketing electronic resources, a cross-sectional study of the Mwalimu Nyerere Memorial Academy. The study employed a mixed research design in which both qualitative and quantitative research designs were used in a single study. The study findings found various strategies for marketing electronic resources including social networks, institution websites, and library home pages. Also, the study indicates various types of electronic resources including e-newspapers, e-books, e-journals, and the Internet. Muneja (2023) investigated the marketing of electronic resources by universities and colleges in Tanzania. The evaluation was conducted with an established checklist to evaluate the websites to identify Web-based tools, which are potentially useful in marketing resources. The study revealed that the majority of university libraries display a list of electronic resources on their websites. Malekani and Benard (2018) investigated effective outreach techniques for the promotion of library information resources in academic

libraries in Tanzania. A case of Sokoine National Agricultural Library. The data were collected by using a survey questionnaire that was purposively distributed to students, librarians, and members of academic staff. The study results indicated techniques used in the promotion of library resources and services such as library website, website announcements, booklets, direct mail, training sessions, library tours, social media, workshops, face-to-face events, classroom instruction, print advertising, leaflets, phone, brochures, e-mails as well as online advertising. Shah and Idrees (2021) investigate the promotion of information services and resources in university libraries. The study was undertaken through a questionnaire-based survey. The study findings show social networking websites, verbal communication, library posts, and library display boards as promotional techniques used by libraries. Pessa (2019) investigates on marketing and promotion of e-journals in academic libraries in Tanzania. The study findings indicate that there are various strategies used in the marketing and promotion of the use of electronic journals including social media. Hickman (2014) investigated the challenges of accessibility and use of electronic resources at the Bank of Tanzania Library (BoTL). The study employed a case study design using questionnaires, interviews, and observation as the main data collection methods. The study found various types of electronic resources accessible in the library such as electronic books, electronic journals, online databases, search engines and CD ROMs, electronic magazines, electronic newspapers, and institutional websites. Furthermore, the study found that respondents were aware of various e-resources available in the library. Different studies played a big contribution to this study For example Hickman's (2014) study is important to this study because it informs us about the challenges of accessing and using resources. It gives base

information on our third objective aimed at identifying the challenges associated with promoting electronic information resources and services delivery in selected academic libraries.

2.8 Conceptual Framework

A conceptual framework can be defined as the written representation of an expected relationship between variables of the study (Swaen, 2022). This study developed a conceptual framework as illustrated in Figure 2.1. As illustrated in the framework the independent variable of the study is the kinds of electronic information resources and service delivery. In addition, the dependent variable of the study is the outcome of the promotion of electronic information resources and service delivery. Furthermore, the intervening variable of the study is the challenges in promoting electronic information resources and service delivery. The outcome of the promotion of various kinds of electronic information resources and service delivery is measured by the usage of electronic information resources and services for library users. The upshot can be either high usage or low usage of several kinds of electronic information resources and service delivery. The consequence of the study reported high usage of numerous kinds of electronic information resources such as e-journals and e-books for library users, hence indicating the success of the promotion of those kinds of electronic information resources. Also, the study shows high usage of electronic information services such as Internet service as well as OPAC. But on the side, the results revealed low usage of electronic information resources such as CD-ROM, and e-magazines. Furthermore, promotion can be affected by several challenges, the study revealed that there are various challenges in promoting electronic information

resources and services such as inadequate budgets, unreliable power limits the use of electronic resources, inadequate knowledge of promoting, poor cooperation from the management and poor morale by the librarian. The respondents recommended various ways to overcome those challenges to maintain high usage of several kinds of electronic information resources and services, especially e-magazines and CD-ROM resources.

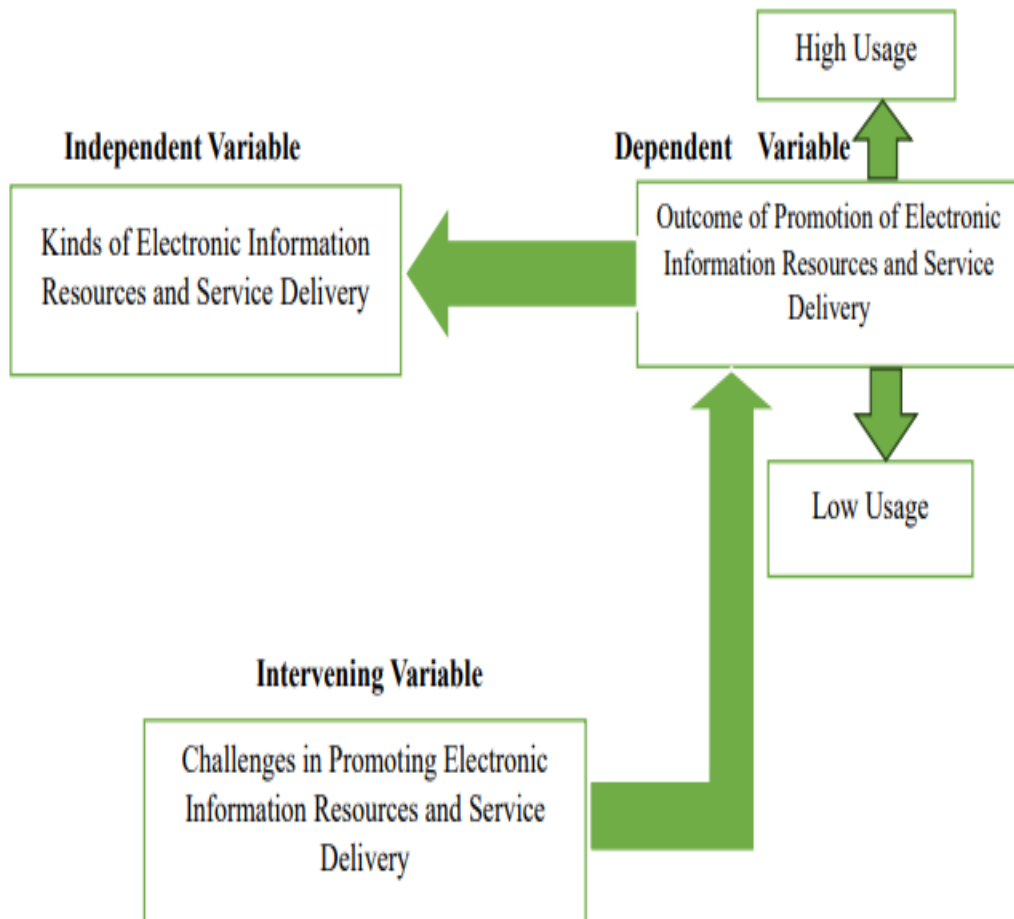


Figure 2.2 A Schematic Diagram Showing the promotion of Electronic Information Resources and Service Delivery

