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Information and Communication Technology Use in Book marketing by Emerging Indigenous Publishing Firms and Booksellers in Ibadan Metropolis

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Abstract

This study investigates the Information and Communication Technology use in book marketing by emerging indigenous Publishing firms and booksellers in Ibadan Metropolis. Relevant literature on Book Publishing: An Overview and Information Communication Technology use in book marketing was reviewed. The descriptive survey research which includes the causal-comparative (Ex-post-Facto) method of research design was adopted for this study. The study population consisted of sixty (60) staff (CEOs and the marketing staff of the seven Indigenous publishing firms and booksellers in Ibadan metropolis). Data collected, were analyzed using simple percentages. The study provides answers to six research questions posed. Findings showed that digital printing, Internet and Computers among others were the major ICTs available to the indigenous publishers and booksellers for book marketing. Findings also showed that Telephone/GSM, Computers, E-Mail, etcetera were the major types of Information Technology indigenous publishers and booksellers can access. Findings further showed that indigenous publishers and booksellers apply the use of ICT in their daily activities. Moreso, findings showed that ICTs are beneficial in carrying out duties as majority agreed that it is faster than manual. Findings also revealed that ICTs have favourable impact on publishing and book marketing as respondents agreed that it is a better ways of marketing books. Findings revealed that high cost, poor power supply, piracy, etc were the challenges of using ICT by indigenous publishers in book marketing. Based on these findings, the following were recommended: the emerging indigenous publishing houses and booksellers in Ibadan metropolis need to procure modern and adequate information and communication technologies and are also encouraged to create

websites of their own and place adverts of their publications on the websites and other similar websites like Barnes and Noble, Amazons.com that sell books on the Internet.

Introduction

The business environment is constantly changing and evolving. Businesses themselves change overtime and as they grow and develop, the information needs and the way business activities are carried out will change. At the same time the information and communication technology systems needed to support growth and development will also need to change (Vakola and Wilson, 2004). It is essential, therefore, to review those ICT use so as to continue to align business operations with changing market needs, particularly in a business environment when even small companies face the impacts of globalization with overseas competition, using worldwide supply chains, expanding their own markets locally and internationally and engaging in e-business (Winch and Bianchi, 2006; Taylor and Murphy, 2004; Simpson and Docherty, 2004). So, dealing with exchange require a considerable amount of work, different skills and resources if the processes are to be efficiently and effectively managed. With practice, individuals become very proficient at buying and selling to meet their household needs. However, organizations are more professional in dealing with exchange processes.

With the world becoming a global village, business is also becoming a lot easier. Millions of prospective customers could be reached within minutes and at the same time, through the World Wide Web, at almost no significant price. This is so because with e-commerce, the trade of books transcends geographical boundaries. Access to the world market is at uniform rate. The implication of this, on Indigenous publishers is the fact that huge capital (human and material) needed to set up a viable book business is not needed in e-commerce. The basic things needed are: a computer connected to the internet, the company's website, access to regular electricity and perhaps a telephone. It is unfortunate that most publishers in Africa are not aware of these great opportunities and as such, are lost out of this type of business that is fast changing the way business is done worldwide. The Indigenous publishers need to realize that huge opportunities presented by e-commerce so as not to play themselves out of the global book trade.

Communication is astonishingly diverse. It covers a range from the simplest conversation between two people to the most sophisticated mass medium. Communication may be oral or written. Published materials are part of this communication medium. Publishing is therefore a medium through which information is communicated between people. Publishing became necessary when it was deemed necessary to document knowledge and ideas systematically and transfer them to educate people and create awareness in different spheres of life. The publishing industry is one of the largest enterprises in the world. It comprises the printing and circulation of books, magazines, newspapers, advertising brochures, musical scores, maps, calendars, diaries, timetables, greeting cards, directories, and more. Of these, book publishing is by far the oldest. The "book" with its complexities profoundly influences the human mind. Okebukola (2004:3) remarks that "since the art of writing and by extension book was invented, the world had never been the same again".

The process of producing a book involves many actors; the author, editor, designer, producer and the marketer and that is what makes up the publishing process. The essence of book production is for the sales and final utilization of the books by the end users. When books are published and are not sold or distributed to the target audience, they then become useless. Okwilagwe (2001: 14) supports this view by noting that the process of publishing a book is not complete until the book is sold. He opined that the continuous housing of thousands of copies of a book means bad or dull business to a publisher. Okwilagwe (2001: 14) also notes that it is the duty of the marketing department of a publishing company to ensure the sale of books through its various activities like the promotion of publishing titles for various markets within and outside the country. Marketing is in essence an important part and department of any publishing house. The marketing department is involved in the design and production of a book since they get to the public; their contributions are highly needed to make a book marketable.

