

COMPETITIVE INFORMATION AND DEVELOPMENT OF UNIVERSITY LIBRARY WEBSITE IN NIGERIA

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Abstract

This study explored competitive information and development of university library website in Nigeria. Descriptive survey research was used for this study. Kreycie and Morgan table was used to determine the sample size for the study. Propositional sampling techniques was used for the study. The results of the analyses revealed that the level of competitive information on university library website was high, some of the reasons for the usage of university websites include: to check resumption date, reliable and up-to-date information, among others. The findings of this research showed that user derive satisfaction with the usage of university library websites, there was significant relationship between competitive information and development of university library websites. The study recommended that: the university management should make their library websites more user friendly to undergraduates and staff in order to sustain the usage of websites. **Keywords**: competitive, Information, Library Website, University, Nigeria.

Background to the Study

The website has drastically modified the traditional way organisations communicate with the general public. For institutions, the website gives access to large viewers and enhances functional performance. Therefore, the university library website is a primary source of information about the functional needs of user's in the institution. Where do users go for information about their institution? The answer is the university library website. However other may say, the department or faculty. In this modern era of digital environment, university library website is the appropriate choice. The university library website is a relevant tool in user's utilizations

of information emanating from the institution (Labaree, 1997).

Purposes of the university library website by undergraduates include- websites offer a wide variety of device and services, it makes academic work get noticed and relevant to people, to vote for electoral candidates in the university, to lay complaint, to view current status of students, to display various kinds of programme and training offered by the university library, to provide online e-books for students, staff and lecturers, etc. for effective teaching and learning, Internet library, making important announcement to the entire school, understanding academic standards of the university in order for the students to be seriousness with their studies, searching for



project topics by final year students, sharing of information among students, allocation of matriculation number, checking prospective courses for each semester, paying accommodation fees, post utme registration, to check resumption date, online lecture with students, reliable and up-to-date information, and social activities (Owoicho, Matthew & Osssai 2019).

Website is an important tool commonly used by most of the developed universities in order to create awareness about the institution and to disseminate information to its users. All websites compete with each other in design and also on cost factor. The way of presenting information is very important in the websites. User friendliness and accessibility is another important aspect. Instead of hunting the website for information, a person identifies himself to the website, and the website brings all relevant information to the person. The role of a library website is to put a consistent "face" to this information so that visitors don't have to deal with dozens of different web interfaces to get their information.

The universities library website might also contain various educational resources like ebooks, e-journals, theses and dissertations, lecture notes, old question papers, and other digital collections. But due to ignorance or financial reasons only limited resources are being used. By creating a web portal and uploading these resources in a server can increase the usage to the maximum level. Users of the website, can save time and cost by locating the required information from the vast collection of resources available in the Universities library website. University provides resources like exam results, syllabus, course details, norms and regulations for affiliated college, admission procedure for different course, facilities available in the universities library website etc. Apart from these resources some important e-resources can

be uploaded to the website and can be shared with the colleges.

One of the critical challenges facing institution today is to develop a library website that is not only compelling for the students and staff, but is able to serve their business goals as well. In website development, ease of use plays a major role in scaling user needs. It also determines how accurate testing apprehends. Although Website owners and developers have gradually started to acknowledge and address the issue of ease of use (Pierce, 2005). Which of course, is considered as one of the major factors that determine the successfulness of a website, and the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use (Jokela, Livari, Matero, & Karukka, 2003). According to Dix, Finlay, Abowd and Beale (2004), ease of use has assumed a great deal of importance in terms of satisfying website users' needs and expectations. They argued that in order to survive in Internet environment, ease of use is an essential requirement. So, Web design should focus solely on website's users to enhance its ease of use. Web design must also conform to specific user needs, and must also make sure that users are satisfied successfully complete tasks with website without facing any difficulties.

The competitive intelligence is a process that uses multiple sources and methods to gain information needed in the organization. Some of the information is published and easy to reach either for free (e.g. companies' statutory financial information) or against money (e.g. unpublished consultant reports). Some information may be very hard or even impossible to get (e.g. competitor's plans of entering new market areas, possible upcoming changes in legislation), but finding the right sources might make it reachable. For example, a person working in a customer company may



have valuable information concerning a certain competitor.