Source: Mushi, 2022

2.9 Research Gap

Various investigation indicates the different outcome of findings related to the promotion and marketing of electronic information resources service in different academy library. For example, Pradhan (2013) investigated library promotion practices and marketing of library services. In addition, Gakibayo (2013) investigated electronic information resource utilization by students in the Mbarara University Library. On top of that, Mubofu (2019) investigated strategies and challenges for marketing electronic resources. Furthermore, Ndugu (2016) investigated the promotion of electronic resources in academic libraries on a Minimal budget. There is limited research on Promotion of electronic information resources and services in Tanzania. This study therefore focused on the promotion of electronic information resources and service delivery and promotional strategies used by academic libraries in Tanzania with specific reference to The Open University of Tanzania, The University of Dar es Salaam, Tumaini University Dar es Salaam College, and Mzumbe University Dar es Salaam Campus College.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter concentrated on the research method that was applied in this study. The chapter begins with a presentation of the research design, area of study, the population of the study, data collection methods, research instruments, data quality control, data analysis, and presentation as well as an ethical consideration.

3.2 Research Design

Research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in the procedure (Kothari, 2004). Cresswell, (2003) defined research design as plans or outlines adopted by the researcher to generate answers to a specific research problem. In this study, the researcher used a descriptive research design. Descriptive research design can be defined as the type of research design that aims to obtain information systematically describing a phenomenon, situation, or population (McCombes, 2019). In this study, the researcher used descriptive research design for the following reasons: to identify characteristics, frequencies, trends, categories as well and the behavior of people. Also, descriptive research design allows for the analysis of facts and helps in developing an in-depth understanding of the research problem. In addition, descriptive design is cost-effective and quick (Solanki, 2022).

3.3 Area of the Study

The study was conducted in selected academic libraries in Tanzania namely, The

Open University of Tanzania Library, University of Dar es Salaam Library, Tumaini University Dar es Salaam College Library, and Mzumbe University Dar es Salaam Campus College Library. The justifications for including these Libraries in this study are as follows;

- **The Open University of Tanzania Library:** This library offers art technology, a vast collection of research and reading materials, and specialized services. The library is also keeping a central role in the support of the core mission of the university namely teaching, learning, research, and community services in distance education. The library website provides essential information and services but also acts as a gateway to a wealth of research and learning materials including e-journals, e-books, and online Thesis/Dissertations. The Library is a member of the Consortium of Tanzania University Libraries (COTUL) and has subscribed to electronic information resources
- **The University of Dar es Salaam Library:** The library a vital source of scholarly information that facilitates users to get access to learning and research resources during their studies. Also, provides access to a wide range of resources in both print and digital formats. The Library is a member of the Consortium of Tanzania University Libraries (COTUL) and has subscribed to electronic information resources
- **TUDARCO Library:** The college subscribes to some periodicals/journals in various fields. Electronic resources and periodicals at the Tumaini University Dar es Salaam College (TUDARCO) library include journals and databases to support academic and research activities. The Library is a member of the

Consortium of Tanzania University Libraries (COTUL) and has subscribed to electronic information resources.

- **Mzumbe University Library:** The Mzumbe University Library maintains and provides access to a wide variety of online or electronic information resources in various subjects. Electronic information resources available are in the versions of e-books and e-journals among them. Mzumbe University Library subscribes to a wide variety of authoritative online databases such as EBSCO Host, Wiley, and Emerald among others. The availability of electronic information resources influenced the researcher to pick Mzumbe University among the selected universities. The Library is a member of the Consortium of Tanzania University Libraries (COTUL) and has subscribed to electronic information resources.

3.4 Study Population

For this study, the study population was library staff who performed library activities from the specific study area. It makes them appropriate participants of this study as they have the suitable information that the study intends to assess.

3.4.1 Sampling Design

Sampling design can be defined as the technique used by researchers to select sample units for measurement (McCombes, 2022).

3.4.1.1 Sampling Techniques

Sampling is the process of drawing a sample from a large population through

sampling techniques. Sampling techniques provide a range of methods that enable the researcher to deduce the amount of data to be collected, based on the selected representative of the population rather than the whole (Creswell, 2009). There are two types of sampling techniques probability sampling and non-probability sampling. In this study, the researcher used non-probability including convenience sampling and purposive sampling to obtain a sample for the study.

3.4.1.1.1 Convenience Sampling

In this study, the researcher used a convenience sampling method to select 66 library staff from the four selected academic libraries. Convenience sampling played a significant role in this study by facilitating the simplicity of sampling, the ease of research, and data collection in a short time. Also, low costs were used in this study in obtaining information and less time in detailed information through convenience sampling.

3.4.1.1.2 Purposive Sampling

Purposive sampling involves all processes whereby researchers handpick the cases to be included in the study based on the judgment of their typicality or possession of the particular characteristics being sought (Singh, 2014). The researcher used purposive sampling to select four (4) library directors from the four selected libraries.

3.4.1.2 Sample Size

A study sample size presents a specific unit/section of the study population from which data is collected. The total number of respondents involved in this study was

sixty-six (66) respondents as indicated in Table 3.1 below.

Table 3.1 Sampling Frame

Case Study Area	Target Population	Questionnaire	Interview
The Open University of Tanzania Library	17	16	1
University of Dar es Salaam Library	32	31	1
Tumaini University Dar es Salaam College Library	7	6	1
Mzumbe University Dar es Salaam Campus College Library	10	9	1

Source, 2022

3.5 Data Collection Methods and Instruments

3.5.1 Data Collection Methods

Kothari (2004) defined the data collection method as all procedures, techniques, and tools used when collecting data from the sampled participants. For this study, the researcher used questionnaires, interviews, and documentary reviews to gather information from the respondents. The use of these methods increases the quality, reliability, and validity of the study findings.

3.5.1.1 Questionnaire

The researchers used a questionnaire method for assistant library staff to obtain data about the promotion of electronic information resources and service delivery. The questionnaire was administered to sixty-two (62) library staff as indicated in Table 3.1. The questionnaire method played a great role in this study by facilitating the collection of large amounts of data and information in a short period and the

respondents are free to respond to questions asked in their own words.