Marketing of books is in the throes of the most startling and all-embracing revolution .The components of a whole new information business, where some day the printed book could become obsolete, are upon us; the internet, the e-book, and print-on-demand capability. To date, their impact has been fragmentary and episodic, but their potential is awesome, and they will change the book business, perhaps unrecognizably, forever. Never before has future been more uncertain to people with the most knowledge and vision. Every change breeds complication and the technology, which might enable the authors to see and distribute their own material with a

few keystrokes, added to the end of manuscripts, forces everybody else in the publishing chain to consider how the contribution they make today will feature in tomorrow's world.

In the 1970's, it was noted that there is a clear three-part division of the book trade into publisher-wholesalers, printers and retailers but in the hand press period the functions of the book traders overlapped to a greater extent. Nowadays book publishers are faced with the rapid growth of an alternative system of book production and distribution: information and communication technologies. ICT have the potential to dominate the media industry to become the main mode of delivery for the printed item and to push traditional book production and distribution into a secondary position. Such a revolution in distribution and market building would have a profound effect on the structure of the book trade. Awareness of this, British book publishers and book shops investigated the possibilities of distribution across the Net while their counterparts in the British magazine, journal and newspaper industry actively experimented with new formats and modes of delivery (Outing, 1995).

This study will evaluate current strategies in promoting, distributing and marketing books with modern information and communication technologies and examine how publishers are using the computer, global system of mobile communications (GSM), CD-ROMs, the Internet and print publications to develop their marketing initiatives. The advent of an alternative distribution system in any period raises questions about the origin and adaptability of the current, reigning system. Therefore, it is important to discover what aspects of the existing system are being adopted and which businesses are able to adapt and take advantage of the new methods of production and distribution. Special attention will be paid to how the emerging Indigenous publishers and booksellers have used the modern technologies in the business of book marketing (sales and promotion), which is an important process of publishing.

As the influence of Information and Communication Technology (ICT) continues to become increasingly central in today's business activities, it is important to comprehend when, where, whom, how, what and why ICT becomes an essential input in the business of book marketing in publishing landscape. Information is needed in virtually every field of human thought and action. Information dissemination with the invention of electronics was a welcome development due to its advantage over printed materials, radio, television, telex, telephone, facsimile and video - conferencing. These media have the immediate advantage of disseminating information immediately and to a larger number of people.

It is pertinent that indigenous publishers and Booksellers brace up to actively participate in the ICT age. Our growth and development as a nation is on the path of ICT driven technologies. As it is said that books are the basic instruments of education and our publishers and booksellers must rise up to be seen not only as authorities or professionals but also as formidable and knowledgeable personalities fully equipped with a broad base professional competence in ICT.

Statement of the Problem

Marketing is a very vital aspect of publishing and also evident of the fact that book production and distribution is fast evolving the old style of publishing with the use of modern technologies such as computer. On the other hand, it has been observed that emerging indigenous publishers and book sellers have not been able to compete favourably with their fellow publishers and marketers around in terms of the accessibility and usability of the ICT networking. ICT is applicable in all the aspects of the production and distribution in publishing, such as promoting, distributing and marketing books with modern information and communication technologies. Also, the use global system of mobile communications (GSM), CD-ROMs, the Internet and print publications to develop marketing initiatives cannot be overemphasis. Therefore, the emerging indigenous publishers should take the advantage of ICT to make their books get closer to target audience.

Objectives of the study

The objectives of the study are to:
i)   find out the ICT available to the indigenous publishers and booksellers for book marketing
ii)   find out the types of Information Technology indigenous publishers and booksellers have access to
iii)   determine the areas indigenous publishers and booksellers are applying the use of ICT in the daily activities
iv)   examine the benefits of using ICT by indigenous publishers and booksellers
v)   determine the impact in the use of ICT by the indigenous publishers in book marketing
vi)   find out the challenges of using ICT by indigenous publishers in book marketing

Research Questions

The following research questions were drawn to guide the study

i)   Which ICT are available to the indigenous publishers and booksellers for book marketing?

ii)   What are the types of Information Technology indigenous publishers and booksellers have access to?

iii)   In which areas are indigenous publishers and booksellers applying the use of ICT in the daily activities?

iv)   What are the benefits of using ICT by indigenous publishers and booksellers?

v)   Is there any impact in the use of ICT by the indigenous publishers in book marketing?

vi)   What are the challenges of using ICT by indigenous publishers in book marketing?

