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Rahoo, Liaquat Ali and Baladi, Zameer Hussain, "The effects of social marketing techniques on attitudes and knowledge of health scholars of Liaquat University of Medical and Health Sciences Hospital Hyderabad Sindh, Pakistan" (2021). *Library Philosophy and Practice (e-journal)*. 4861.
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The effects of social marketing techniques on attitudes and knowledge of health scholars of Liaquat University of Medical and Health Sciences Hospital Hyderabad Sindh, Pakistan.

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Abstract

The Purpose of the study is to examine the effect of Social Marketing Techniques on the Knowledge and Attitude of health scholars at the Liaquat University of Medical and Health Sciences Hospital Hyderabad Sindh, Pakistan. Quantitative study methods to use for analysis. The study population includes all students and faculty members of the Liaquat University Hospital, and the simple random sampling technique was used. Primary data collected through an adapted questionnaire. SPSS 20 software were used to analyze the tests like; validity and reliability, Cronbach's alpha, descriptive and inferential statistics paired t-test and test. Result of validity and reliability was 0.82 and 0.92. Social marketing intervention has significantly increased on the average knowledge and attitude of the target population. The change of awareness in the dimension of accessibility (3.3), cost of participation, and communication also increased significantly. The lack of awareness about the role of medical library services leads to reduced. Social marketing is an appropriate way of information to users regarding services and resources creates a positive attitude among the health communities. According to the libraries' social role, social marketing is an appropriate way to inform library users and helps to create a positive attitude among the country's health community.

Keywords: Medical Librarianship Services, Social Marketing Mix, Health Scholars. Hospitals

Introduction and literature review:

The library services is a best communication system, a system that saves and restores the information and knowledge on time. Social nature and medical library services (Marshall, 1946), on the one hand, and the need for changing the altitudes and convincing the audience, on the other hand, need a new approach of the functional fields of the marketing science that is called social marketing. Social marketing aims to consider the needs and the demands of the contact group using the principle and techniques of commercial marketing and develop the desired behavior among them by solving the problems.

The necessity for the dynamism and proper performance of the libraries, particularly the academic and medical libraries, is a channel that can connect wholly and correctly the message sender (collection of the stored knowledge and information) to the message receiver (Hariri, M. 1995). Ashrafi-rizi, H., et al 2016 support this communication channel consists of a specialist medical librarian who has comprehensive medical knowledge and technical skills. Medical Library Association (MLA) considers the medical librarians as ‘the specialists of the health information provider, capable of recognition of high quality, authentic medical and health sources and information’. They further, separated the clinical librarianship from medical librarianship, according to them; clinical librarianship is only one part of the whole system of medical librarianship. Medical librarianship consists of providing the patients and treatment teams with the information services in the hospitals, in addition to the customary duties and responsibilities such as collection, organization, reference services, and information management.

Increased knowledge, the attitudes of the faculty members and the students of the different medical fields about other library services can be practical to solve this problem and may lead to the development of the education and research services in medical academic environments. Of course, it should be kept in mind that the development of the medical services needs the development of the infrastructures, training and required studies, and changing the managers' positive attitude in the health area. A collection of the programs and activities that librarians use to introduce these cases to society is called marketing techniques (Handelman, J. M., & Arnold, S. J. 1999). Social marketing's ultimate goal is to increase individual and social

welfare, not the organization. They propose four factors that can be effective for achieving the goals in social marketing that include product, price, place, and promotion Kotler, P., & Zaltman, G. (1971).

Product: The product mix is the basis for determining other treatment mixes. Social marketing is not necessarily a physical commodity and can include the services, performance, desired behavior, and benefits. The medical libraries' product consists of the reference services, tangible and intangible resources provided by the medical librarians Andreasen, A. R. (2003).

Price: Price in social marketing is an expense that imposes on the audience to adapt to the new behavior, and it is not necessarily a financial payment. Cost in medical libraries occurs, when the users trust the on the services of medical librarians to access the best medical, educational, and research information quickly and efficiently MacGregor, R. G (2020).