3.5.1.2 Interview

The interview is a type of data collection where the researcher asks the question and the respondent provides the answer (Easwaramoorthy & Zarinpoush, 2016). The researcher interviewed four (4) library directors as indicated in Table 3.1. The methods assisted the researcher in capturing several opinions regarding the study.

3.5.1.3 Documentary Reviews

In this study, the researcher used published international, national, and government sources as well as journals, textbooks, and commissioned reports relating to the study. Also, the official report from selected academic libraries was used to find out about the promotion of electronic information resources and services. Documentary review from unpublished sources such as records and dissertations, properly kept by the public and private libraries and other private offices was also consulted. Ndunguru (2007) considers documentary sources as a method of gathering data from secondary sources such as documents books, articles, as well as pamphlets, manuals, and policies that concern job enrichment and motivation. Documentary reviews are meant to answer other research problems or for other research purposes but may provide solutions to the research problem at hand (Cant, et al., 2008).

3.5.2 Research Instruments

Research instruments include tools used by researchers to collect data, measure data as well and analyze data related to the subject. In this study, the researcher used a

questionnaire and interview guide.

3.5.2. 1 Questionnaires

The distribution of the questionnaire instruments was scheduled for a two-week activity, and all questionnaires were answered and returned. The researcher administered the questionnaire to all respondents. The questionnaire included both closed and open-ended questions. The researcher used closed questions because it helps to ensure that the respondents remain with a specific answer, but also the researcher used an open-ended question to provide a chance for respondents to provide different views.

3.5.2.2 Interview guide

The researcher used structured and semi-structured interviews during the data collection process to obtain more information about the promotion of electronic resources and services in the academic library from the library directors. The researcher used face-to-face interviews to obtain information from library directors and the interview was scheduled for two weeks according to the time available from respondents. The interview was conducted through an interview guide by face-to-face method for 30 minutes to one hour.

3.6 Data Quality Control

Data quality control in investigation involves the application of methods that are used to determine whether data meets overall quality goals and defined quality criteria for individual values (Vaughan, 2022). Data quality control is necessary to

ensure the accuracy, completeness, consistency, as well as reliability of information obtained from respondents and to minimize errors. The researcher used the following techniques for data quality control.

3.6.1 Pilot Study

The pilot of the study was carried out before the main fieldwork, to establish the validity, reliability, and significance of the instruments. To detect possible flaws in measurement procedure and also identify unclear or ambiguous items in the questionnaire and interview questions. The pilot study was carried out on 5 library staff who were randomly selected from the Open University of Tanzania. The results from the pilot study were used to review the questionnaire. The results of the pilot study assisted the researcher in building a baseline for information improvement on various aspects of my investigation including methodology, especially related to the validity and reliability of the instruments.

3.6.2 Rigorous

Casadevall (2016) defines rigor as a theoretical or experimental approach undertaken in a way that improves confidence in the reality of the findings. It is normally and synonymously taken as truth or accuracy. The researcher followed all research procedures and ethics to ensure the validity and reliability of the collected data.

3.6.3 Triangulation

Triangulation means using more than one data collection method or tool to verify the validity of the sources of the collected information (Dzwigol, 2020). The researcher

used the triangulation method to bring the validity of the data through construct validity by evaluating whether a measurement tool represents the thing that the researcher is interested in measuring through cross-verification from two used sources of data collection. Although, the triangulation method was applied in this study to increase methodological reliability and the rate of certainty with research findings. The researcher used questionnaires and interviews to collect data.

3.7 Data Analysis and Presentation

In this investigation, the data was reviewed to check for any errors then data was coded into the Statistical Package of Social Science software and Microsoft Excel for analysis. The primary data was then organized and analyzed according to the specific research objectives. The results of the analysis were illustrated in the form of descriptive statistics, which include graphs, frequencies, cross-tabulations, tables, and charts depicting percentages and counts of respondents. Nevertheless, the data was organized, labeled, and coded to facilitate data analysis. This was done by editing the collected raw data to remove errors, incompleteness, inconsistency, and omission. This ensures that the data are accurate and consistent.

3.9 Ethical Considerations

Ethics is concerned with behavior/norms for conduct that differentiate between unacceptable and acceptable behavior (Mugenda, 2011). In social science research, a researcher needs to consider ethical issues when conducting research. The researcher remained ethical while conducting an investigation, and the respondent's identity and privacy were protected in one way or another through the use of numbers and letters.

The investigation participants were voluntarily recruited while their information about the study was kept confidential. In addition, the researcher avoided plagiarizing other scholarly material but ensured the originality of her investigation. Moreover, in carrying out the investigation process the researcher also sought formal approval by obtaining an introductory letter from the Open University of Tanzania for carrying out the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

4.1 Introduction

This chapter resides in data presentation, analysis, and discussions of the findings. The data presented and discussed were the results of the study on the promotion of electronic information resources and service delivery. The chapter is organized following the specific objectives of the study including finding out the kinds of electronic information resources and services available in the selected libraries and how the libraries acquire them, finding out the promotional strategies employed by the libraries to improve the usage of electronic information resources and service delivery and identifying the challenges associated with promoting electronic information resources and services delivery in selected academic libraries.

4.2 Demographic Information of Respondents

The researcher assessed the general demographic information of respondents involved in the study by looking at different variables to understand the categories of respondents. These variables are age, education level, and working experience. Demographic information of respondents has a very crucial role in giving responses in a specific study. Since they, help the researcher to know what kinds of respondents participated in the particular study to provide the needed information. Therefore, the demographic results of the respondents are presented as follows;

Table 4.1 Demographic Information of Respondents (n=62)

Demographic Information of Respondents	Respondents Information	Frequency	Percentage
Age	Less than 30 years	34	55%
	30-49 years	26	42%
	50 and above years	2	3%
Education Level	Certificate	9	14%
	Diploma/Advanced Diploma	10	15%
	Bachelor's Degree	29	45%
	Master's Degree	10	15%
	PhD	7	11%
Work Experience	Less than 5 years	18	30%
	5-9 years	27	44%
	10-14 years	12	18%
	More than 15 years	5	8%

Source: Field Data (2022)

Table 4.1 found that 34(55) respondents were aged less than 30 years 26(42) respondents were aged between 30 to 49 years, and 2(3) respondents were aged between 50 and above years. This shows that all age groups were represented in the study but most of the respondents were in their youthful age. This means that the study was able to capture the opinions of different age groups. Moreover, the study examined the education level of respondents, 29(45) respondents had under bachelor's degree, 10(15) respondents had under diploma/advanced diploma, 10(15) respondents had under master's degree, 9(14) respondents were under certificate and 7(11) respondents were under Ph.D. Lastly, on demographic information, the study examines the work experience of respondents and learned that 18(30) respondents had less than 5 years of experience, 27(44) respondents had 5 to 9 years of experience, 12(18) respondents had 10 to 14 years of experience and 5(8) respondents had more than 15 years of experience. This indicates that respondents

involved in the study are familiar with the library including resources and services.