Significance of the study

The significance of this study is very numerous. It is evident that the world is becoming a global village; business is also becoming a lot easier. Millions of prospective customers could be reached within minutes and at the same time, through the www, at most no significant price. So, emerging indigenous publishers and booksellers should take a clue.

The emerging indigenous publishers and booksellers need to see the use of promoting and selling their products through the use of ICT. With regard to the relevance of technology in publishing and marketing, potential of a variety of technologies could be assessed by the emerging indigenous publishers and booksellers in Ibadan metropolis.

An understanding of the outcome of the ICT facilities and operational technologies used in book marketing will make it easier for emerging indigenous publishers and booksellers to quickly embrace the use of ICT.

LITERATURE REVIEW

Book Publishing: An Overview

Many people have always misinterpreted publishing to mean printing. This is sampling because of how publishing started in the country through the Christian missionaries printing presses in the colonial era. Publishing is more than printing; rather printing is an activity in the publishing process. Nyeko (1999) defines publishing as:

the process of producing for dissemination, books, films, computer programmes, records, newspapers, periodicals, disc, bulletins, magazines and other literary materials these can either be for free distribution or sale. It is a social responsibility to record human activity for posterity, provide entertainment and to inform.

This definition inculcates the different activities involved in publishing. It shows that publishing interweaves a number of activities to bring about the production of a material. It also shows that published materials spans past books, it includes other visual and audiovisual materials. That means that publishing should be for experts. Publishing involves a chain of inter-related activities which are carried out by experts. Agreeing to above statement, Muluka (1990) states that:

Publishing as we know it today is three-tier system. The accomplished publisher is one who is at home with each of the range of network.

From above statement, Muluka views publishing as involving nurturing the idea of a book which comes through renowned and competent authors to the production and marketing of the books. The ideas are developed through gaps that publishers notice through evaluation of books already existing in the market or through market analysis. The publishers and authors work together on the ideas to develop them to manuscripts and then shape it properly for production, the decision to publish should be guided by an understanding of the market. Book marketing is therefore a vital aspect of publishing which cannot be neglected.

Publishing is a process involving three stages:

a.   conception;

b.   production of the manuscript into a book and

c.   marketing and distribution.

The conceptual stage involves an author, editor, sales person, and head of a department or a literary agent who initiates the idea of a book to a publisher, while the production process involves the editorial, design and typesetting and the printing stages of a book manufacture or production. Marketing and distribution is the last stage of the publishing process which involves making the finished product available to the end users.

The processes in publishing give room for various departments in the publishing house. This is to emphasize the expertise in the different activities carried out in publishing. The major departments include:

i)   Administrative Department

ii)   Editorial Department

iii)   Production Department

iv)   Marketing Department.

Complementing this, Okwilagwe (2001:11) and Nyeko (1999:16) asserts that the different activities performed in a publishing house are administrative/management, editorial, production (design and manufacturing) and marketing. These jobs are done by different experts.

According to Grannis (1967:3) book publishing is "the whole intellectual work and procedure of selecting and arranging to make a book and of promoting its ultimate use". Deriving from this concept of book publishing, Unwin and Unwin (1976:23) asserts that the work of publishing begins after the book is produced. In a similar vein, Priestley (1993:156) agrees that the fifty percent of the publisher's job lies in the successful marketing and distribution of books. Furthermore, Thomas (1967:183) asserts that the "difference between printing a book and offering it for sale and really publishing it lies in the quality of the job done by the promotion, advertisement and publicity managers."

Above assertions stress the different activities of the publishing process which ends with marketing of the finished product. The importance of marketing in publishing is also strongly stressed. Without a good plan to market or distribute, the publishing business is useless. The failure to adequately market books truncates the communication chain between the author and the reader, because until the reader receives the message, the communication process is not complete. The production of a message is important, but the adequate luring of the target audience to accept the product is right for them through the publishers' promotion and machinery is of paramount importance if the target audience is to be reached, investment recouped and optimum profit made.

Information Communication Technology Use in Book Marketing

Information and communication technology (ICT) has revolutionized the world and has brought about tremendous change on everything and person on the globe. It is an axiom that information technology since its emergence has turned the world to a global village. Examples of

these information technologies are computers, Internet, and the global system for mobile communications (GSM). Information has always played a very important part in human life. However, in the mid-20th century, the role of information increased immeasurably as a result of social progress and the vigorous development in science and technology.

