Marketing of academic health libraries 2.0: a case study

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Abstract

Purpose – The advent of Web 2.0 in libraries persuades the librarians to adopt new ways to communicate, determine, and satisfy the needs of the users. The paper aims to discuss this issue.

Design/methodology/approach – A 30-question questionnaire was given to 30 undergraduate medical students of Vardhman Mahavir Medical College and a 10-question questionnaire was given to the librarian, to find out: the marketing and promotional strategies employed by the library; determine the awareness and satisfaction level of the users; prepare library profile, customer profile and market profile; and perform SWOT analysis. User responses were coded and processed using GNU PSPP software.

Findings – From the library profile of Vardhman Mahavir Medical College library, it can be concluded that the library has the potential to offer better services and products to its users. From the customer profile of Vardhman Mahavir Medical College library, it is concluded that the most of its users are young male undergraduate students who use the library more on weekly basis. From the market profile of Vardhman Mahavir Medical College library, it is concluded that the library has not invested in the marketing and has no promotion strategy or marketing strategy for its products and services. Also, the library has only one digital promotional activity. From the SWOT analysis of Vardhman Mahavir Medical College library, it is concluded that the library does not use any of the social platforms to market its products and services. Most of the users are unaware of the services and products offered by the library. There are many opportunities for the library to work upon and improve the quality of products and services being offered to its users.

Research limitations/implications – The major limitation of the present study is its small sample size. It is very difficult to conduct surveys in health libraries because of the busy schedule of the undergraduate medical students and their reluctance to fill out lengthy questionnaires. However, this small sample size only made it possible to conduct the SWOT analysis on the basis of the users' survey successfully. Further, the small sample size helped to take into account all the opportunities stated by the users which would not have been possible if a larger sample size was taken.

Originality/value – This study is one of a kind which provides an overview of marketing research of an academic health library of New Delhi (India) with a special focus on library profile, market profile, customer profile and SWOT analysis. It addresses the gaps in the literature by studying marketing in the context of academic health libraries in the digital environment.

Keywords Web 2.0, SWOT analysis, Digital marketing, Health academic libraries, Products and services, Vardhman Mahavir Medical College

Paper type Research paper

1. Introduction

Marketing is one of the strategic tools of management in addition to planning, organizing, staffing, coordinating and controlling. Marketing a library service has the objective of engaging people in a relationship, which will encourage them to use the service and to continue doing so in the long term. It entails knowing or anticipating what users want, communicating to them what is available and being able to provide it to a level that is satisfactory to them. The main purpose of marketing is to attract and retain a growing base of satisfied customers. Today's libraries have become increasingly multi-disciplinary, collaborative and networked. With the advent of the internet, the health professionals are able to generate, communicate and exchange information at a faster pace. In the face of this competition, library managers need to market their services to actual and potential users. Marketing not only helps to compare services and products of different health libraries but also create competitions among them to provide services and products of better quality. By doing marketing research of their health libraries, librarians can also anticipate what the user will need in the near future.

This study conducts marketing research at Vardhman Mahavir Medical College, New Delhi (India) and outlines the importance of marketing in academic health libraries. In the present study, survey method was used to collect data from the undergraduate medical students and the librarian of the college. GNU PSPP software (PSPP – GNU Project – Free Software Foundation, 2018) was used to code and analyze the data. The paper has both methodological and applicative objectives: to identify the marketing and promotional strategies employed by Vardhman Mahavir Medical College library in the digital environment; to determine the awareness and satisfaction level of the users; to prepare library profile, customer profile and market profile; and to perform SWOT analysis on the data collected from the users. This study addresses the gaps in the literature by studying marketing in the context of academic health libraries in the digital environment. This work has broad application to those interested of marketing in health libraries. From a methodological standpoint, this work may hold interest for librarians for evaluating libraries on the basis of their strengths, weaknesses, opportunities and threats.

