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**AN INVESTIGATION OF THE MARKETING TECHNIQUES USED BY THE
RURAL LIBRARIES AND RESOURCES DEVELOPMENT PROGRAMME,
RLRDP IN FOSTERING APPRECIATION OF INFORMATION PRODUCTS
AND SERVICES IN DIMPAMIWA COMMUNITY, NKAYI DISTRICT**

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BY

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**A RESEARCH PROJECT SUBMITTED TO THE NATIONAL UNIVERSITY OF
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ABSTRACT

After observing a lack of appreciation and utilisation of the information products and services provided by the RLRDP in the Dimpamiwa ward of the Nkayi District, this study sought to find out the effectiveness of the marketing techniques employed by the organization in fostering appreciation of its information products and services. From a review of literature, the appreciation and utilisation of information products and services depends on marketing techniques which are based on effectiveness audience researches given that rural communities are heterogeneous. Using the survey research study method questionnaires were distributed to staff of the RLRDP and interview conducted for the villagers of the community. Although all the 4 targeted RLRDP staff positively responded, only 40 from a targeted 50 community members positively responded. The study revealed that the poor utilisation of resources provided by the RLRDP was mainly due poor marketing techniques used by the organization in creating awareness of its products to the communities considering the nature of the community. The major constraints which were found included, lack of infrastructure on the communities, poor funding on part of the organization and negative attitude of the community. The study concluded that the beneficiaries are just considered to be passive receivers of information products and services thus not consulted as well as not informed on the available and needed information products and services hence they do not fully utilise it. The researcher made some recommendations that included community involvement, cooperation with other organisations in the field of rural development, regular conducts of workshops. The researcher also recommended basic training of the RLRDP staff on the issues of marketing of information products and services