The world is experiencing information revolution and knowledge explosion which are being accelerated by information communication Technology (ICT). The information age has made the world globalized as a unit such that information can easily be shared, from any part of the world. The effect of this is that information revolution and the use of ICT, especially in the industrialized societies, have made the industrialized nations to be far ahead of the developing nations in the areas of ICT utilization. The information age has made the world globalized as a unit such that information can easily be shared from any part of the world. The effect of this is that people's life is being influenced in almost every angle (Erwart, 2007). Norton (2007), views information as power, power to influence, control or produce. It is the bases of everything a person does, it is considered as a resource, commodity etc that is essential for survival and development.

In the words of Abimbade, Aremu and Adedoja (2003) says, technology basically is a systematic and integrated organization of man, machine, ideas and procedures to achieve a desired goal. Technology is both a process and product; and over the years man has invented various machines to aid survival and fulfillment. Also Abimbola (2003) noted that: the introduction of computers, which is the major and most influential technology of the last millennium, has made the impact of technology felt in every field of endeavour. Bamiro, Oluleye and Tiamiyu (2006) in their contributions state that computing and telecommunication technologies have courage to unleash a lot of computing power and communication possibilities that must be harnessed for improving productivity and profitability. The power of converging technology is what has made the world a global village. Time has essentially been compressed and work content reduced. This has in turn brought social pressures, which are changing silently, the way work is done, amount of leisure time available, working schedules etc. no one knows precisely where the technology will head in the near future, say ten years time to come, but we know that, for sure, in no distance time, ICT tools will impact significantly on how we live, how we transact business, how much leisure time is available, as well as social interactions, standard

of living, and economic relationships among nations. Today people can freely talk about information technology, educational technology and information communication technology.

The Informational Network for The Availability Scientific Publications (2001) perceives ICT to include electronic networks – embodying complex hardware and software – linked by a vast array of technical protocols. ICT are embedded in networks and services that affect local and international, accumulation and flow of public and private knowledge.

Erwat (2007) projected ICT to include the traditional and modern technologies of disseminating information. The traditional ICT products are the prints on pages, radio, television, films etc while the modern technologies include e-mails, voice mails, FAX, internet, electronic, bulletin boards and cellular telephones etc. Mundy and Sultan (2001) recognize that the wedding of computers and telephones has brought about e-mail and Internet. These he considers as revolutionizing communication and information access in the developing world. Nowadays book publishers are faced with the rapid growth of an alternative system of book promotion and distribution: the Internet. The Internet has the potential to dominate the media industry - to become the main mode of delivery for the printed item - and to push traditional book production and distribution into a secondary position. Such a revolution in distribution and market-building would have a profound effect on the structure of the book trade. Publishers are reticent about stating a fixed policy on Net publishing while the Internet is changing so rapidly, so it is difficult to find a consensus of opinion in the publishing industry. Also any attempt to give an overview of the activities of publishers soon becomes a historical snapshot as more and more publishers enter the Internet marketplace.

Nyeko (1999:82) listed the advantages of the internet in publishing as:

•   It is ten times faster and cheaper to communicate by e-mail.

•   The staff can also source and find much useful information.

•   Many organizations and publishers are using the internet for promotion and dissemination of information about themselves.

•   It is used by millions of people and therefore the publishers can reach a worldwide market if its site is visited because it is a very formidable marketing tool.

•   If the publishers can advertise by publishing catalogues and contents pages of books, accept orders or even let people download, at a fee, its publications from the internet.

- This will be an extra source of income because the internet sale would be in addition to the printed copies.
- Also, there are on-line bookshops, which can market ones books and abstracting companies that can promote publications.

METHODOLOGY

The research design adopted for this study was descriptive survey research which includes the causal-comparative (Ex-post-Facto) method of research. Survey research design entailed gathering relevant data from the sample to the entire population. The Ex-post-facto research design is a systematic empirical inquiry in which the researcher does not have direct control of the independent variables because their manifestation has already occurred or because they are inherent not manipulated. The respondents were the CEOs and all the staff of the seven Indigenous publishing firms and booksellers in Ibadan metropolis using total enumeration method. The total population of this study is sixty (60) staff, comprising the CEOs and the marketing staff of the seven Indigenous publishing firms and booksellers in Ibadan metropolis. A total of 60 questionnaires were distributed, returned and found valid for analysis. The questionnaire was made up of two sections- Sections "A" which examines Personal Information (demographic of the respondent) while, Section "B" comprise questions designed to obtain the opinions of the respondents on the use of ICT in book marketing by Indigenous publishers. The reliability coefficient for the instruments was tested to be 0.72 using Cronbach-Alpha method. The questionnaire was pre tested on CEOs and the marketing staff of Heinemann Publishers and Odusote Bookshop that was not included in the study. The data collected for this study were analyzed using simple percentages and frequency methods.