4.3 Kinds of Electronic Information Resources and Services Available in the Selected Libraries and How the Libraries Acquire Them

The first objective of the study sought to find out the kinds of electronic information resources and services available in the selected libraries and the ways used by the library to acquire them. To address this objective, the study sought to find out if e-resources are available in the selected libraries and to identify the types of e-resources available and the ways used by libraries to acquire them. The results of the study findings are summarized in Figure 4.3 as follows;

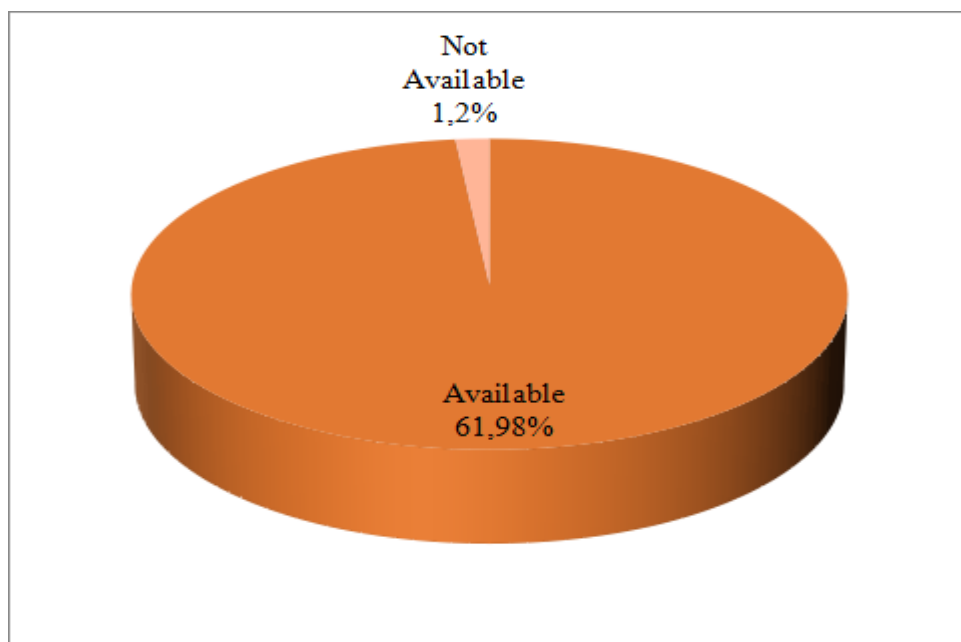


Figure 4.1 Availability of Electronic Information Resources and Services in Selected Libraries (n=62)

Source: Field Data (2022)

Figure 4.1 results indicate that out of 62 respondents participating in the study, 61(98) respondents agree that there are different kinds of electronic information resources and services available in the library, and 1(2) respondent disagree. This implies that in all selected libraries there is the availability of electronic information resources and services, which facilitate in determining the kind of electronic information resources and services available, strategies used by the library to promote as well as challenges facing libraries in a promotion such electronic information resources and services.

Table 4.2 Types of Electronic Information Resources and Services that are Available (n=62)

S/No	Types of Electronic Information Resources	Available	Unavailable
i	E-Journals	59(95%)	3(5%)
ii	E-Books	61(97%)	2(3%)
iii	E-magazine	43(69%)	19(31%)
v	Reference books	62(100%)	0(0%)
v	Dictionaries	54(87%)	8(13%)
vi	E-Thesis/Dissertation	48(77%)	14(23%)
vii	Database	57(92%)	5(8%)
Viii	CD-ROM	51(82%)	11(8%)
S/No	Kinds of Electronic Information Services	Available	Unavailable
i	OPAC	58(94%)	4(6%)
ii	Online Internet Search Service	62(100%)	0(0%)
iii	Digitalization Machine	31(50%)	31(50%)
iv	E-Mail Service	39(63%)	23(37%)
v	Electronic Document Delivery Service	52(84%)	10(16%)
vi	Customer Care Service	56(90%)	6(10%)

Source: Field Data (2022)

Table 4.2 above shows that there is available internet 62(100) of the studied libraries and the availability of reference books 61(97) while the availability of e-books is 59

(95). The table reveals also that e-journals are 58(94) available while OPAC availability is 57(92). In addition, we learn that the database is 54(87) available and dictionaries availability is 51(82). More findings from the tables on the availability of other types of electronic information resources and services include: CD-ROM 51(82), e-thesis/dissertation 46(76), e-magazine 43(69), and e-mails 39(63). Furthermore, the study revealed that the availability of several electronic information services online internet searching service is 62(100), OPAC is 58(94), customer care service is 56(90), document delivery service is 52(84), e-mail service is 39(63), and digitalization machine is 31(50). The findings suggest that in all indicated types of electronic information resources and services, the percentage of availability is higher than unavailability. However, it can be concluded that there are various types of electronic information resources available in the academic library as e-journals, e-books, reference books, OPAC, the internet as well and dissertations. But also types of electronic information services available in the academic library as online internet searching service, customer care service, document delivery service, e-mail service, OPAC, and digitalization machine. On the other hand, there are a few unavailable resources like email, e-magazine, e-thesis/ dissertation, CD-ROM, reference databases as well as dictionaries.

During the interview respondents were asked to indicate types of electronic information resources and services available, the results of the findings were summarized as follows;

Table 4.3 Types of Electronic Information Resources and Services Available**(n=4)**

Types of Electronic Information Resources Available	R1	R2	R3	R4
e-journals	✓	✓	✓	✓
e-books	✓	✓	✓	✓
e-magazine		✓	✓	
e-dissertation	✓		✓	
CD-ROM	✓	✓		
Database	✓	✓	✓	✓
Types of Electronic Information Services Available	R1	R2	R3	R4
Digitalization machine	✓			
OPAC	✓	✓	✓	✓
Online Internet Search Service	✓	✓	✓	✓
Electronic Document Delivery Service	✓	✓	✓	✓
Customer Care Service	✓	✓	✓	✓

Source: Field Data (2022)

Note: R1= Respondent One, R2=Respondent Two, R3=Respondents Three, R4=Respondent Four

From the interviews with respondents, table 4.3 indicates that all academic libraries had e-resources such as e-books, e-journals, OPAC as well and photocopy machines. Also, the results show the presence of e-services such as customer care service, and online internet search service. However, CD-ROMS and databases seem to be missing in the three selected while e-magazine and e-dissertation, photocopy machine, and digitization machine seem to be unavailable in two researched libraries. The findings are similar to the study conducted by Mubofu (2009). In his study on strategies and challenges for marketing electronic resources, at Mwalimu Nyerere Memory Academy (MNMA), he indicates that e-newspaper, e-books, e-journals, and the internet are the types of electronic resources available.