Place: It consists of the channels for accessing social marketing products because the commodities can be physical and non-physical in social marketing Mgale, Y. J., & Yunxian, Y. (2020). These channels include mass communication media, social networks, or other modern communicative methods. Library services are essential in the medical environment to provided physical presence through the tracks such as the internet and cyberspaces Chatzigeorgiou, C., & Christou, E. (2020).

Promotion: It is the fourth component of social marketing and is usually confused with social marketing. It consists of using strategies and techniques to encourage society to use the product and make the product famous, acceptable, and desirable (Alhosseini., and et al 2020).

Generally, promotions mean producing and stabilizing the demand for the commodity. A range of channels mentioned above regarding the place dimension can be used. So far, a wide range of researches has been conducted about library services for library users. However, a comprehensive analysis that can introduce all library services to the target population, particularly medical librarianship, has not been carried-out (Cheng, W. W. 2020).

Social marketing, like commercial marketing, aims to promote positive behaviors in society. Indeed, the primary mission of social marketing is to influence social and humanistic actions (Mehmet, M. 2020). The study finds that social marketing for investigating the perspective of American women towards type 2 diabetes. He found that the knowledge of the people could decrease the risk of type 2 diabetes. On the other hand, training children and parents have been considered an essential factor in preventing this disease (Jackson, T., and et al. 2010).

In this study, social marketing patterns promoting the recycling culture in the junior schools. The results of the survey conducted by Prestin, A., & Pearce, K. E. in 2010 in schools showed that, the necessary infrastructures pertaining in the learning environment, increased knowledge about recycling changes and the behaviors of the teenagers and may motivate the adults to do recycling patterns (Prestin, A., & Pearce, K. E. 2010).

In this study discussed the obstacles caused by the mass media in social marketing interventions. They showed that media might undermine the effects of marketing by broadcasting confusing messages that conflict with the social marketing plans (Kemp, G. A., et al 2011). The concept of social marketing stated that social marketing products are not as physical products, but they were in the form of services. Moreover, social marketing benefits emerge when the return of social capital is more than the financial and non-financial costs in a specific project (Dann, S. 2010).

In another study entitled '*When is social marketing not social marketing?*' consider the commercial companies such as tobacco production and supply companies in teaching the dangers of smoking to the children unreliable because these companies' primary purpose is primarily focused on increasing the stock. Therefore, they believe that social marketing in a company is commercial marketing (Hastings, G., & Angus, K. 2011). Finally, the literature review indicated that social marketing has positive effects on different social areas. Since the medical library, services are a social but less known topic area, this study tried to determine the impact of Social Marketing techniques on the Knowledge and Attitude of health scholars on Medical Librarianship Services (Sarfaraz, S., and et al. 2020).

Materials and Method

This study was conducted at Liaquat University of Medical and Health Sciences Hospital Hyderabad, using the quasi-experimental method (with two pretests and post-test). The samples were determined using 36 persons in each treatment and selected group using the simple randomized sampling. The questionnaire designed multiple-choice with 29 items that evaluated the medical librarianship's skills and services using the four components of social marketing: product, place, price, and promotion. Each respondent could obtain 34 points if s/he answers correctly to all questions; so that for selection of each correct choice, they brought 1 point and for each item with two right options, 2 points. The second questionnaire was related to the attitude of society towards librarianship services. This questionnaire included 31 items that evaluate the skills and services provided by the medical librarians in the form of the four components of social marketing. To complete the questionnaire, each respondent should read each item and then determine her/his current adaptation rate with its content on the 5-point Likert scale from 1 (completely disagree) to 5 (completely agree). The questionnaire's validity were confirmed by the medical librarianships and specialists of information technology field, and the reliability of the knowledge and attitude questionnaire was obtained by Cronbach's alpha, 0.82, and 0.92, respectively. It examining the ratio of knowledge and attitude of the faculty members with students before and after the training process. In each group of the paired t-test. SPSS-20 was used for data analysis, too.