Statement of the Problem

University library websites is one of the major tools employed by universities to communicate with their students and staff. Users access the institutional library website to get current and information concerning up-to-date institutions. Competitive information on library Website will result to effective usage of the university websites. However, it is observed that user's do not interact or operate their library websites directly due to certain challenges. As a result, could it be that users do not have I C T skills or they are not carried along when developing the library website? Based on this, the study aims at investigating the competitive information and development of university library websites in Nigeria.

Objectives of the Studies

The specific objectives are to:

- i. investigate the level of competitive information in development of university library websites in university of Benin Edo state Nigeria;
- ii. ascertain the reasons for the usage of competitive information in development of university library website university of Benin Edo state Nigeria;
- iii. identify the level of satisfaction with the usage of competitive information in development of university library university of Benin Edo state Nigeria.

Research questions

The following research questions guided this study:

- i. What is the level of competitive information in development of university library websites university of Benin Edo state Nigeria?
- ii. What are the reasons for the use of competitive information in development of university library websites university of Benin Edo state Nigeria?
- iii. What is the level of satisfaction with the usage of competitive information in

development of university library websites university of Benin Edo state Nigeria?

Hypothesis

The null hypothesis was tested at 0.05 level of significance.

There is no significant relationship between competitive information and development of university library websites in university of Benin Edo state Nigeria.

Literature Review

Level of Competitive Information

Aziz, Rahim, Isa and Nordin, (2010) investigated the level of competitive information in Malaysian university website using 120 samples of higher education institution websites from the online portal of the Ministry of Higher Education. Page size, broken links and web performance are the (competitive) features that their study focused on. The authors concluded that there are still several issues that need to be addressed in these websites and also gave some suggestions on how to increase the competitive information of websites.

A studies on level of competitive information of university websites was conducted by Caglar and Mentes, (2012). Their research analysed the effects of the information age on universities in the perspective website and discovered that EUL's (European University of Lefke) website in terms of students' utilization. Website Analysis and Measurement Inventory (WAMI) questionnaire which consisted of 20 items was used for the study, at different Faculties of EUL. Regression and Nonparametric techniques were used for examining the data. The study shows discontentment and other usability of a EUL which is situated at Northern Cyprus.

Şengel and Öncü (2010) carried out a study which aimed at investigating the development of the Website of Uludag University. The questionnaire-based evaluation method was



utilized for the study. The questionnaire comprised 22 items which was premised on inquiring how students used the university's website. It was distributed to 445 students at different grade levels and enrolled in various Faculties of Uludag University. There were dissimilarities in the responses of both male and female students. The study provides vital directions on how future usability testing should be conducted, which would yield improvements to the current website.

According to Livingstone (2014), in her paper "Application Interface titled Design: Technique to Increase competitive information", an idea that can be included for the application of web interface design include interface elements that are on demand for web interface design. It validates the clarity and the conciseness of the website. A study conducted by George (2005) entitled "Testing and Design of a Library Website: Alterative Approach" provided a competitive study regarding redesigning the university library website that surveys to determine the needs, prototype design, and the process of finalizing the design and user testing. The study also regards the strength and weakness of the website for the application of redesigning. The foremost way of designing a website should be to always link the people who will use it. It enforced the application of usability tests. Thus; developed tests will be used to initiate refinement of the website, whereas creating a feasible website be up to the entire purview of user interface will utilize the human performance better (Wahab, Othman, Abas, Hassan, Malek & Razali, 2012).

In the study carried out by Bringula and Basal (2011), to investigate the factors that affect the competitive information of the Faculty library web portal development of a certain university. Results from deployed survey questionnaires used to gather descriptive statistics gave insights in the critical factors affecting usability. The respondents professed that major

contributors to web portal design include existing web-related factors. Nathan and Yeow (2011) identify and prioritize web development factors and analyzed the data through multiple linear regressions. The study identified seven web competitive information factors namely the use of color and font, use of graphics and multimedia, clarity of goals in websites, trustworthiness of websites, interactivity of websites ease of navigation, and downloading speed of websites.