The study was also interested in finding out the types of electronic information resources and services that are used as presented in Table 4.4

Table 4.4 Kind of Electronic Information Resources and Services Use Frequent (n=62)

S/No	Kind of Electronic Information Resources Use Frequent	Response
I	E-Journals	58(94%)
Ii	E-Books	61(98%)
Iii	Email	8(10%)
Iv	Reference books	44(71%)
V	Dictionaries	38(61%)
Vi	Database	36(58%)
Viii	E-magazine	18(21%)
Ix	CD-ROM	12(19%)
S/No	Kind of Electronic Information Service Use Frequent	Response
I	Online Internet Search Service	60(97%)
Ii	OPAC	53(85%)
Iii	Electronic Document Delivery Service	37(60%)

Source: Field Data (2022)

Table 4.4 results revealed that e-books, e-journals, reference books, dictionaries, databases, e-magazines, CD-ROMs, and email are the types of electronic information resources frequently used. Also, results show that online Internet service, OPAC, and electronic document delivery as types of electronic information services frequently used. Therefore, a large number of respondents involved in the study indicated the use of e-journals, e-books, reference books, dictionaries, databases, CD-ROM, email, and magazine resources. The same with electronic services online internet service, OPAC, and electronic document delivery.

Similarly, the study conducted by Gakibayo (2013) on electronic information resources utilization by students in the Mbarara University Library indicates e-books, e-journals, electronic document delivery, scholarly databases, electronic mail, and

internet search engines as electronic resources and services frequently used in Mbarara university library.

Acquisition of Electronic Information Resources was another aspect that the study paid attention to. The intention was to find out how the studied libraries acquire electronic information resources and services. The findings are displayed in the following table.

Table 4.5 Ways Used by Library to Acquire E-Resources (n=62)

Ways Used by Library to Acquire Electronic Information Resources and Services	Frequency	Percentage
Through Subscription	56	90%
Through Purchase	61	98%
Open Internet sources	41	66%
Through consortia	15	24%

Source: Field Data (2022)

Table 4.5 shows 56(90) respondents acquire electronic information resources and services through subscription, 61(98) through purchase, 41(66) use open internet sources, and 15(24) through consortia. Therefore, the study investigation results show that there are various ways used by libraries to acquire electronic resources including subscriptions, purchases, open internet sources, and consortia.

During the interview respondents were also asked to indicate ways used by the library to acquire e-resources and services, the results of respondents were summarized as follows;

“.....The subscribe e-resources such as e-journals, and e-books through the Consortium of Tanzania University Libraries (COTUL) as the major ways used by our library to acquire e-resources. But also, our library

acquires other materials through open internet resources such e-journals, especially from the free databases such as AJO, Z-library, and so forth..... ”

Adesanya (2015) affirms the above views in his study of acquisition patterns in academic libraries as he indicates that libraries acquire electronic resources through purchases and gifts. Also, Benny (2015) in his study selection and acquisition of e-resources in academic libraries supports the findings by asserting that purchase, subscription, and consortia free from their source are methods used to acquire e-resources. Lisbdnetwork (2014) further argues more methods in his book, Acquisition Methods of Libraries which mentions that purchases, gifts and donations, exchanges, inter-library loans, and deposits on copyright law as the ways used by the library to acquire resources including e-resources. The findings hence suggest that there are various ways used to acquire e-resources.

4.4 Promotional Strategies Employed by the Libraries

The researcher assessed promotional strategies employed by the libraries to improve the usage of electronic information resources and service delivery addresses as suggested.

The study further investigated information about new promotion strategies for electronic information resources and service delivery. The findings are presented in Figure 4.4.

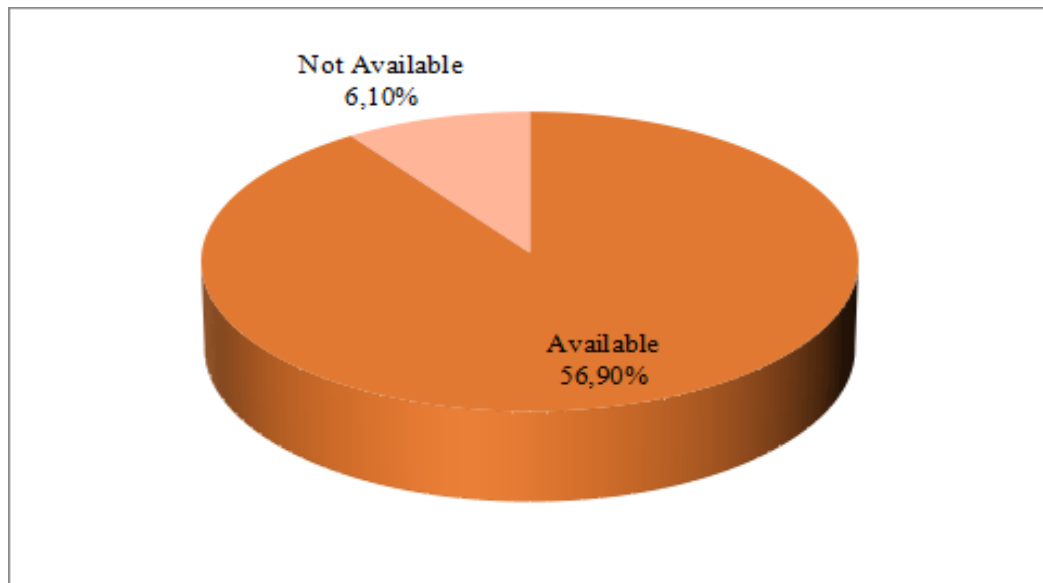


Figure 4.2 Promotion Strategies E-Resource (n=62)

Source: Field Data (2022)

Figure 4.2 shows that out of 62 respondents participating in this study, 59(90) agree that they were informed about new electronic information resources and services but only 6(10) mentioned that were not informed about new promotion strategies of electronic information resources and service delivery. The study findings, therefore, suggest that a large number of respondents were informed about electronic information resources and service delivery. Furthermore, the study was interested to know how the university promotes and markets e-resources to its users. The findings are presented in Table 4.6.

