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INFORMATION: UNDERSTANDING THE ESSENTIALS OF SEGMENTATION FROM JOB PERFORMANCE TO USERS' SATISFACTION.

BY

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ABSTRACT

This study was designed to trace the essentials of Segmentation from job performance to users' satisfaction in academic libraries in three universities in Cross River State. In order to achieve this purpose, four research objectives were formulated to direct the study. A literature review was done on related variables. A survey research design was adopted, and a sample of 800 respondents was administered questionnaire in the following sequence: University of Calabar 400, University of Cross River State (former CRUTECH) 250 copies, and College of Health Technology150. Data were analyzed using tables and simple percentage calculations. It was found that users knew many segmentation strategies. Protuberant among them were; Segmentation enables users to identify their specialty789(100%) quickly, Resources are acquired, arranged, and directed to users based on disciplinary segments/professions789(100%), and during challenges, users can be sought for solutions as a group if they were shy individually764(06.83%). From objective 2, users agreed to study discipline/course 778(98.61%) and level of educational status789(100%), a mixture of psychographic and behavioral characteristics, were used for segmenting users in academic libraries. The results of the analysis in Objective 3 revealed that Segmentation enhances library use and access to information materials with general reading 657(83.27%), coursework/assignment/group discussion748(94.80%), personal development 604(76.55%), Exam preparation 724(91.76%), Globalization related 639(80.99), Health-related 568(71.86%), and Employment related 487(61.73%). Results from objective 4 showed that the critical steps in Segmentation that works better for academic libraries were only Need-based and segment identification: others were probably useable at companies or industrial sites. Finally, the study concluded that Segmentation was done to match users' needs with library supply capabilities so that users can have satisfaction.
Keywords: Information, Segmentation, Job performance, Users, Satisfaction, Service technique, Strategic management, Policy administration, Academic libraries.

INTRODUCTION

The literature world concentrates mainly on writing and publishing. This is true of both the commercial sector and the arts funding sector. Opening the book's unique contribution has been to introduce the concept of intervening at the point of consumption. However, some essential things are missing, and they include;

1. Making the reader visible: Reading is something we do by ourselves in private. There are more readers than practitioners of any other art form, but because reading is essentially an individual and domestic habit, this is often overlooked.

2. Respecting other people's reading experience: This controls us from making mistakes in perceiving users. For example, there is a myth that the readers of romance textbooks are probably deeply unhappy with no social life. What makes up this thinking?

3. A reader-centered approach to quality is necessary: Reader development takes an inclusive approach to whatever people are reading. We do not need to make value judgments about the 'quality' of books as we shift the focus to the quality of the reading experience.

Although it can be said that people and organizations engage in vast activities that can be called marketing to formally or informally synergize ways to establish their brand of goods, services, and products, there is still one major constrain before all businesses that they cannot connect to all their existing clients in broad terms. The closest decision, therefore, allows the organizations to want to focus on clients within their capacity. For this, the body of customers is to be divided into segments with distinct needs and wants to facilitate service rendition. Thus, in the public sector, where there is a commitment to offering quality services across the board, there is a need to break down the library market by differentiating reading audiences (the general body of users to be served) into specific segments. It is harder to adopt the principle of aiming specific services or promotions to specific groups hence the need to know our clientele and, when planning strategies to satisfy them, produce services that would make meaning to them in their specific segments.

STATEMENT OF THE PROBLEM

Every organization engages in multifarious activities that keep them too busy to the extent that some critical aspects could be forgotten or not attended to when necessary because they are not remembered. This is why management is viewed as a process- to aggregate functional activities in decision making; allowing workers to render services under library set standards, following rules and regulations to guarantee the satisfaction of objectives. Therefore, whether profit or non-profit organizations (where academic libraries belong), managing customers(users) may be the process of getting things done in order to serve them well by standards of management objectives which are planning, organizing, directing, coordinating, and controlling organizational activities and resources to accomplish goals. However, after undertaking the four steps of managerial objectives as highlighted above, if there is no control, it might be challenging to match inputs and processes to quantify output which should show in users' satisfaction. Again, Segmentation is presented in this study as an arm of controlling activity towards the target audience; hence the study addresses information: understanding the essentials of Segmentation from job performance to users' satisfaction with the following objectives:

1. To find out if users' have knowledge of segmentation strategies in academic libraries

2. To ascertain the characteristics used in academic library segmentation

3. To ascertain whether Segmentation enhances library use/ access to information materials

4. To find out which type of Segmentation works better for their satisfaction

LITERATURE REVIEW

Bhatt and Gupta (2018) saw segmentation as a marketing strategy in libraries and informed that, whatever needed to be marketed, be it service, product, human expertise, attitude of librarians or information materials, the strategy for use should be interconnected to library users. Chen, Sun, Waygood, Yu, & Zhu (2022) revealed that anytime services are to be provided, Management has to provide enhancement and intervention. This means that, users have to be segmented so as to achieve efficiency and satisfaction because they possess different characteristics.

Goyat (2011) revealed that the purpose of Segmentation is the concentration of marketing energy and force on subdividing to gain a competitive advantage and the conceptual tool to help in achieving this focus within the segment. The author explained that the marketer must try to understand the target market's needs, wants, and demands and described needs as basic human requirements like food, air, water, clothing, and entertainment. These needs become when directed to specific objects that might satisfy the need. Kotler (2000), as cited in Goyat (2011), explained that an American needs food but wants a hamburger, French fries, and a soft drink. Wants are shaped by one's society, and Demands are wants for specific products backed by an ability to pay. Again, Cartwright (2002), cited in Goyat (2011), is of the opinion that needs are something that people cannot do without; a want is a method by which people would like the need to be satisfied.

Library market segmentation is the categorization of potential users of a library setting into groups based on some common characteristics. Such characteristics of other business ventures include; age, income, gender, geographical or other attributes relating to the purchase or consumption or user behavior (www.bizplan.com cited in San Antonio public library strategic plan, 2011). Chisnall (1985) cited in Goyat (2011) had identified that the segmentation base chosen to subdivide a market will depend on many factors such as "the type of product, the nature of demand, the method of distribution, the media available for market communication, and the motivation of the buyers. Coffe (2018) revealed that in the service industry, visits duration is positively related with customer satisfaction. Invariably, customers who do not fell satisfied about services rendered in a place would definitely not border to repeat visits. This is another reason why users in academic libraries need to be segmented so they could be given the specific treat that makes each group special.

Sun, Liu, Yao, Duan & Wang (2021) also stressed that latent attitudes of customers on sharing services were of great value to affect choices. Moreso, Unguren, Takin & Bayirh (2021), corroborated

those choices are meant to enable users' benefit from opportunities, relieve stress, live improved lives or prepare new strategies of increased life expectancy. Hence, there can never be a time that everybody will have the same needs to satisfy and segmentation will always be necessary when rendering services. Therefore, users' satisfaction should receive more attention while discovering influencing factors that optimize them.

Kotler, Armstrong, Saunders, & Wong (2002) cited in Goyat (2011) revealed that four segmentation bases have emerged as the most popular in studies. They include;

➢ geographic segmentation- markets segmented by geographic region (country/continent/state, population size or density or climate);

➢ demographic segmentation- markets segmented by age, profession, sex, size and family type, income, occupation, Education, Nationality etc;

➢ psychographic segmentation- markets-segmented by life-style variables-interest, activities, values, attitudes); and

➢ behavioral segmentation - markets segmented by purchase occasion, benefits sought, user status etc.

From the above, it can be inferred that not all types of Segmentation can benefit every organization. For instance, a survey by Power and Associates (2012) on North America Airport satisfaction with a sample of 24,000 passengers in 81 airports revealed that the analysts aggregated each response and created an index model using a series of hierarchical regressions that weighed the importance of each of the attributes. The result showed that airports were ranked or segmented based on six attributes: airport accessibility, baggage claim, check-in-baggage, check process, terminal facilities, security check-in, and food and retail services.