Reason for Usage of Competitive Information

Bairamzadeh and Bolhari (2010) investigated factors affecting students' usage of university library websites using a model. The proposed model consisted of usability, trust, perceived usefulness and website innovation. The most significant factor affecting students' insight of satisfaction, usefulness and trust was found to be website innovation. The authors suggested that website innovation should be given more consideration in order to enhance students' insight on satisfaction, usefulness and trust. Subair (2014) assessed the usage of institutions (library) web pages by using statistical analysis such as correlation analysis and regression analysis to investigate relationships of each variable and to find out the most significant independent variables. The result of the regression analysis based on the data gathered contributed a huge part on the universities web pages' design and usability are multimedia in the web pages' icons (alone) organization and design, and graphics attractiveness

According to Gomez Whitepaper (2017), 49% of users will abandon a website or switch to a competitor after experiencing performance issues. While there is plenty of anecdotal evidence that the increase in web page complexity is a key factor in slowing down websites, formal studies on this topic have been limited. Most prior work on web measurement focuses on characterizing the Web graph,



analyzing the network footprint of Web traffic (Lee, Kompella & Singh, 2010) While these have contributed to a better understanding of website usage, they do not analyze the websites themselves. In this paper, we present a comprehensive measurement-driven study of the complexity of web pages today and its impact on performance. We measure roughly 1700 websites from four geographically distributed locations over a seven week period. These websites are spread across both a wide range of popularity ranks and genre of website. In analyzing website complexity, we focus on a client-side view of the landing pages of these sites and not on the back-end server infrastructure (an interesting complementary to our efforts). Understanding the complexity of web pages and its implications is vital on several fronts. With the increasing diversity of client platforms for accessing the Web, it is important for browser developers to identify the aspects of web page complexity that impact user perceived performance, on the other hand, as website providers increasingly incorporate third-party services such as advertising, analytics, and into their web pages, they need tools and techniques to evaluate the impact of these services on users.

Meyerovich and Bodik (2010) developed tools to optimize web pages, benchmarking tools, services for customizing web pages for different platforms and techniques to diagnose performance bottlenecks in backend infrastructures and debug client to performances in the wild, Web traffic measurement: This includes work library measuring usage of website, understanding emerging Web 2.0 and AJAXbased applications, measuring the network impact of social network applications and characterizing end-user behavior within enterprises, and longitudinal studies among many others (Pai & Ihm, 2011). These focus on web traffic as observed at the network level,

and not on understanding the structure and performance of individual websites. Impact of load time on users: Several user experience studies evaluate how page load times impact user satisfaction. There are also commercial services that measure page load times in the wild. These highlight the importance of optimizing page load times. However, there have been few attempts to understand how different aspects of website complexity impact the time to load web pages.

Satisfaction with the Usage of University Library Websites

The study by Wahab, Othman, Abas, Hassan, Malek and Razali (2012) utilized regression analysis to support the data gathered on students' satisfaction with university website. results showed four significant The independent variables namely usability (EOU), accessibility of information (AoI), portal reliability (PRe), and design quality (DQu) to the dependent variable users' satisfaction (USa). Satisfaction in digital library portal usage mainly relies in portal reliability. Khalid recommended using factor affecting user satisfaction derived from regression analysis test. Results show that factors affecting user satisfaction include simplicity usage of the website, information quality and quantity, visual design, information security, personalization of interaction, and the overall model of online service quality (Khalid, 2014).

Despite the fact that there has been an abundance of e-learning websites that offer education over the internet over the past decade, their usability, educational effectiveness, practical efficiency, and general level of satisfaction with such websites on the Internet are still not yet well known or understood (Badii, 2011). In the literature, there are numerous recommendations for the web design of pages, text, graphics, and navigation in web-based systems, but in spite of that, it is still recognized that severe usability



are present and common (Brinck, Gergle & Wood 2002).

Some studies employed more than one user testing methods, including observation, in the evaluation of competitive information of library websites. Examples of such include the study conducted by Tüzün, Akinci, Kurtoglu, Atal and Pala (2013) which employed three user testing approaches related to observation, questionnaires and interviews to evaluate the usage satisfaction of the website registration unit sub-site at Hacettepe University. The results showed that the students experienced several competitive information related to the design of the tested sub-site, including: inappropriate design of pages (e.g. long pages), inappropriate design of the menus, poor organization of the sub-site's data, inappropriate font size (small).