1.1 Marketing vis-a-vis health libraries

Tilson (1994) defined marketing as a means of planning and managing the relationship between the organization and its customers. He further explained that it involves studying target market needs, planning for the suitable goods and services, pricing, effective distribution and relation for information and creating motivation for the market whereas Rowley (2003) described marketing as a management process by which customer or user requirements are identified, anticipated and supplied efficiently and profitably. The process of marketing includes market research, identifying the consumer needs and demands, their pricing and promoting them to the appropriate consumers. Elliott de Sáez (2013) described that marketing in the digital environment is no different than marketing in the traditional way and it includes all the steps similarly like exploring and identifying the trends, understanding market needs, presenting appropriate marketing mixes and evaluating throughout. Hernando (1997) emphasized that in a world of evidence-based practice, clinicians need to know what is available to them and if libraries are to survive as information providers, they must be seen to be relevant to the healthcare setting.

1.2 Application of Web 2.0 tools in health libraries

O'Reilly (2018) first defined Web 2.0 as "the second wave of Internet technologies: interconnected and converging on a unified platform, with services continually updated in a 'perpetual beta' and remixed even by final users, open to social use and reuse of information in an 'architecture of participation' and promising 'rich user experiences' well beyond the reach of the limited 1.0 web pages," whereas Maness (2006/2018) defined Library 2.0 as "the application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections."

Social platforms such as Facebook, Wikipedia, Twitter and blogs are often built on Web 2.0 architecture. The use of social media by researchers of all academic areas raised considerable interest recently with the advent of internet and technology. Researchers use social media for acquiring, creating and sharing knowledge. "In the medical and academic research domains, the possible impact of Web 2.0 services received early acknowledgment in terms of increasing user participation, implications of user-generated content for academic practices and intellectual property issues" (Anderson, 2007). According to Giustini (2006), social media has the potential to "change medicine," improving information access and sharing while enhancing clinical practice; whereas Metzger and Flanagin (2011) stressed "the utility of Web 2.0 technologies for engaging stakeholders with evidence-based medical information."

2. Literature review

The articles which were reviewed in relation to the marketing of health libraries are as follows: Kennedy (2011) mentioned "the five medical library institutions which used an average of 12.6 marketing techniques (MIN: 3, MAX: 21). The most frequently used marketing technique among these libraries was patron training; four libraries reported using both group and individual training sessions with patrons. One library remarked that Effective training was one of the most valuable promotional tools of an electronic collection because training helped to limit anxiety associated with electronic searching. Among these medical libraries, 34 marketing techniques were used"; Sen (2006) performed "an exploratory research forming part of an ongoing study into the value and relevance of market orientation as a strategic option for library managers. The aim of her study was to gain an understanding of the concept of market orientation relative to the health library sector. She studied a focus group to gather the data from health librarians working at different levels in the sector. Her findings showed that the health library professionals and the market orientation define the concept in the same way as the management literature"; Wakeham (2004) presented "an overview of the concepts of marketing and to examine ways in which they can be applied to health libraries. She reviewed the literature relating to health libraries using LISA, CINAHL, BNI, and Google. She identified the concepts such as the 'four Ps' (product, price, place, and promotion), marketing plans, the marketing mix, segmentation, promotion, and evaluation and related them to health libraries"; and Bridges (2005) reinforced "the idea that marketing is an element in many of the things that librarians already do, and included a list of suggested marketing strategies intended to remind administrators, physicians, and other customers who had libraries in their organizations."