Table 4.6 Extent on Existence of Electronic Information Resources and Services Promotion Strategies (n=62)

Electronic Information Resources and Services Promotion Strategies	Response				
	SA	A	NS	SD	D
The university-wide announcements are distributed through email	22(36%)	35(56%)	0(0%)	1(3%)	1(5%)
Direct emails to lusters for students of specific programs in cases where permissions were given	18(29%)	40(65%)	0(0%)	0(0%)	4(6%)
In-person announcements in the classroom with permission from course instructors	16(26%)	37(60%)	1(1%)	2(3%)	6(10%)
Promotional videos on the library digital signage and interactive kiosks around campus	21(34%)	34(55%)	0(0%)	2(3%)	5(8%)
Posts on social networking such as the library's Facebook page, which is the main social media platform used by the library	24(39%)	38(61%)	0(0%)	0(0%)	0(0%)
Promotional posters on notice boards around campus	16(26%)	46(74%)	0(0%)	0(0%)	0(0%)

Source: Field Data (2022)

Note: SA=Strong Agree, A= Agree, N=Neutral, SD=Strong Disagree, D=Disagree

Table 4.6 reveals that a large number of respondents indicated posters on notice boards around campus, direct emails to lusters for students of specific programs in cases where permissions were given, posts on social networking such as the library Facebook page, and In-person announcements on the classroom with permission from course instructors. Furthermore, the university-wide announcements are distributed through email and promotional videos on the library digital signage and interactive kiosks around campus. During the interview respondents were asked about promotional strategies employed by the libraries to improve awareness and increase the usage of electronic information resources and service delivery, the

results of the findings are summarized as follows;

Table 4.7 Promotional Strategies Employed by the Libraries to Improve the Usage of Electronic Resources and Services Delivery (n=4)

Promotional Strategies Employed by the Libraries to Improve the Usage of Electronic Resources and Services Delivery	R1	R2	R3	R4
Posters and brochures	✓	✓	✓	✓
University website (including library website)	✓	✓	✓	✓
Orientation	✓	✓	✓	✓
Short training	✓			✓
Notes board		✓	✓	✓

Source: Field Data (2022)

Note: R1= Respondent One, R2=Respondent Two, R3=Respondents Three, R4=Respondent Four

From, table 4.7 findings show that posters and brochures, the university website, and orientation are the most promotional strategies employed by the libraries to improve the usage of electronic resources and service delivery followed by a notes board and short training.

Similarly, to these findings, the study conducted by Mubofu (2019) on strategies and challenges for marketing electronic resources reveal the same information, that posters and brochures, text messages, library home page, institution newsletter, orientation to new users, institution website, social network, and librarian are promotion and marketing strategies of library electronic resource.

4.5 Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries

The researcher assessed challenges associated with promoting electronic information

resources and service delivery in libraries. The findings are displayed in Figure 4.5.

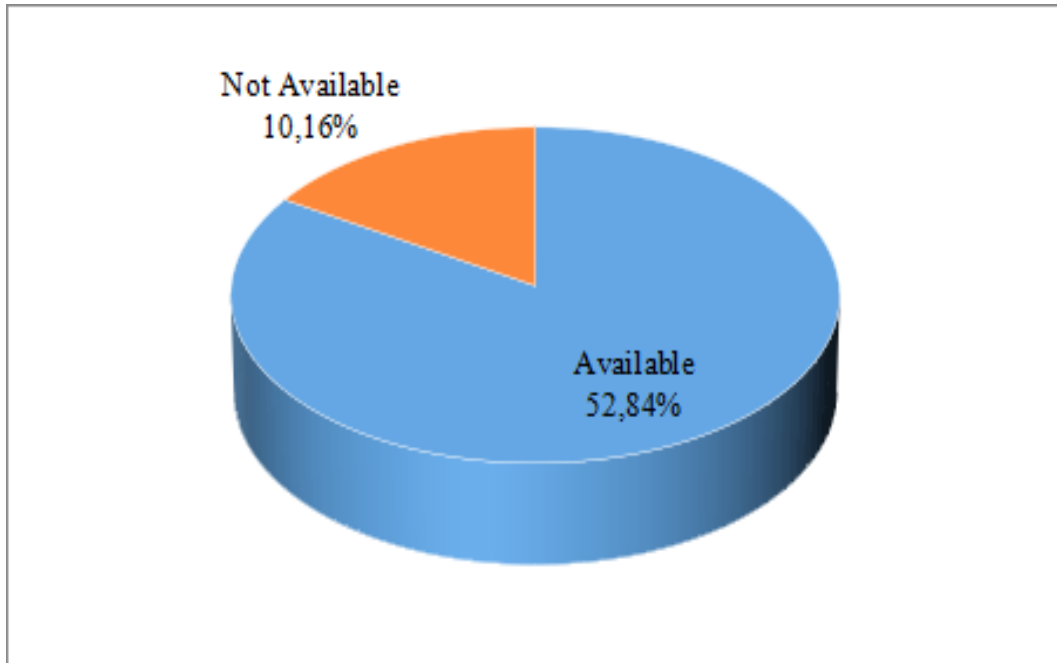


Figure 4.3 Challenges in Promoting Library Electronic Information Resources Service (n=62)

Source: Field Data (2022)

Figure 4.3 indicates that 52(84) of respondents agreed that there are challenges in promoting library information resources service and 10(16) of respondents disagreed that there are no challenges in promoting library electronic information resources service. Therefore, the study results indicate that there are various challenges in promoting library electronic information resources services.

Table 4.8 Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries

Challenges associated with promoting electronic information resources and services delivery in selected academic libraries	Frequency	Percentage
Inadequate knowledge of promoting	33	53%
Unreliable power limits the use of electronic resources	46	74%
Poor cooperation from the management	16	26%
Inadequate budget	51	82%
Poor morale by the librarian	14	23%
Limited ICT infrastructure	58	94%

Source: Field Data (2022)

Table 4.8 above shows that limited ICT infrastructure is the most challenging 58(94) that is associated with promoting electronic information resources and services delivery in selected academic libraries followed by inadequate budgets 51(82) and unreliable power limits the use of electronic resources 46(74). Other issues include inadequate knowledge of promotion, 33(53%), poor cooperation from the management 16(26), and poor morale by the librarian 14(23) which is the last in the mentioned list. These findings suggest that there is a need to improve ICT infrastructure, allocate an adequate budget, and work on the reliable power of electronic resources. Furthermore, management should cooperate with librarians and motivate them to the best performance.

