The study focuses on customer awareness, usage expectations and satisfaction in the provision and use of electronic resources at J.D Rockefeller Research Library, Egerton University. It is meant to find out how to increase usage of available resources to enhance research and teaching. The objectives of the study were to find out the information products/services offered to customers at J.D Rockefeller Research Library, customer awareness of the information products/services, establish customer expectations, and find out the level of usage of information products/services and to find out the customer level of satisfaction in the use of products/services.

The study reviewed related literature and the case study method adopted in the research process to look intensively at specific user groups. The research adopted qualitative research that involved use of qualitative data to understand the population under study. Self administered questionnaires with both opened and closed ended questions were employed in the actual collection of data from the target population. The findings were graphically presented in form of tables, pie charts and bar graphs.

The major finding of the study is that electronic resources are essential in research and teaching and there is need to provide e-resources to meet all clients’ needs as per departments within the eight faculties. Other findings are that customers are aware of the information resources offered by the library under study, this has been achieved through marketing strategies such as notices, brochures, word of mouth, workshops, demonstration and seminars. Usage of these resources which is a measure on the utilization of the e-resources is a means of satisfying user information needs as per their expectations.

It concludes with the need to improve marketing strategies to maximize usage of e-resources. The study recommends: involvement of clients in acquisition of e-resources in liaison with the respective heads of department; introduction of e-resources in all subject areas as per university teaching curriculum for standardization and uniformity in all teaching departments; continuous in-house training for staff and clients to keep abreast with the ever changing technology; extension of library operational hours to allow clients utilize the services outside teaching and classroom hours; and increased marketing strategies to create awareness on the available resources to actual and potential user.