Results and Discussions:

Table 1 shows the students' frequency distribution and faculty members in both the control and treatment groups. In ratio, 13.9% of the faculty members, 62.2% of the students participated in the study to the end of the research.

Table 1: Frequency distribution of the occupation in both control and treatment groups (n=72)

Occupation	Treatment Group		Control Group	
	Number	Per %	Number	Per %
Faculty Members	7	19.4	3	8.3
Students	29	80.6	33	91.6
Total	36	100	36	100

Table 2: Score means of the knowledge-based on the sorted social marketing dimensions in both treatment and control groups before and after the intervention. Chi-square test showed that there was no significant difference in the frequency distribution between two occupations (P=0.17). Table 2 indicates the mean analysis of the students' and faculty members' knowledge about the medical librarian services concerning the four components of social marketing before and after the intervention.

Dimension	Groups	Before Intervention		After Intervention		P1	Mean of Changes		P2
		SD	M	SD	M		SD	M	
Product	Control	3.5	8.9	1.7	16.2	<0.001	4.1	7.3	<0.007
	Test	2.8	7.6	8.1	10.7	0.03	1.4	3.1	
Place	Control	1.4	2.8	1.1	6.1	<0.001	0.4	3.3	<0.001
	Test	1.1	1.9	1.4	2.9	0.002	0.3	1	
Price	Control	0.6	1.4	0.5	2.7	<0.001	0.1	1.3	<0.001
	Test	0.7	1.2	0.7	1.3	0.65	0.2	0.1	
Promotion	Control	0.8	1.4	0.8	2.2	<0.001	0.2	0.8	<0.001
	Test	1	1.5	0.9	1.7	0.51	0.2	0.2	
General Knowledge	Control	5.1	14.4	2.2	27.3	<0.001	6.1	12.9	<0.001
	Test	3.9	12	8.7	16.1	0.02	1.7	4.1	

Paired t-test showed that in the treatment group, the mean of general knowledge and all dimensions after the intervention increased significantly (P<0.005). In the group, the product and place's general knowledge and sizes have increased due to the questionnaires' design after the intervention (P<0.005). The researcher has tried to design the questions to give knowledge to the people and introduce a wide range of medical library services. Nevertheless, there was no significant difference in the price and promotion dimensions before and after the intervention in the control group. Besides, the rate of knowledge in the treatment group was significantly more than the control group. Independent t-test (covariance analysis) showed that the mean of the score changes of the general knowledge and all its dimension in the treatment group has been significantly more than the control group (P<0.001).

Table 3 analyses the mean score of the students' attitudes and the faculty members about the medical library services based on the four components of social marketing before and after the intervention.

Table 3: Score means of the attitude based on the sorted social marketing dimensions in both treatment and control groups before and after the intervention.

Dimension	Groups	Before Intervention		After Intervention		P1	Mean of Changes		P2
		SD	M	SD	M		SD	M	
Product	Control	6.8	39	6.4	45.1	<0.0001	1.3	6.1	<0.001
	Test	3.9	36.3	6.4	35.2	0.17	0.8	-1.1	
Place	Control	2.2	12.7	1.4	12.3	0.39	0.4	-0.4	0.701
	Test	1.6	11.5	1.7	10.9	0.15	0.4	-0.6	
Price	Control	5.2	36.6	3.1	38.3	0.12	1.1	1.7	0.04
	Test	3.7	33.5	2.9	33.2	0.48	0.7	-0.3	
Promotion	Control	3.5	32.7	2.8	32.6	0.96	0.7	-0.1	0.46
	Test	3.2	30.3	2.8	29.5	0.28	0.7	-0.8	
General Knowledge	Control	15.1	120.9	8.1	128.3	0.01	2.8	7.4	0.004
	Test	9.9	111.6	7.5	108.6	0.14	2	-3	