Few important studies that have been reviewed with regard to the marketing of products and services by health libraries are summarized as follows: Delawska-Elliott *et al.* (2015) explained "when the four Providence Health and Services libraries in Oregon regionalized services and resources, the transition, which was originally met with apprehension from some library users, turned out to be a resounding success. Despite a loss of two-thirds of the professional staff and a decreased budget, the new regionalized library experienced an increase in business and recognition. While many factors contributed to the success, a creative marketing, and outreach campaign was a key component. They described the steps taken to promote regionalized library reference services and online resources"; Enyeart and Weaver (2005) explored "the relationship marketing which was adopted by the staff of the Forbes Medical Library at The Children's Hospital in Denver. They provided a broad overview of relationship marketing along with its applications in libraries, and a description of how the library staff had used specific relationships with different hospital groups to enhance library service. The examples illustrated the importance of persistence, patience, and flexibility when consciously developing relationships between a library and individuals or groups"; Chamberlain and Brook (2011) discovered "why there was the low usage of the library services using qualitative techniques and used focus groups as a marketing opportunity. Their article also aimed to outline the processes involved in delivering focus groups, the results gained, and the actions taken in response to the results; presented a comprehensive view of marketing, outlined core marketing concepts needed for planning and implementation of a marketing plan, and focused on outreach marketing of programs offered by Munson Community Health Library (MCHL). Framing MCHL programming in the marketing model provided a framework for future planning and evaluation of success to internal and external markets"; Gardois *et al.* (2012) conducted "a study to find out: the Web 2.0 services implemented by medical, academic and research libraries; study designs, measures, and types of data used in included articles to evaluate effectiveness; whether the identified body of literature was amenable to a systematic review of results. They found out

that conferencing/chat/instant messaging, blogging, podcasts, social networking, wikis, and aggregators were frequently examined. These services were mainly targeted at general academic users of English-speaking countries"; and Koumpouros *et al.* (2015) aimed "to identify the application of social media for marketing or communication purposes in healthcare. They studied the opinion of healthcare professionals, organizations and health consumers, and tried to identify the current status, trends, and beliefs. The research revealed that healthcare organizations had to move forward and engaged with their customers. The health consumers were more mature than the health providers. Further, the descriptive characteristics of the sample's responses collected during the survey were presented."

3. Methodology

The survey was conducted at Vardhman Mahavir Medical College, New Delhi (India) in the year 2017. A 30-question questionnaire (Appendix 2) was given randomly to 30 undergraduate medical students of the college at the library. It constituted of 5 multiple response questions and 25 single response questions. It could be further categorized into eight "yes or no" type questions; four questions related to the demographics of the users; three rating scales; nine Likert scale-type questions; and one open-ended question. A 10-question questionnaire (Appendix 1) was given to VMMC librarian. The questionnaires were designed keeping in view of the stated objectives. GNU PSPP (PSPP – GNU Project – Free Software Foundation, 2018) which is a statistical software was employed to analyze the data. It is an online clone of the famous proprietary statistical software, IBM SPSS, and is available freely. Data from the survey instruments were coded and subjected to GNU PSPP software (PSPP – GNU Project – Free Software Foundation, 2018). Thereafter, the frequency tabulations were employed to obtain the descriptive measures of the responses.

4. Results and analysis

The result generated by GNU PSPP statistical software (PSPP – GNU Project – Free Software Foundation, 2018) has been summarized where single response questions, for instance, yes or no like questions are stated directly with their percentage and frequency in brackets, whereas Likert scale questions' responses and rating scale questions' responses are tabulated to draw the inference.

4.1 Library profile

Library profile helps to understand the internal environment of the library like library building, its infrastructure, collections, services, and funding agencies. Table I presents the library profile of VMMC which was prepared using the information available on its official website. It is a government, non-profitable college library which aids the needs of the health professionals and students of Safdarjung Hospital and Vardhman Mahavir Medical College. It is a three-storey building. It has approximately 17,000 books and procures 122 journals. It has a collection of journals for more than 47 years. It is also a member of Electronic Resources in Medicine (ERMED) consortium of India. The library has been automated with TLSS automation software and provides services like an interlibrary loan, reprographic service, lending service and reference service to its users.