Victoria K. Wells, Shing Wan Chang, Jorge Oliveira (2010) as well as Salma (2010) in their study presented the idea that the benefit sought is the more powerful basis of brand choice. They also reveal the idea that demographic attributes are not very effective in the case of brand choice and price selection. The demographic variables of interest were age, gender, household size, occupation, education, and income level. Results of this study show the demographic influence on the choice of retail outlet is partial, with household size, education, and income having a significant effect on the choice of retail outlet

Differently, Rajiv kamineni (2009) cited in Goyat (2011) presented the idea that demographic is now failed to effective Segmentation and only psychographics is not sufficient to segment today's complex market in which consumers have a different type of ideology. This study gives an idea about a new basis of Segmentation that can be applied with the help of Enneagram, which is an ancient

technique of personality indicator. This technique has a combination of psyche and spirituality of personality. This study gave a different idea about Segmentation which is not in practice but can be proved very useful.

Ajiboye's and Tella's (2007) studies revealed that when academic activities were segmented, users turned to parts that related to their interest more seriously; hence the result of their findings showed that the predominant information is seen by undergraduate students as academic-related was 64.1%, personal development 12.5%, health 11.3%, Employment 9.3%, and Globalization 2.9%. In consonance with this, Kakai, Ikonga-Odonga, and Kigongo-Bukenya (2004), in their study, pointed out the need for library users' Segmentation for coursework /assignment to be 86%, preparation for exams 68%, class discussion 44% and general reading to enhance lecture 55%. Library organization Segmentation is a method by librarians to section users like a firm attempting to reach its target with pieces of information. It starts with library research, in which needs especially of the different admission, attitudes, and other contenders' goods and services are evaluated.

It continues through to information publicizing, advancement and circulation; where applicable, user servicing, information packaging, display, and distribution meet set standards from National Universities Commission (NUC). Hence despite the fact that marketing segmentation serves the purpose of promoting sales in business enterprises that are ultimately profit-oriented, it becomes a thought-provoking process that stimulates the utilization of information resources in academic libraries, which are, of course, non-profit but service-oriented. This is the natural character of users' Segmentation in every other library, be it unique, school, private, national, public, or virtual. It is essential to understand users' Segmentation in library operations to create awareness of knowledge management and a communication process, which indicates the selection of materials within a stock meant for different user groups.

Best (2004) analyzed Key Steps in a Needs-Based Market Segmentation Process as follows:

Steps in Segmentation Process	Description
1. Needs-Based Segmentation	Group customers into segments based on similar needs and benefits sought by the customer in solving a particular consumption problem.
2. Segment Identification	For each needs-based segment, determine which demographics, lifestyles, and usage behaviors make the segment distinct and identifiable.
3. Assess Segment Attractiveness	Using predetermined segment attractiveness criteria, determine the overall attractiveness of each segment.

4. Evaluate Segment Profitability	Determine segment profitability (net marketing contribution).
5. Segment Positioning	For each segment, create a "value proposition" and product-price positioning strategy based on that segment's unique customer needs and characteristics.
6. Segment "Acid Test"	Test the attractiveness of each segment's positioning strategy.
7. Marketing-Mix Strategy	Expand segment positioning strategy to include all aspects of the marketing mix: product, price, promotion, place, and people.

Veeramani and Vinayagamoorthy (2010) noted that applying marketing techniques in academic libraries requires Segmentation. It facilitates the identification of various groups of users and modification of services and information based on those groups' needs, which could be expressed, unexpressed, and inactivated. Aremu and Lawal (2012) saw marketing strategies to be patterns of resource allocation decisions made by an individual library user within the library. Thus, users' Segmentation summarizes both desired and undesired goals and beliefs about what is acceptable and most critically unacceptable pieces of information for achieving them. So, Aremu and Lawal further asserted users' Segmentation to imply the analysis of the library and its environment, users' consultation behavior (user behavior in libraries), competitive activities, and the need and capabilities of vis-à-vis intermediaries that must be taken seriously.