Furthermore, Hasan (2014) asked 237 students to provide ratings for nine Jordanian university (library) websites using utilization criteria. The students were also asked to report qualitatively what they liked and disliked regarding the satisfaction of the websites. The results showed that the most common weaknesses on the websites included: the design of the sites, the fact that most of the (library) websites were inconsistent in terms of colors and fonts, the Arabic and English language interfaces, the design of the pages, and the lack of support for the Arabic language.

In Nigeria, Adepoju and Osofisan (2008) carried out a study to determine the effectiveness, efficiency and user satisfaction with the websites of three federal universities of technology. Their findings showed that only

Data Analysis and Discussion

What is the level of competitive information in development of university library websites?

one of the websites satisfied the effectiveness and efficiency criteria. Also, Olalekan and Adepoju (2012) evaluated the competitive information of twenty-five indigenous websites in Nigeria. Their findings showed that the usability index of the websites ranged between 65 to 84 percent which falls below the recommended 90-100 usability index. On the contrary, Tella and Bashorun (2012) reported a high level of satisfaction among undergraduate users of the University of Ilorin with respect to information quality system.

Methodology

This study used descriptive survey research design. Data were gathered on Competitive information and development of university library websites in Nigeria. The population of the study comprised of all students of University of Benin, Edo State Nigeria. 600 students were considered sample size for the study, the sample size is in line with Kreycie & Morgans sample table of (1970). The Proportionate sampling technique was used for this study. A total of 600 copies of the questionnaire were distributed and 253 (63%) copies were returned. Both descriptive and inferential statistical tools were also used to generated from analyse the data questionnaire. Pearson's Product Moment Correlation Coefficient was used to test hypothesis. The response rate of 63% is considered adequate for the study. The null hypothesis was tested at 0.05 level of significance. The criterion mean for the research questions was set at 2.50. This means that any mean above 2.50 was considered high and below 2.50 was considered low.



Table: 1 Level of competitive information in library Websites

Level of competitive information in development of university library website	VHL	HL	LL	VLL	Mean
The university library website is easy to use	79	85	74	14	2.91
The university library portal is user friendly	62	100	64	25	2.79
I quickly became skillful with the use of university	59	119	66	9	
library website					2.90
The information provided by the university library website were easily understood by me	78	118	48	9	3.05
I found it easy to move from one page to another on the university library website	58	85	102	6	2.78
The university portal is always straightforward to perform search.	59	123	56	15	2.89
Message on the screen of the university library website are usually helpful during search	73	107	63	10	2.96
I could move around the university library website with ease	66	75	96	13	2.78
The university website library is complex to use	30	107	66	45	2.49
I found terminologies used in the library website easy and clear to understand	41	113	17	81	2.71
Aggregate Mean					2.83
Criterion Mean				2	.50

Table 1 shows that with an aggregate mean of 2.83 which is greater than the criterion mean of 2.50, it can be concluded that the level of competitive information in development of university library websites is high.

Table 2: Purpose for utilizing competitive information in University library Websites

Purpose for which undergraduate students Utilize		A		D	Tota	l
their University Websites	No.	%	No.	%	No.	%
Payment of school fees	234	92.5	19	7.5	253	100.0
Registration of courses	249	98.4	4	1.6	253	100.0
Checking of my result	231	91.3	22	8.7	253	100.0
Pay my acceptance fees	242	95.7	11	4.3	253	100.0
Allocation of accommodation	204	80.6	49	19.4	253	100.0
Reading university bulletin	193	76.3	60	23.7	253	100.0
Checking admission status for sibling	239	94.5	14	5.5	253	100.0
Check academic calendar	212	83.8	41	16.2	253	100.0
Check names of students for exams malpractice	116	45.8	137	54.2	253	100.0
General information about university about faculty	216	85.4	37	14.6	253	100.0



Table 2: shows the reasons for the usage of university library websites among undergraduate students. The respondents agreed that registration of courses (249/98.4%), payment of acceptance fees (242/95.7%), checking admission status (239/94.5%), payment of school fees (234/92.5%), checking of result (231/91.3 This implies that the reasons for the usage of university library websites include registration of courses, payment of acceptance fees, checking admission status, payment of school fees and checking of result.