4.2 Market profile

A market profile helps to understand the marketing strategies employed by the library and further helps to identify its competitors. The market profile of VMMC library was prepared on the basis of the response filled-in (Appendix 1) by librarian-in-charge at that period of time when the study was conducted. From Table II, it can be observed that the library has not invested in the marketing of the library and has no promotion strategy or marketing

Librarian-in-charge	Dr Satyapal Singh
Background	VMMC was established at Safdarjung Hospital by the Government of India in November 2001 at Delhi. It is affiliated to Guru Gobind Singh Indraprastha University; Delhi. The college has established itself as a prominent medical institution in India for over a decade. Safdarjung Hospital is the largest government hospital under the Ministry of Health and Family Welfare of India and is well known for its quality of services to all strata of society since pre-independence days in Delhi
Collection	The library of VMMC and Safdarjung Hospital is a three-storey building having total area of 2,700 sq. feet. The ground floor of the library building houses reading room which is open round the clock for the students and faculty of the college and hospital. 1st and 2nd floor of the main library have a huge collection of approximately 17,000 books covering all subjects of medical education, nursing and laboratory technicians. The library procures 122 journals (91 international and 31 Indian) and has collection of journals for more than 47 years. The computer lab provides access to ERMED consortium which provides access to approximately 2,000 international and Indian journals. The library also provides the facility of Book Bank to economically weak medical students
Automation and security	Library has been automated with TLSS automation software. Online searching of documents through OPAC is available on the computers connected to library LAN. All the books, journals and thesis are bar-coded and secured by EM tattle tapes. Magnetic detection gate of 3M has been installed in the library for ensuring the security of the documents
Services	1. Interlibrary loan 2. Reprographic service 3. Lending service 4. Reference service

Note: VMMC, Vardhman Mahavir Medical College
Source: VMMC (2018)

Table I. Library profile of Vardhman Mahavir Medical College

Library	Marketing fund	Designation person for marketing	Charged pattern	Promotional strategy	In-house promotional resources	Promotional activity offered
Vardhman Mahavir Medical College	No	No	Free	No	No	Official Website

Table II. Market profile of Vardhman Mahavir Medical College library

strategy for its library's products and services. The charging pattern of the library is free. Furthermore, no individual has been particularly designated for the marketing of the library, and also the library does not offer any in-house promotional resources. VMMC health library is engaged with just one digital promotional activity, i.e. having an official library website and has no other digital or non-digital promotional activity to market their products and services.

4.3 Customer profile
Customer profile is a segmentation of the library users group so as to as to categorically group them for marketing and promotion purposes. Customer profiling may include demographical factor like age and gender of the customers; and/or psychographics factor like preferences, etc. Table III is based on the analysis of question numbers – 1, 2, 3 and 5 of

Variables	Number of respondents	Percentage of respondents
Gender		
Male	20	66.67
Female	10	33.33
Age group		
20–30	30	100.00
31–40	00	00.00
41–50	00	00.00
51–60	00	00.00
60 and above	00	00.00
Usage of library by the customer		
Daily	10	33.33
Weekly	12	40.00
Fortnightly	04	13.33
Monthly	04	13.33
Never	00	00.00
Library membership		
Less than six months	01	03.33
Six months to a year	03	10.00
1–2 years	22	73.33
3 or more years	04	13.33

Table III.
Customer profile
of Vardhman
Mahavir Medical
College library

the questionnaire (Appendix 2) with a single response category by GNU PSPP software (PSPP – GNU Project – Free Software Foundation, 2018) filled-in by the library users (where $n = 30$). As it can be observed from the table, male customers are more in numbers than the female customers. Also, the age group of 20–30 years of customers is quite dominant indicating the presence of a young population of undergraduate medical students enrolled in the college using the library more than the other age groups. The usage pattern of VMMC health library by customers is more on weekly basis followed by daily basis. Also, there are very few users who use the health library on the fortnightly and monthly basis. Most of the users are having one to two years of library membership.