However, once a user is attracted to the library, all library personnel are obliged to take pains to assure him of appreciated patronage and serve as an added influence to motivate his continuous keenness to use library resources. Payette and Rieger (1998) conducted a study at Cornell University and found that 65% of the faculty and 88% of the students surveyed were ignorant of the vast array of resources available to them; the faculty relied only on one or two databases it was familiar with and disregarded the variety of e-resource tools offered by the library through the Web-based gateway. Undergraduate students, on the other hand, "cited Internet exploration engines as operative tools in categorizing information possessions for their papers and speeches" (p. 125). This finding corroborated that of other studies by Darko Lacovic (2014) that indicated students' over-reliance on the Web though not all users have virtual knowledge.

The International business machine (IBM) Institutes for Business Value (2003) cited in Civic Technologies (2009) revealed that to segment the use of the library properly, there are multi-dimensional characteristics of users that require consideration. These are; who are they? What do they look like? What

are they doing? What do they need? How do they act? What do they acquire or require (interest materials)? When do they need it, and why do they want it? In relating these to library studies, the following considerations would suffix - what category of users are they? Are they young, adolescents, or old students? What are their course relationships or professional needs? Do they require practical or theory sessions, archival documents, or current discoveries? Are they mature to handle types of equipment? Do they value resources, or are they still within the mutilation level? Do they show interest in manual or contemporary library practices? Etc. Proper consideration of the above would reveal different categories of users to be satisfied and can see that there is not something to be taken for granted if satisfactory services are to be rendered. Again, a cursory look at these sections would also allow some users to be served more than once, as their needs imply.

Madhusudhan (2008) revealed several things that compelled librarians to learn and begin users' Segmentation despite their long debate. One of them is that, with the rapid changes brought in librarianship by information and communication technology, not all users are ICT literate, thus requiring different attention spans for the literate ones. The author explained that at Goa University Library, users were segmented into Individuals, definitive as postgraduate students, research scholars, talented members, research acquaintances and supporters, project helpers and non-teaching employees, corporate and institutional members, and other libraries. He reasoned that the services of the library had to be made known to users to enable them to think of the library in times of need which remained apparent in segments.

Millsap (2011) posited that with Geographic Information System (GIS)-based consumer data, Segmentation could be done beyond the reliance on names, addresses, gender, age, and perhaps how people use library collection to include demographic, socio-economic, residential information linked to where people live, interest, buying habits, leisure activities and strategies for communicating with specific segment audience. The author further revealed that C.T.; www.civictechnologies.com, which is an information management company based in Pasadena, Calif, had already developed tools that combine integrated library system (ILS) data, household data of clients, market segmentation, and geographic data with GIS mapping technology and concluded that Segmentation fights misperception. Therefore, it can be inferred here that successful Segmentation depends upon a partnership with those who understand the aims and objectives of the segmenting clients and Building relationships.

Civic Technologies (2009) accounted those academic libraries face a plethora of information age challenges, and this is because the world is of customized services by which amazon knows what books users might like to read, and Netflix suggests films that one would like to watch; libraries have an opportunity to re-invent their customer relations and to strategize how to create meaningful relationships with potential customers. Although it can be inferred that marketing segmentation is new to this part of the world, its widespread adoption by large profit-oriented businesses over a long period is a testimonial to its essential, robust, and reliable predictive capabilities. It is known for its best use in

marketing: clients' acquisition, retention, migration to a higher value, and choosing the right location for a given facility. Using the help of Business and Library Decision, libraries have begun the adoption of marketing segmentation to meet various needs and strategic plans. It is also held that because marketing segmentation is now affordable, academic libraries are using it to support the research needs of students and faculty.

Odine (2011) reiterated that market segmentation could be used in marketing library services; hence, information resources should be provided to users based on their level. Practically, all categories of undergraduate users, postgraduate researchers, and lecturers should have their information resources available. Bahraon (2010) noted that another strategy to market library services was market segmentation. This meant grouping users for the best product delivery. Library resources could then be allocated to each specific group, for instance, undergraduate, postgraduate, lecturers, and researchers. From this scenario, marketing segmentation aimed to target the patrons rather than the product or the service. Another purpose of market segmentation was to provide services that satisfy individuals' needs rather than a generalized service.