Paired t-test showed that there was no significant difference in dimensions of social marketing, attitude, and general attitude before and after the intervention ($P < 0.05$) in the control group. There was no significant difference in the treatment group's dimensions, price, and promotion. Still, there was a significant difference in attitude rate in measuring the product and general attitude score after the intervention ($P < 0.05$). Independent t-test (covariance analysis) showed that there was a significant difference about the mean of the score and changes of the general attitude ($P = 0.004$) with the dimensions of the product ($P < 0.001$), and price ($P = 0.04$) in the group and the control group and there was no significant difference in other dimensions ($P > 0.05$).

Discussion:

The present age is called the era of meta-technology because information and technology are the primary commodities of this age. If they are correctly used, fundamental developments will occur in the different dimensions of the societies. Medical librarianship in health sciences can be treated as an informatics subject on the health information and get the health sciences position by the introduction of data sciences with real value. MLA states that the medical librarians' responsibilities include; helping the physicians, pharmacists, paramedical

professionals, patients, and the institutes of recovery, provision, and dissemination of high-quality medical information and conducting the medical studies, designing the websites and information centers (Leslie). Nevertheless, a large part of this kind of activity has been ignored in third world countries and the Middle East, and the potentials of a medical librarian are less considered (Gozo, 1985; Esparza, J. M. et al., 2013). This study showed that the lack of knowledge about medical librarianship is the most essential medical librarians' new responsibilities in the physicians and the students' society.

On the other hand, Gozo (1985) considered the low number of the trained librarians as the main problem for the third-world countries because, in these countries, the number of librarianship schools was minimal, and there was no medical librarianship school. This problem remained unsolved in 2015, and although the number of librarianship schools increased, there were the schools of medical librarianship in the Middle East only in Iran (Khou). Therefore, this study investigated the faculty members' knowledge and attitude and the students of Liaquat University of Medical and Health Sciences about the medical library services based on the social marketing patterns. The study results reveal that knowledge of the students and faculty members showed a significant difference before and after the training courses. Therefore, the research hypothesis that stated the training courses based on social marketing techniques increases the students' and faculty members' knowledge, and which were confirmed.

These findings were in line with the conducted studies by Demas and Ludwig, Powell and Case-smith, Urquhart et al., and Esparza et al. (Demas & Ludwig, 1991; Esparza et al., 2013; Powell & Case-Smith, 2003; Urquhart et al., 2007; Sahak & Masrek, 2014). The second hypothesis's research findings that covered the effect of the training courses on the target population showed that social marketing influences the general attitude of the target population. Nevertheless, the target population's attitude has been accepted due to providing high-quality services, documents, and disseminating the scientific information at Liaquat University of Medical and Health Sciences. Analysis of the knowledge rate about the library services showed that the target population had not enough knowledge. However, after social marketing, this knowledge increased significantly so that the research population demanded

the establishment of the information consulting centers with the medical librarians' presence in the hospitals and central library of the Liaquat University of Medical and Health Sciences.

Conclusion:

Social marketing is one of the proper and most effective strategies for volunteers to change their behaviors in different social groups. It makes social products acceptable by changing the knowledge, attitudes, behavior, and the audience's performance. Therefore, this study proposes the social marketing techniques for introducing the medical library services to the users due to the libraries' social nature. The positive relationship between social marketing and the ratio of knowledge and attitude increased towards the medical library services. The medical library services groups plan recommends the seminars and workshops to be aware of health professionals for accessing beneficial information from high-quality institutes and health-related web-links.

Health sciences librarians work as the disseminators and information consultants, develop the programs, and introduce the physicians' best services for acquiring the health science's knowledge. Librarians considered allied health professionals, students, managers of the hospitals, and the personals working in research centers of the medical science environment to help library users in social marketing campaigns and increase the quality and quantity of their services.

Disclaimer: None to declare.

Conflict of Interest: None to declare.

Funding Disclosure: None to declare

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