4.4 SWOT analysis

SWOT is an acronym for strengths, weaknesses, opportunities and threats. SWOT analysis is a process of assessing the strengths, weaknesses, opportunities and threats of an information system and its environment. This scanning, gathering of customer relevant data and SWOT review helps the library to understand the best opportunity which are the products and services that meet the specified needs and desires of its customers. It also helps in engaging its users to use the library products and services and becoming a long-term member only if done effectively. SWOT analysis for Vardhman Mahavir Medical College library was performed using GNU PSPP software (PSPP – GNU Project – Free Software Foundation, 2018) on the basis of the responses filled-in (Appendix 2) by the users of the library (where $n = 30$).

4.4.1 Strengths. The strengths of VMMC library include:

(1) The usefulness of the library products as 60 percent of the users marked "useful" to describe the library products.

(2) The educational quality of the library products where all the users responded that they use the library for "educational" purpose.

(3) The agreement showed by the users for the statement that the librarian is a knowledgeable and professional person (Table IV). As marketing is one of the strategic tools of management, this question holds great importance as to determine the managing skills of the librarian.

(4) That 56 percent of the users responded that the library products meet their needs quite well (Table V).

(5) That 60 percent of the users responded that the library staff is responsive toward users' questions or concerns about the library products (Table VI).

Value label	Value given	Frequency	Percentage
Strongly agree	1.00	00	00.00
Agree	2.00	10	33.33
Neutral	3.00	14	46.67
Disagree	4.00	05	16.67
Strongly disagree	5.00	01	03.33
Total		30	100.00
Mean		2.90	
SD		0.80	
Minimum		1.00	
Maximum		5.00	

Table IV.
Frequency tabulation
of Q11 – Librarian at
your university/
institution is a
knowledgeable and a
professional person by
PSPP software

Value label	Value given	Frequency	Percentage
Extremely well	1.00	01	03.33
Very well	2.00	06	20.00
Somewhat well	3.00	17	56.67
Not so well	4.00	05	16.67
Not at all well	5.00	01	03.33
Total		30	100.00
Mean		2.97	
SD		0.81	
Minimum		1.00	
Maximum		5.00	

Table V.
Frequency tabulation
of Q12 – How well do
the library products
meet users' needs? by
PSPP software

Value label	Value given	Frequency	Percentage
Extremely responsive	1.00	00	00.00
Very responsive	2.00	04	13.33
Somewhat responsive	3.00	18	60.00
Not so responsive	4.00	06	20.00
Not at all responsive	5.00	02	06.67
Total		30	100
Mean		3.20	
SD		0.76	
Minimum		1.00	
Maximum		5.00	

Table VI.
Frequency tabulation
of Q13 – How
responsive has the
library been to your
questions or concerns
about the library
products by
PSPP software

4.4.2 Weaknesses. The weaknesses of the VMMC library comprise:

(1) that all the responders marked "none" when asked about the social media platforms which are being offered by the library for its promotional activities;

(2) that most of the responders marked "no" when asked if they know about the services and products offered by the library;

(3) that most of the responders marked "no" when asked if they use the services and products offered by the library;

(4) that most of the responders marked "no" when asked if they are satisfied with the services and products offered by the library;

(5) that all the responders marked "no" when asked if the library conducts an orientation program to familiarize the users with the library resources and educating them how to use them which clearly indicates to the reason why most of the users are not aware of the library products and services;

(6) the indication of the poor satisfaction level by the users toward the library products and services being offered by the libraries which is also supported from the "opportunities" section filled by users as most of the users want new collection and better services (Table VII);

(7) where only one user is satisfied with the library collection and other showed their discontentment toward the library collection (Table VIII);

(8) the dissension showed by the users toward the statement that the library staff is well trained (Table IX);