Hague and Harrison (2016) revealed Segmentation as the first step in marketing. It is also the key to profitable and successful satisfaction of needs. They gave an example of how CVS pharmacy had massive success through segmenting their customers. Authors analyzed that the company looked at its customer base and found that 80% were women, so they redesigned their market to meet the needs of the busy, multi-tasking women by offering shorter waiting time prescriptions, wider, better-ignited shopping aisles, and more beauty products. Segmentation helped identify customers' needs and organized the pharmacy's offers to satisfy their customers better.

The study by Bozkurt (2016) on brand segmentation strategy for tablet chocolate and convenience product purchases by women used simple random sampling and product least squares with a sample of 172 female tablet chocolate consumers. The study concluded that branding significantly influences female customers' decision-making and purchases. This implied that there should be a clever way of targeting clients who need librarians' services to utilize resources; the library can assign knowledgeable staff at different points of users' queries with tags like----quick reference, easy location, information services, one–on–one–counselling, to enable the time of the users not to be wasted while they get satisfied. This would encourage patrons to inform their friends and utilization will increase.

In another instance, Segmentation would by this, clearly show the difference between library marketing and promotion. Promotion in the library seems to focus on pressurizing users to look at the information resources at hand almost regardless of their real needs. This profit-oriented economy is called "brutal selling" because it may leave the customer with the product, they wish they never bought and, as such, may never return as a customer again, but market segmentation takes a longer-term view to bring back patrons constantly. The required marketing segmentation is done concerning users to

match customers' needs with suppliers' capabilities.

Patil and Pradhan (2014) upheld that it was difficult to work out a single strategy across all categories of segments (students, faculty members, scholars, researchers, staff members, and international students); hence, it was worthwhile to formulate different strategies for different individual groups to be segmented. More time and effort may be required, but definitely, the patrons are more likely to be comfortable and loyal to the discussion that satisfies needs; hence, the fundamentals for Segmentation would be to know an organization 'or library's clients, have knowledge of their differences and a clear proposition of what satisfies their needs.

Potter (2012) suggested that libraries need to look at their value. In his assessment, it was vital that not everyone perceived the same value in library services; therefore, for every library doing services, it was vital to undertake Segmentation because the differences within the segments were significant. It was not good to look for one specific way, but if the value each segment attaches to the library was looked at, the marketing librarian then had the core of what marketing was about; thus, marketing needed to be planned continuously.

For example, the worst thing that could happen would have been- if the marketing was done successfully, and people responded and came in to claim the offer and met with poor responses, the harm would be not negating the marketing activity just done, but positively reinforcing the library as an organization that sends irrelevant messages or promises it could not fulfil. Potter advised that if proper Segmentation yielded results, more of the librarians' marketing would have to be done rather than marketing just the library. To this author, it was the people that added value to information delivery, though people create services but must depend on how well enough other people respond.

The San Antonio Public Library Strategic Plan (2011) identified marketing segmentation to help organizations find new customers, gain insights, improve service delivery and become customer-centric. It presented the process of using marketing segmentation to support different work groups in the library to be as below:

1. Support education and learning by selecting segments that present people you want to focus on (youth at risk, low educational attainment) and develop specific agendas/materials and other resources to meet the defined interests, needs, and preferences of the clients who are literacy-challenged.

2. Support economic development by targeting segments after occupations among users and focus on the delivery of career development and financial planning services.

3. Foster community connections by finding out where current customers are coming from, defining interests, needs, and preferences, then optimizing collection to satisfy the needs by identifying specific locations to target efforts for increasing materials.

4. Support marketing and public relations- target messages by segments, utilize appropriate and

relevant communication channels, and communicate relevant services, programs, and resources.

Civic Technologies (2009) publicized market segmentation as an indispensable tool for understanding users' needs and re-inventing clients' relationships. Libraries that become a customer- centric by starting to understand users' needs and then develop products, programs, and services to meet those needs would ultimately find success in the 21st-century community leadership. They further stated that academic libraries using marketing segmentation could achieve three things. These are grown in the number of clients, realizing a massive return on investment (ROI) in e-resource materials and services, which would ultimately increase the utilization of resources (either in books or non-book format).