DATA ANALYSIS

Data were analysed as they related to the specific areas of the study using descriptive statistics such as frequency distributions and simple percentages.

Demographic Information of the Respondents
Table 1: Distribution of Respondents by Sex

Sex	Frequency	Percentage (%)
Male	45	75.0
Female	15	25.0

Total		**60**	**100.0**

Table 1 shows that majority 45(75.0%) of the respondents were male while their female counterparts were 15(25.0%). This shows that majority of the respondents are male. This may be attributed to the nature of job in book marketing where the marketers run around a lot. It may not be convenient for women to leave their families to go from one place to the other to market books.

Table 2: Distribution of Respondents by Age

Age (in years)	Frequency	Percentage (%)
Below 30	10	16.7
31 – 40	37	61.7
41 – 55	6	10.0
56 – 65	5	8.3
66 and above	2	3.3
Total	**60**	**100.0**

Table 2 shows that majority 37(61.7%) of the respondents were within the age group of 31-40 years, followed by the age group of below 30 years representing 10 (16.7%), followed by 6(10.0%) respondents that fall under the age group of 41-55, 5(8.3%) were within the age group of 56-65. While, only 2(3.3%) respondents were within 66 years and above. The implication of this is that many of those involved in book publishing especially marketing are relatively young. They are within the peak of their working ages and should be eager to give in their best in their duties.

Table 3: Distribution of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)
Single	11	18.3
Married	38	63.3
Separated	6	10.0
Divorced	5	8.3
Widowed	-	-
Total	**60**	**100.0**

Table 3 shows that 38(63.3%) of the respondents are married, 11(18.3%) were single, followed by 6(10.0%) respondents that were separated, 5(8.3%) were divorced and there is no case of widowed which represent 0 percent of the respondents. This may mean a more stable and dependent work force in the industry, since many workers may not think of changing job randomly when they have families to cater for.

Table 4: Distribution of Respondents by Educational Qualification

Educ. Qualification	Frequency	Percentage (%)
OND/NCE	11	18.3
HND/B.Sc/B.A.	29	48.3
Master's Degree	17	28.3
Doctoral Degree	3	5.0
Total	**60**	**100.0**

Table 4 shows that majority of the respondents 29 (48.3%) have at least a first degree, 17 (28.3%) had Masters' Degree in various fields, 11(18.3%) had OND/NCE, and only 3(5.0%) had Doctoral Degrees. The implications of the these findings are that workers in the book industry are experienced, highly qualified academically and matured for critical handling of the activities in the work place.

Table 5: Distribution of respondents by working experience

Working experience	Frequency	Percentage (%)
1 – 5 years	17	28.3
6 – 10 years	11	18.3
11 – 15 years	12	20.0
16 – 20 years	9	15.0
21 – 25 years	7	11.7
26 – 30 years	4	6.7
31 – 35 years	0	0
Total	**60**	**100.0**

Table 5 shows that most of the respondents 17(28.3%) have worked for at least 1-5 years, 12(20.0%) had 11-15 years experience, 11(18.3%) had 6-10 years experience, 9(15.0%) had 16-20 years experience, 7(11.7%) had 21-25 years experience, while only 4(6.7%) respondents had 26-30 years experience on the job. The table therefore shows that a majority of the workers have worked for up to 1-5 years which gives opportunity to give reliable answers/opinions on the questions posed in the questionnaire.

Research questions

4.1 Research Question 1: What are the ICTs available to the indigenous publishers and booksellers for book marketing?

Table 6: Distribution of respondents as to availability of ICTs

S/N	Items	Available		Not Available		Total	
		Freq.	%	Freq.	%	Freq.	%
1	Computers	40	66.7	20	33.3	60	100
2	CD-ROM	13	21.7	47	78.3	60	100
3	Telephone/GSM	50	83.3	10	16.7	60	100
4	Satellite	11	18.3	49	81.7	60	100
5	Multimedia	-	-	60	100.0	60	100
6	Network	47	78.3	13	21.7	60	100
7	Internet	43	71.7	17	28.3	60	100
8	Print on Demand	-	-	60	100.0	60	100
9	Web Publishing	15	25.0	45	75.0	60	100
10	E-Marketing	9	15.0	51	85.0	60	100
11	E-Commerce	11	18.3	49	81.7	60	100
12	Digital Printing	56	93.3	4	6.7	60	100
13	E-Mail	55	91.7	5	8.3	60	100

Table 6 shows that digital printing as indicated by 56(93.3%) respondents, followed by E-Mail, Telephone/GSM, Network, Internet and Computers were the major ICTs available to the indigenous publishers and booksellers for book marketing. This implies that only an insignificant number of emerging indigenous publishers and booksellers in Ibadan metropolis have most of the information and communication technologies like the computer, e-mail, Internet and digital printing.