Value label	Value given	Frequency	Percentage
Very satisfied	1.00	00	00.00
Satisfied	2.00	06	20.00
Neutral	3.00	17	56.67
Dissatisfied	4.00	06	20.00
Very dissatisfied	5.00	01	03.33
Total		30	100.00
Mean		3.07	
SD		0.74	
Minimum		1.00	
Maximum		5.00	

Table VII.
Frequency tabulation of Q7 – How satisfied are you with the library products and services? by PSPP software

Value label	Value given	Frequency	Percentage
Very satisfied	1.00	00	00.00
Satisfied	2.00	01	03.33
Neutral	3.00	17	56.67
Dissatisfied	4.00	08	26.67
Very dissatisfied	5.00	04	13.33
Total		30	100.00
Mean		3.50	
SD		0.78	
Minimum		1.00	
Maximum		5.00	

Table VIII.
Frequency tabulation of Q8 – Are you satisfied with the library collection? by PSPP software

(9) the dissension showed by the users toward the professional standards conducted by the library staff (Table X);

(10) having a mix response of "about what I expected" and "longer than I expected" by the responders when asked about the time spent by the staff to respond to their queries (Table XI);

(11) the strong disagreement showed by the users when asked if the library staff understands their questions and concern (Table XII);

(12) where 50 percent of the users rated the customer service experience 2 on the scale of 1–5 indicating the overall dissatisfaction showed by the users (Table XIII);

Value label	Value given	Frequency	Percentage
Strongly agree	1.00	00	00.00
Agree	2.00	06	20.00
Neutral	3.00	15	50.00
Disagree	4.00	07	23.33
Strongly disagree	5.00	02	06.67
Total		30	100.00
Mean		3.17	
SD		0.83	
Minimum		1.00	
Maximum		5.00	

Table IX. Frequency tabulation of Q9 – The library staff is well trained by PSPP software

Value label	Value given	Frequency	Percentage
Strongly agree	1.00	00	00.00
Agree	2.00	07	23.33
Neutral	3.00	10	33.33
Disagree	4.00	11	36.67
Strongly disagree	5.00	02	06.67
Total		30	100.00
Mean		3.27	
SD		0.91	
Minimum		1.00	
Maximum		5.00	

Table X. Frequency tabulation of Q10 – The library staff adheres to professional standards of conduct by PSPP software

Value label	Value given	Frequency	Percentage
Shorter than expected	2.00	02	06.67
About what I expected	3.00	13	43.33
Longer than I expected	4.00	10	33.33
Much longer than I expected	5.00	01	03.33
No response	6.00	04	13.33
Total		30	100.00
Mean		3.73	
SD		1.11	
Minimum		2.00	
Maximum		6.00	

Table XI. Frequency tabulation of Q14 – How much time does the library take to address users' questions and concerns? by PSPP software

(13) the hesitation showed by the users to recommend the library to their friends or colleagues (Table XIV); and

(14) where 50 percent of the users rated the library 2 on a scale of 1–5 indicating the overall dissatisfaction and quality of library services and products being offered by the library (Table XV).

4.4.3 Opportunities. Q24 of Appendix 2 was designed for the opportunities section in the SWOT analysis. It was the only open-ended question in the questionnaire. This section helps the VMMC library to work upon on the suggestions conveyed by the users to provide better services and to emphasize on the demands of the users. Following are the opportunities suggested by the users which the library should work upon to

Value label	Value given	Frequency	Percentage
Extremely well	1.00	01	03.33
Very well	2.00	11	36.67
Somewhat well	3.00	00	00.00
Not so well	4.00	17	56.67
Not at all well	5.00	01	03.33
Total		30	100.00
Mean		3.20	
SD		1.07	
Minimum		1.00	
Maximum		5.00	

Table XII.
Frequency tabulation of Q15 – How well does the library understand your questions and concerns? by PSPP software

Value label	Value given	Frequency	Percentage
Poor	1.00	00	00.00
Satisfactory	2.00	15	50.00
Average	3.00	13	43.33
Good	4.00	02	06.67
Excellent	5.00	00	00.00
Total		30	100.00
Mean		2.57	
SD		0.63	
Minimum		1.00	
Maximum		5.00	