METHODOLOGY

A survey research design was used for this study through a distribution of 800 copies of the questionnaire as follows- the University of Calabar had 400copies, and Cross River State University of Technology (CRUTECH) had 250copies, and the College of Health Technology had 150copies. This was done because the institutions vary in population and a different number of reader services units. For instance, the University of Calabar has social science, Law reference, medical library, Humanities, and Science & Technology library units to cater to its reader services Division. University of Cross River State (former CRUTECH) has social science, Humanities, and Science & Technology units. At the same time, the College of Health Technology uses only two sections -Reference and Reader services partitioned in line with the curriculum biases (public Health, Radiography, Medical Laboratory, etc.). A total of 789 usable copies were returned for analysis representing 98.63% of the respondents. The responses presented were analysed using a frequency table and simple percentage calculation. Of these, 408(51.71%) were females, and 381(48.28%) were males.

FINDINGS AND DISCUSSIONS

Table 1: Distribution and Return Rate of Questionnaire by Institution

Institutions	No. of Respondents	%	Return rate	%
College of Health tech.	150	18.75	147	18.63
University of Calabar	400	50	396	50.19
University of Cross River	250	31.25	246	31.18
Total	**800**	**100**	**789**	**100**

The return rate of 789 (98.63%) was recorded due to the researcher's cordiality with the library staff in the study libraries who assisted in administering the instrument.

TABLE 2 (OBJ. 1): Responses on Users' knowledge of Segmentation strategies: To answer

research question 1- Do users in academic libraries have knowledge of Segmentation, responses of items 1-7 were analysed.

S/N	ITEMS	RESPONSES					
		A		D			
		F	%	F	%	Total %	
1	In my library, undergraduates are grouped differently from postgraduates	739	93.66	50	6.34	789	100
2	This Segmentation helps for orientation of newly admitted students	742	94.04	47	5.96	789	100
3	Although all students go through GSS, it is geared to enable library use for users' professional knowledge development	751	95.18	38	4.82	789	100
4	This Segmentation enables users to quickly identify their specialty	789	100	-	-	789	100
5	Resources are acquired, arranged, and directed to users based on disciplinary segments/ professions	789	100	-	-	789	100
6	Segmentation helps users' partner with those of similar needs	695	88.09	94	11.91	789	100
7	During challenges, users can be sought for solutions as a group if they are shy	764	96.83	25	3.17	789	100

From Table 2, it can be observed that 739 respondents (93.66%) of the total respondents agreed that undergraduates were grouped differently from postgraduates, while 50 (6.34%) disagreed. Also, 742 (94.04%) agreed that Segmentation helps orient newly admitted students, while 47(5.96%) disagreed. 751(95.18%) agreed it is geared to enable library use for professional knowledge development. Also, 789 (100%) agreed that Segmentation enables users to quickly identify their specialty, mainly because resources are acquired, arranged, and directed to users based on disciplinary segments. Again, 695(88.09%) respondents agreed that segmentation help users partner with those with similar needs, while 94(11.91%) disagreed. Finally, 764(96.83%) agreed that during challenges, users can seek solutions as a group if they are shy, while 25(3.17%) disagreed. The analysis results indicate that the percentage of agreement for the seven items is higher than 50, implying that users had knowledge/awareness of segmentation strategies. These results tallied with Ajiboye's and Tella's (2007), who revealed that when academic activities were segmented, users turned to parts that related to their interest more seriously because they knew their needs as reasons for being segmented.

TABLE 3, OBJ 2: Characteristics used for segmenting users: To answer research question 2, To what extent do users' characteristics enhance Segmentation, responses of items 8-12 were analysed.