4.2 Research Question 2: What are the types of Information Technology indigenous publishers and booksellers have access to?

Table 7: Distribution of respondents as to accessibility of Information Technology

S/N	Items	Accessible		Not Accessible		Total	
		Freq.	%	Freq.	%	Freq.	%
1	Computers	58	96.7	2	3.3	60	100
2	CD-ROM	57	95.0	3	5.0	60	100
3	Telephone/GSM	60	100.0	-	-	60	100
4	Satellite	34	56.7	26	43.3	60	100
5	Multimedia	-	-	60	100.0	60	100
6	Network	12	20.0	48	80	60	100
7	Internet	46	76.7	14	23.3	60	100
8	Print on Demand	47	78.3	13	21.7	60	100
9	Web Publishing	21	35.0	39	65.0	60	100
10	E-Marketing	17	28.3	43	71.7	60	100

11	E-Commerce	22	36.7	38	63.3	60	100
12	Digital Printing	21	35.0	39	65.0	60	100
13	E-Mail	58	96.7	2	3.3	60	100

Table 7 shows that Telephone/GSM with 60(100.0%) respondents, Computers and E-Mail with 58(96.7%), CD-ROM with 57(95.0%), Print on Demand with 47(78.3%) and Internet with 46(76.7%) respondents agreed were the major the types of Information Technology indigenous publishers and booksellers can access. Since majority of the respondents do not have many of the technologies in their organizations as indicated in table 7, it may mean that they make use of the ample opportunities provided by cyber cafes and business centres to carry out their duties.

4.3 Research Question 3: In which areas are indigenous publishers and booksellers applying the use of ICT in the daily activities?

Table 8: Distribution of respondents as to utilization of ICT

S/N	Items	Used		Not Used		Total	
		Freq.	%	Freq.	%	Freq.	%
1	Computers	58	96.7	2	3.3	60	100
2	CD-ROM	51	85.0	9	15.0	60	100
3	Telephone/GSM	60	100.0	-	-	60	100
4	Satellite	23	38.3	37	61.7	60	100
5	Multimedia	5	8.3	55	91.7	60	100
6	Network	47	78.3	13	27.7	60	100
7	Internet	59	98.3	1	1.7	60	100
8	Print on Demand	34	56.7	26	43.3	60	100
9	Web Publishing	25	41.7	35	58.3	60	100
10	E-Marketing	29	48.3	31	51.7	60	100
11	E-Commerce	32	53.3	28	46.7	60	100
12	Digital Printing	43	71.7	17	28.3	60	100
13	E-Mail	58	96.7	2	3.3	60	100

Table 8 shows that indigenous publishers and booksellers apply the use of ICT in their daily activities such as Telephone/GSM with 60(100.0%) respondents, Internet with 59(98.3%), Computers and E-Mail with 58(96.7%) respondents, CD-ROM with 51(85.0%) respondents, Network with 47(78.3%) respondents and Digital Printing with 43(71.7%) respondents. On the average, it can be said that a greater percentage of the respondents utilize information and communication technologies in carrying out their duties.

4.4 Research Question 4: What are the benefits of using ICT by indigenous publishers and booksellers?

Table 9: Distribution of respondents as to the benefits of Information and Communication Technology

S/N	Items	Agree		Disagree		Not Sure		Total	
		Freq	%	Freq	%	Freq.	%	Freq	%
1	Faster than manual	60	100.0	-	-	-	-	60	100
2	Self reliant workers	54	90.0	6	10	-	-	60	100
3	Cheap to use	35	58.3	25	41.7	-	-	60	100
4	Wider market research	60	100.0	-	-	-	-	60	100
5	Wider market strategies	57	95.0	-	-	3	5.0	60	100
6	Easy marketing of book	52	86.7	6	10.0	2	3.3	60	100
7	Effective Book distribution	46	76.7	6	20.0	10	16.7	60	100
8	Promotion of literacy programme	52	86.7	8	13.3	-	-	60	100
9	Production of attractive books	60	100.0	-	-	-	-	60	100
10	Faster and easier orders	57	95.0	-	-	3	5.0	60	100
11	More accurate record keeping	60	100.0	-	-	-	-	60	100

Table 9 shows that about 96% of the respondents agreed that information and Communication technologies are beneficial in carrying out their duties. Majority agreed that it is faster than manual, for wider market research, production of attractive books, more accurate record keeping, wider market strategies, faster and easier orders among others. It then implies that for effective book marketing, information and Communication technologies should be used. This will actually reduce the stress posed by the use of the manual system.