The researcher interviewed the four respondents from the selected libraries on challenges associated with promoting electronic information resources and services delivery in their libraries and came out with the following findings summarized in

Table 4.9 give the findings:

Table 4.9 Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries (n=4)

Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries	R1	R2	R3	R4
Network problem	✓	✓	✓	✓
Shortage of ICT facilities	✓		✓	✓
Electricity problem	✓	✓	✓	✓
Shortage of library staff	✓		✓	✓
Financial problem	✓		✓	✓
Low level of awareness	✓	✓		✓

Source: Field Data (2022)

Note: R1= Respondent One, R2=Respondent Two, R3=Respondents Three, R4=Respondent Four

The findings from Table 4.9 explain that the major challenges associated with promoting electronic information resources and services delivery in selected academic libraries are network problems and electricity problems, followed by a shortage of ICT facilities, shortage of library staff, financial problems as well a low level of awareness.

The study conducted by Mubofu (2019) identifies similar challenges including unreliable power limits in the use of electronic resources, the limited number of library staff, inadequate budget, poor morale by the librarians, inadequate knowledge for marketing, poor cooperation from management, poor quality of internet services and network. Another study that revealed the same results is Akussah's (2015) on the impact of electronic resources and usage in academic libraries in Ghana which

indicates that factors such as an insufficient number of computers, inadequate electricity supply, and lack of information retrieval skills as the challenges facing libraries in marketing electronic resource services.

The researcher investigated further the proposed strategies that can overcome the challenges associated with promoting electronic information resources and service delivery at the selected libraries. The findings are presented in Table 4.10.

Table 4.10 Proposed Strategies to Overcome Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries

Proposed Strategies to Overcome Challenges Associated with Promoting Electronic Information Resources	Frequency	Percentage
To find different sources of power	24	39%
To ensure good cooperation from the management	12	19%
To increase the morale of library staff	8	13%
Provision of enough budget	46	74%
Provision of enough ICT facilities	59	95%
Provision of enough skills to library staff to promote	17	27%

Source: Field Data (2022)

Table 4.10 findings indicates that 59(95) of respondents suggested the provision of enough ICT facilities, 46(74) provision of enough budget, and 24(39) respondents proposed finding different sources of power as strategies for overcoming the mentioned challenges strategies to be done to overcome challenges associated with promoting electronic information resources and services delivery in selected academic libraries. Furthermore, 17(27) of respondents suggested the provision of

enough skills to library staff, 12(19) of respondents proposed insurance of good cooperation from management while 8(13) of respondents suggested that the morale of library staff should be increased. The same findings were reflected during the interview. The respondents were asked to indicate ways that can be used to overcome those challenges associated with promoting electronic information resources and services delivery in selected academic libraries, the results of the findings are summarized as follows;

Table 4.11 Ways Overcome Those Challenges Associated with Promoting Electronic Resources and Services Delivery in Selected Academic Libraries (n=4)

Proposed Ways Overcome the Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries	R1	R2	R3	R4
To ensure stable network connectivity	✓	✓	✓	✓
To find alternative sources of power	✓		✓	
Short training for library staff to increase awareness	✓	✓		✓
Provision of ICT facilities	✓	✓	✓	✓
Financial support	✓	✓	✓	✓

Source: Field Data (2022)

Note: R1= Respondent One, R2=Respondent Two, R3=Respondents Three, R4=Respondent Four

Therefore, from Table 4.11 Interview respondents emphasizes the provision of stable network connectivity, finding alternative sources of power, training library staff to increase awareness, and provision of ICT facilities as well as financial support for both government and private academic library.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the research findings with the objective of the study. The chapter also provides conclusions based on the study findings and recommendations made thereafter. Also, this chapter presented suggestions for further studies.

5.2 Summary of the Key Results

The part summarizes the main results in line with the research objectives as follows;

5.2.1 Kinds of Electronic Information Resources and Services Available in the Selected Libraries and How the Libraries Acquire Them

The study lines up to find out the kinds of electronic information resources and services available in the selected libraries and how the libraries acquire them. Currently, libraries have subscribed to several kinds of electronic information resources and service delivery to meet the needs and demands of their users through electronic means. Based on the study results, there are various kinds of electronic information resources available in higher learning libraries as e-journals, e-books, internet, reference books, dictionaries, databases, CD-ROM, e-magazines, e-thesis as well as dissertations. On the other side, through the application of science and technology facilities, now day libraries offers several electronic information service as electronic document delivery service as well as online Internet search service. There are several ways applied to acquire electronic information resources and

services in higher learning institution libraries including subscriptions, purchases, inter-library loans, legal deposits, gifts, donations, open Internet sources, and consortia. The most common method used to acquire electronic resources is subscriptions as well as purchases method.

5.2.2 Promotional Strategies Employed by the Libraries to Improve the Usage of Electronic Information Resources and Services Delivery

The second objective aimed to find out the promotional strategies employed by the libraries to improve the usage of electronic information resources and service delivery. The results showed the availability of several kinds of electronic information resources and services delivery in higher learning institutional libraries which are offered through electronic means. The library used various ways to acquire its resources and services for use and not for sale. To ensure high usage of electronic information resources and service delivery. The libraries have taken part in the promotional of electronic information resources and services through various strategies such as posters on notice boards around campus, direct emails to clusters of students for specific programs in cases where permissions were given, and posts on social networking such as the library Face Facebook page.

5.2.3 Challenges Associated with Promoting Electronic Information Resources and Services Delivery in Selected Academic Libraries

This study aimed to identify the challenges associated with promoting electronic information resources and service delivery in selected academic libraries. The results divulge on availability of numerous challenges in promoting electronic information

resources and service delivery in academic libraries. Those challenges have stood as a crucial obstacle to the promotion of electronic information resources and service delivery in academic libraries. Some of those challenges are inadequate budgets for the promotion of electronic information resources and services, unreliable power limits to the use of electronic resources, and inadequate knowledge of promoting electronic information resources and services. These challenges need to be resolved for us to reach the goals and objectives of the promotion of electronic information resources and service delivery in academic libraries. There is a solution to all challenges and all the challenges can be solved, for instance through the provision of enough budget, to find different sources of power, and the provision of enough skills for library staff related to the promotion of electronic information resources and services delivery.