Table3: level of satisfaction with the usage of competitive information in development of university library websites

Level of Satisfaction with the Usage of competitive	VHL	HL	$\mathbf{L}\mathbf{L}$	VLL	Mean
information in University library Websites					
Payment of school fees	93	80	68	12	3.00
Registration of courses	74	102	67	9	2.96
Checking of my result	76	61	90	26	2.74
Pay my acceptance fees	74	96	67	14	2.92
Allocation of accommodation	57	64	102	27	2.60
Reading university bulletin	50	74	71	56	2.47
Checking admission status for sibling	71	68	79	26	2.75
Check academic calendar	49	53	101	46	2.42
Check names of students for exams malpractice	31	39	91	92	2.04
General information about university about faculty	90	85	57	20	2.97
Aggregate Mean					2.69
Criterion Mean		•			2.50

Table 3 reveal that with an aggregate mean of 2.69 which is greater than the criterion mean of 2.50, it can be concluded that the level of satisfaction with the usage of competitive information in development university library websites is high. There is no significant relationship between competitive information and development of university library websites.

Data in Table 4.1 is used to test this hypothesis

Table 4.1: There is no significant relationship between competitive information and development of university library websites in university of Benin Edo state Nigeria.

		Level of competitive information	Development of university library websites
Level of competitive	Pearson Correlation	1	.637
information	Sig. (2-tailed)		.000
	N	253	252
Development of	Pearson Correlation	.637	1
university library websites	Sig. (2-tailed)	.000	
	N	252	252



From Table 4.1, Pearson correlation coefficient r (=0.637). Since the significant value (Sig.2-tailed) is 0.020 (which is less than 0.05), it can be concluded that there is a significant.

Relationship between competitive information and development of university library websites. The null hypothesis is therefore rejected implying that an increase in the competitive information may lead to a corresponding increase in the development of university library websites by librarians.

Discussion of findings

The study findings are discussed in line with the research questions guiding the study. The study clearly reveals that Level of competitive information in development of university library website is high. While the study by Wahab, Othman, Abas, Hassan, Malek & Razali, (2012) .also agreed that the strength and weakness of the website for the application of redesigning. The foremost way of designing a website should be to always link the people who will use it. It enforced the application of usability tests. Thus; developed tests will be used to initiate refinement of the website, whereas creating a feasible website be up to the entire purview of user interface will utilize the human performance better.

The result of the findings showed that the reasons for the usage of library websites among undergraduates include: registration of courses, payment of acceptance fees, admission status, payment of school fees and checking of result. The finding is in line with the findings of Owoicho, Matthew & Osssai (2019) who found that usage of library website, includes searching for project topics by final year students, sharing of information among students, allocation of matriculation number, prospective courses for checking each semester, paying accommodation fees, post utme registration, to check resumption date, online lecture with students, reliable and up-todate information, and social activities.

The result of the findings showed that the level of satisfaction with the usage of university library websites was high among users. The finding is agrees with Tella and Bashorun (2012) reported a high level of satisfaction among undergraduate users of the University of Ilorin with respect to information quality system.

The findings from the study revealed that:

- There was high level of competitive information in development of university library websites.
- 2. Reasons for the usage of the universities websites are *to* check resumption date, reliable and up-to-date information; etc.
- 3. The findings also showed that undergraduates derived satisfaction with the usage of universities library websites because the websites are user friendly.

Conclusion

Competitive information and development of university library website is explored in this study. The study found that the level of Competitive information in development of university library is high. Reasons for the usage of the universities library websites are; to check resumption date, reliable and up-to-date information, online lecture; etc, user's derived satisfaction with the usage of universities library websites. There is a significant relationship between competitive information and development of university library websites in Nigeria.

Recommendations

Based on the findings of the study, the following recommendations are made:

- 1. The university management should expand the usefulness of the university library website to support core academic activities as this would not only justify the investment in the technology but also increase students patronage
- 2. The information manager should be regularly updating the information on the university library portals, this will increase



- higher level of this usage of institutional website
- The information communication and technology unit of the universities should adequately increase or improve their bandwidth to provide speedy and reliable internet service on all their faculty library websites.

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