4.5 Research Question 5: Is there any impact in the use of ICT by the indigenous publishers in book marketing?

Table 10: Distribution of respondents on the favourable impact of ICT on Book Marketing

S/n	Items	Agree		Disagree		Not Sure		Total	
		Freq.	%	Freq	%	Freq.	%	Freq	%
1	ICT revolutionalised book trade	59	98.3	-	-	1	1.7	60	100
2	Better ways of marketing books	60	100.0	-	-	-	-	60	100
3	Faster and more efficient ways of marketing books	58	96.7	-	-	2	3.3	60	100

S/N		Freq.	%	Freq.	%	Freq.	%	Freq	%
4	ICT has made book marketing clumsier than before	21	35.0	39	65.0	-	-	60	100
5	Reaching the customer is made easier and faster	60	100.0	-	-	-	-	60	100
6	The need for warehousing of books has been reduced	54	90.0	2	3.3	4	6.7	60	100
7	Communication within and outside companies has been better facilitated through ICT	60	100.0	-	-	-	-	60	100
8	Networks have ensured constant contact with supplier and customers	60	100.0	-	-	-	-	60	210
9	Increased electronically distributed information which may not be tracked on print	53	88.3	2	3.3	5	8.3	60	100
10	Benefits of ICT cannot be fully utilized because the facilities are not readily available	36	60.0	24	40.0	-	-	60	100

Table 10 shows that majority of the respondents agree that information and Communication technologies have favourable impact on publishing and book marketing in particular. More than 97% of the respondents agree that ICT revolutionalised book trade, it is a better ways of marketing books, reaching the customer is made easier and faster, communication within and outside companies has been better facilitated through ICT, networks have ensured constant contact with supplier and customers, 58(96.7%) agreed it is faster and more efficient ways of marketing books, while, 53(88.3%) respondents agreed it increased electronically distributed information which may not be tracked on print. Unfortunately these benefits cannot be fully felt in Ibadan metropolis because the computers and other facilities are not readily available to many people.

4.6. Research Question 6: What are the challenges of using ICT by indigenous publishers in book marketing?

Table 11: Distribution of Respondents as to the challenges of using ICTs

S/N	Challenges of using ICTs	Agree		Disagree		Not Sure		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq	%
1	High cost	60	100.0	-	-	-	-	60	100
2	Poor Communication	54	90.0	6	10.0	-	-	60	100
3	Poor Power Supply	60	100.0	-	-	-	-	60	100
4	Problem of Copyright	57	95.0	2	3.3	1	1.7	60	100

5	Privacy and Security	54	90.0	4	6.7	2	3.3	60	100
6	Lack of Skilled Manpower	47	78.3	11	18.3	2	3.3	60	100
7	Competition	45	75.0	10	16.7	5	8.3	60	100
8	Piracy	60	100.0	-	-	-	-	60	100

Table 11 shows that majority 60(100.0%) respondents agreed that high, poor power supply and piracy, followed by 57(95.0%) respondents that agreed problem of copyright, 54(90.0%) agreed poor communication, privacy and security, 47(78.3%) respondents agreed lack of skilled manpower were the challenges of using ICT by indigenous publishers in book marketing. This shows that the use of information and communication technologies by the emerging indigenous publishers and booksellers are accompanied with some attendant problems.

Discussion of findings

The study was designed to examine Information and Communication Technology Use in Book marketing by Emerging Indigenous Publishing Firms and Booksellers in Ibadan Metropolis. From the study, it could be inferred that the emerging indigenous publishing firms and booksellers under consideration recruits more male staff 45(75.0%) than the female counterparts and there is also strong indications that the emerging indigenous publishing firms and booksellers employed more people with HND/B.Sc/B.A degree than any other certificate.

The findings revealed that digital printing, E-Mail, Telephone/GSM, Network, Internet and Computers were the major ICTs available to the indigenous publishers and booksellers for book marketing. This implies that only an insignificant number of emerging indigenous publishers and booksellers in Ibadan metropolis have most of the information and communication technologies like the computer, e-mail, Internet and digital printing. This finding agreed with the findings of Bamiro, Oluleye and Tiamiyu (2006) in their contributions state that computing and telecommunication technologies have courage to unleash a lot of computing power and communication possibilities that must be harnessed for improving productivity and profitability.