5.3 Conclusion

The study has revealed that there are various kind of electronic information resources and services available in the library and the library use various ways to acquire electronic them including subscriptions, purchases, inter-library loans, legal deposits, gifts, donations, open internet sources, and consortia. In addition, the study found out that the best promotional strategies to be employed by the libraries to improve the usage of electronic information resources and services delivery include university-wide announcements distributed through email, direct emails to clusters for students of specific programs, and posts on the social networking such as library Facebooks page as well as promotional posters on notice boards around campus. The study concludes that even though the university libraries have various electronic

information resources and services in place there is a need to improve the promotional strategies that they use to reach many students/users to balance the value of money allocated in subscribing to electronic resources.

The selected libraries face challenges in the promotion of electronic information resources and services delivery including, inadequate budget, limited ICT infrastructure, unreliable power, inadequate knowledge, and poor morale by the library staff which may be overcome by providing enough ICT facilities, enough budget, enough skills for library staff and receive cooperation from management together with increasing the morale of library staff. The study concludes that even though the Libraries have various promotional strategies in place several challenges hinder the promotion of electronic resources and service delivery and hence there is a need of overcoming these challenges for maximum utilization of e- resources and services.

5.4 Recommendations

From the findings of the three objectives, the study recommends the library ensure the effective promotion of electronic information resources and delivery services and adopt better strategies in the process of promoting electronic information resources and services delivery as the use of the university website. Also, library management and policymakers should create a good promotion for electronic resources and services policy that will guide the promotion of electronic information resources and services. Furthermore, both government and private libraries should work on the challenges that hinder the promotion of electronic information resources and services. The study calls for efforts from management as well as libraries to find

means of overcoming those challenges. ICT facilities, provision of enough budget, finding different sources of power, provision of enough skills to library staff, and increasing their morale are among possible ways that can be used to solve problems encountered by libraries.

5.5 Recommendations for the Further Study

The researcher recommend the same study to be conducted on public Libraries and Academic Libraries to see the comparison of the two sectors on how they promote electronic information resources and service delivery

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APPENDICES

Appendix I: Questionnaire Guide for Library Staff

QUESTIONNAIRE ON PROMOTION OF ELECTRONIC INFORMATION RESOURCES AND SERVICES DELIVERY

Dear respondent,

My name is *Felistas Tadei Mashui*, and a student at the Open University of Tanzania pursuing a master's in Library and Information Management (MLIM). I am conducting a study on “**Assessment on Promotion of Electronic Information Resources and Services Delivery.**” I request your participation in this study so that I may accomplish it. Information you provide will be treated confidentially and used only for this study. Kindly complete and return the attached questionnaire. Should you have any queries about the study, please do not hesitate to contact me.

Cell: 0656455797/0763075431

Email: fellytmashui@gmail.com.

Part A: Demographic information

Please circle to the correct answer

1. What is your age?

(a) Less than 30 years

(b) 30-49 years

(c) 50 and above years

2. What is your education level?

(a) Certificate

(b) Diploma/Advanced Diploma

(c) Bachelor's Degree

(d) Master's Degree

(f) Others (please specify)

3. What is your working experience?

(a) Less than 5 years

(b) 5-9 years

(c) 10-14 years

(d) More than 15 years

Part B: Kinds of Electronic Information Resources and Services Available in your library

4. Do you have any electronic information resources and services in your library?

(a) Yes

(b) No

5. If the answer to question number 4 is "Yes", What electronic information resources and services are available in your library? **(Tick one response)**

S/No	Types of Electronic Information Resources	Available	Unavailable
i	E-Journals		
ii	E-Books		
iii	E-magazine		
iv	Reference books		
v	Dictionaries		
vi	E-Thesis/Dissertation		
vii	Database		
viii	CD-ROM		
S/No	Types of Electronic Information Services	Available	Unavailable
I	OPAC		
ii	Online Internet search service		
iii	Digitalization machine		
iv	E-mail service		
v	Electronic document delivery service		
vi	Customer car service		

6. What are electronic information resources and services frequently used in your library? (Tick one response)

S/No	Types of Electronic Information Resources	Available	Unavailable
i	E-Journals		
ii	E-Books		
iii	E-magazine		
iv	Reference books		
v	Dictionaries		
vi	E-Thesis/Dissertation		
vii	Database		
viii	CD-ROM		
S/No	Types of Electronic Information Services	Available	Unavailable
i	Online Internet search service		
ii	OPAC		
v	Electronic document delivery service		

7. How does your library acquire e-resources?

- (a) Through Subscription ()
- (b) Through Purchase ()
- (c) Open Internet sources ()
- (d) Through consortia ()

Section D: Promotional Strategies Employed by The Libraries

8. Are you informed about new promotion and marketing strategies for electronic resources and services?

(a) Yes

(b) No

9. If **Yes**, which strategies are used by your library to promote e-resources and services? **Tick the appropriate response**

E-resources promotion and marketing strategies	Response				
	SA	A	NS	SD	D
The university-wide announcements are distributed through email					
Direct emails to Luster's for students of specific programs in cases where permissions were given					
In-person announcements in the classroom with permission from course instructors					
Promotional videos on the library digital signage and interactive kiosks around campus					
Posts on social networking such as the library's Facebook page, which is the main social media platform used by the library					
Promotional posters on notice boards around campus					

Part E: Challenges Associated with Promoting Electronic Information Resources and Service Delivery in Selected Academic Libraries

10. Do you face any challenges in promoting library electronic information resources and services in your library?

(a) Available

(b) Not Available

11. If the answer to the question above is yes, what are the challenges/issues in promoting electronic information resources and services in your library? Tick all that applies

(a) Inadequate knowledge of promoting

(b) Unreliable power limits the use of electronic resources

(c) Poor cooperation from the management

(d) Inadequate budget

(e) Poor morale by the library staff

(f) Limited ICT infrastructure

(g) others

12. What are your suggestions on strategies to overcome the challenges associated with promoting electronic information resources and services in your library?

(i).....

(ii).....

(iii).....

(iv).....

(v).....

“Thank you for your cooperation

Appendix II: Interview Guide for Library Directors**Interview guide for Library directors from the selected academic libraries.**

1. What types of electronic information resources and services are available in your library?
2. How do you acquire electronic resources in your library? If yes which was used to acquire electronic resources and services?
3. What are the promotion/marketing strategies employed by your library to improve awareness and increase the usage of electronic information resources and service delivery?
4. What are the challenges/issues in promoting electronic information resources and services in your library?
5. What ways can be done to overcome those challenges associated with promoting electronic information resources in your library?