S/N	ITEMS	RESPONSES				
		A		D		
		f	%	f	%	Total %
8	Age	321	40.68	468	59.32	789 100
9	Gender	327	41.44	462	58.56	789 100
10	Study discipline/course	778	98.61	11	1.39	789 100
11	Levels of Educational status	789	100	-	-	789 100
12	Geographical attributes/location	395	50.06	394	49.94	789 100

Results in Table 3 show that academic libraries use study discipline/course 778 (98.61%) and levels of educational status (year of admission) 789 (100%), which are a mixture of psychographic and behavioural characteristics for segmenting users; geographical attributes varied because users were going to be segmented in their main university library while gender was primarily used during researches. This result corroborates earlier findings by Chisnall (1985) cited in Goyat (2011), who had identified that the segmentation base chosen to subdivide a market would depend on many factors such as "the type of product, the nature of demand, the method of distribution, the media available for market communication, and the motivation of the buyers/ users, in this circumstance. Again, Patil and Pradhan (2014) stressed that working out a single strategy across all categories of segments was difficult. For academic libraries - students, faculty members, scholars, researchers, staff members, and international students have different needs; hence, it was worthwhile to formulate different strategies for different individual groups to be segmented. Also, more time and effort may be required to segment them, but definitely, the patrons are more likely to be comfortable and loyal to the discussion that satisfies needs; hereafter, the fundamentals for Segmentation would be to know an organization 'or library's clients, have knowledge of their differences and a clear proposition of what satisfies their needs.

TABLE 4, OBJ 3: To what extent does Segmentation enhance library use/ access to information materials. Responses for items 13- 19 were analysed.

S/N	ITEMS	RESPONSES				
		A		D		
		f	%	f	%	Total %

13	General reading to enhance lectures	657	83.27	132	16.73	789	100
14	Coursework/assignment/group discussion	748	94.80	41	5.20	789	100
15	Personal development	604	76.55	185	24.45	789	100
16	Preparation for Examination	724	91.76	65	8.24	789	100
17	Globalization related issues	639	80.99	150	19.01	789	100
18	Health-related	568	71.86	222	28.14	789	100
19	Employment-related	487	61.72	302	38.28	789	100

Results from Table 4 specify that respondent's response on General reading to enhances lectures 657(83.27%), course work related 748 (94.80%), personal development 604(76.55%), and preparations for examination724 (91.76%), among others were all in the agreement above 50%, it can be summed that Segmentation enhances library use and access to information materials. The result explains why Potter (2012) suggested that libraries must consider their value. According to the author, what was key was that not everyone perceived the same value in library services; therefore, for every library doing services, it was vital to undertake Segmentation because it was the differences within the segments that were important. It was no good to look for one specific way, but if the value each segment attaches to the library were looked at, the marketing librarian then had the core of what marketing was about; thus, user segmentation needed to be planned continuously to satisfy each segment in the proper way.

TABLE 5, OBJ 4: Which key segmentation steps work better for users' satisfaction in academic libraries. Responses from items 20-26 were analysed.

S/N	ITEMS	RESPONSES	
		A	D

		f	%	f	%	Total %
20	Needs-based Segmentation	789	100	-	-	789 100
21	Segment Identification	708	89.73	81	10.27	789 100
22	Assess segment attractiveness	273	34.60	516	65.40	789 100
23	Evaluation segment profitability	208	26.36	581	73.64	789 100
24	Segment positioning	165	20.91	624	79.09	789 100
25	Segment "acid test."	208	26.36	581	73.64	789 100
26	Marketing mix strategy	109	13.81	680	86.19	789 100

Results from Table 5 exposed that respondents agreed only to needs-based segmentation 789(100%) and segment identification708(89.73%), while all others went for disagreements. From the names, other key segments do not belong to academic but industrial / company environments; hence, not known to users. This result verifies earlier findings by Chisnall (1985) cited in Goyat (2011), who had identified that the segmentation base chosen to subdivide a market would depend on many factors such as "the type of product, the nature of demand, the method of distribution, the media available for market communication, and the motivation of the buyers/ users, in this circumstance.

CONCLUSION

The study concluded that users knew segmentation strategies in academic libraries. They were segmented based on study discipline/course as well as levels of educational status which related to their years of admission. It was revealed that Segmentation enhanced the use of the library and access to information materials in many ways. Finally, critical steps in the Segmentation of academic libraries were based on needs and segment identification. The researchers noted that the required Segmentation of users was done to match customers' needs with suppliers' capabilities. Therefore, not all types of Segmentation can benefit every organization, and those who market such organizations would need to seek segmentation types that specifically fit their peculiar organizational environments.

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