The findings also revealed that Telephone/GSM, Computers, E-Mail, CD-ROM, Print on Demand and Internet were the major types of Information Technology indigenous publishers and booksellers can access. Since majority of the respondents do not have many of the technologies in their organizations, it may mean that they make use of the ample opportunities provided by cyber cafes and business centres to carry out their duties. This finding commensurate with the

findings of Mundy and Sultan (2001), he recognized that the wedding of computers and telephones has brought about e-mail and Internet. These he considers as revolutionizing communication and information access in the developing world and that nowadays book publishers are faced with the rapid growth of an alternative system of book promotion and distribution with the use of the Internet (Mundy and Sultan, 2001).

Furthermore, the study revealed that indigenous publishers and booksellers apply the use of ICT in their daily activities such as Telephone/GSM, Internet, Computers, E-Mail, CD-ROM, Network and Digital Printing. On the average, it can be said that a greater percentage of the respondents utilize information and communication technologies in carrying out their duties. This is in line with the view of Erwat (2007), he projected ICT to include the traditional and modern technologies of disseminating information. Erwat (2007) refer the traditional ICT products are the prints on pages, radio, television, films etc while the modern technologies include e-mails, voice mails, FAX, internet, electronic, bulletin boards and cellular telephones etc.

Moreso, findings shows that information and communication technologies are beneficial in carrying out their duties as majority agreed that it is faster than manual, for wider market research, production of attractive books, more accurate record keeping, wider market strategies, faster and easier orders among others. It then implies that for effective book marketing, information and Communication technologies should be used. This will actually reduce the stress posed by the use of the manual system. This finding supported the findings of Nyeko (1999:82), he listed the advantages of the internet in publishing as: it is ten times faster and cheaper to communicate by e-mail and that publishers can also source and find much useful information.

Findings also revealed that information and Communication technologies have favourable impact on publishing and book marketing in particular. Respondents agree that ICT revolutionalised book trade, it is a better ways of marketing books, reaching the customer is made easier and faster, communication within and outside companies has been better facilitated through ICT, networks have ensured constant contact with supplier and customers, it is a faster and more efficient ways of marketing books and it increased electronically distributed information which may not be tracked on print. This corroborate with the submission of Norton (2007), he views information as power, power to influence, control or produce and that it is the

bases of everything a person does, it is considered as a resource, commodity etc that is essential for survival and development.

Findings revealed that high cost, poor power supply, piracy, problem of copyright, poor communication, privacy and security and lack of skilled manpower were the challenges of using ICT by indigenous publishers in book marketing. This shows that the use of information and communication technologies by the emerging indigenous publishers and booksellers are accompanied with some attendant problems.

Conclusion

The role of Information and Communication Technologies (ICTs) in publishing and book marketing firm cannot be underestimated as it application have significantly impact the emerging indigenous publishing firms and booksellers in Ibadan metropolis particularly. The study has been able to revealed that indigenous publishers and booksellers can access and use ICTs such as Computers, E-Mail, Telephone/GSM, Internet, Network, CD-ROM and digital printing which has enable them better ways of marketing books, easier and faster way of reaching the customer, communication through ICT, networking with supplier and customers. However, alternative advantage were often utilized by some of the emerging indigenous publishing firms and booksellers in Ibadan metropolis who do not have many of the technologies in their organizations by making use of the ample opportunities provided by cyber cafes and business centres to carry out their duties. The challenges of using ICTs by indigenous publishers in book marketing are high cost, poor power supply, piracy, problem of copyright, poor communication, privacy and security and lack of skilled manpower. Hence, it is imperative that the indigenous publishers and booksellers should endeavour to provide adequate solution to the non-availability of some of the necessary technologies for marketing of books and effective book distribution in Nigeria.

Recommendations

In view of the conclusion stated or drawn above, the following recommendations are put forward:

1. The emerging indigenous publishing houses and booksellers in Ibadan metropolis need to procure modern and adequate information and communication technologies. This will surely enhance their quality of sales and improve distribution of books.

2. There should be a network of the emerging indigenous publishing houses and booksellers for effective communication.

3. The emerging indigenous publishers and booksellers are encouraged to create websites of their own and place adverts of their publications on the websites and other similar websites like Barnes and Noble, Amazons.com that sell books on the Internet.

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