Table XIII.
Frequency tabulation of Q20 – Customer service experience by PSPP software

Value label	Value given	Frequency	Percentage
Not likely	1.00	03	10.00
Somewhat likely	2.00	16	53.33
Likely	3.00	07	23.33
Very likely	4.00	03	10.00
Extremely likely	5.00	01	03.33
Total		30	100.00
Mean		2.43	
SD		0.94	
Minimum		1.00	
Maximum		5.00	

Table XIV.
Frequency tabulation of Q23 – How likely is it that you would recommend this library to a friend or a colleague? by PSPP software

improve the quality of the products and services offered by the library in today's digital environment:

(1) to provide social media application services to interact and update the students with current library products and services;

(2) to acquire computers for the users;

(3) to improve the library's building and infrastructure;

(4) by creating better ventilation and lighting system;

(5) to introduce Web OPAC service;

(6) to provide Wi-Fi facility;

(7) to upgrade the library collection by acquiring relevant and new edition of books related to health and medical sciences on regular basis; and

(8) to increase the number of books to be issued to a student on his/her membership card.

4.4.4 Threats. Finally, the Threat section of the SWOT analysis is analyzed on the overall responses filled-in by the users. It was observed that almost all the users who filled-in the questionnaire were not aware of the services and products of the library which poses a threat to the maximum utility of the resources of the library. Furthermore, the poor infrastructure   affects the reputation of the library. It also serves as an impediment to the users to use the library on-and off-campus.

5. Discussion
This study is divided into two phases. The first phase of the study was to prepare library profile, market profile and customer profile of VMMC library to understand its users; and its internal and external marketing environment. VMMC library has no funding strategy for marketing which is a crucial aspect of the library to function successfully. VMMC library can receive marketing funds from a variety of sources such as staffing, publications/stationery, training and development. As pointed out by Shaw *et al.* (1998) that some large libraries had staff specifically responsible for marketing but rarely would that be the case for health libraries, at least in the UK. Similarly in India, assigning personnel for marketing in health libraries is not in trend. Marketing may take up considerable time for library staff, who may need training in marketing techniques (Wakeham, 2004). Thus, special training development programs would be required to train the VMMC staff for marketing. Furthermore, the majority of the library users are young medical students, therefore, library collection and services should be arranged to keep them in mind and provide them with proper infrastructure, internet facility, Wi-Fi, updating the library collection frequently, Web OPAC,

Value label	Value given	Frequency	Percentage
Poor	1.00	00	00.00
Satisfactory	2.00	15	50.00
Average	3.00	12	40.00
Good	4.00	02	06.67
Excellent	5.00	01	03.33
Total		30	100.00
Mean		2.63	
SD		1.47	
Minimum		1.00	
Maximum		5.00	

Table XV.
Frequency tabulation
of Q25 – Library
rating by
PSPP software

etc., which will ultimately help in increasing the usage pattern of the library, Such an approach will help to accomplish the first law of library science, i.e. "Books are for use" as stated by Ranganathan *et al.* (2006). Therefore, the librarian should prepare the marketing strategy for VMMC keeping in mind all of its three profiles, i.e. library profile, market profile and customer profile for effective marketing of its products and services.

The second phase of the study was to conduct the SWOT analysis of VMMC library to determine the level of awareness and satisfaction of the users; needs of the users; various strengths and weaknesses of the library; various opportunities available for the library to work upon and stand out from its competitors; and the threats which can affect the existence of the library. Libraries are experienced by their users so environments should be accessible, pleasant and welcoming, and the staff has to be knowledgeable and well trained (Wakeham, 2004). It can be concluded from the SWOT analysis of the VMMC library that: it does not use any of the social platforms to market its products and services; most of the users are unaware of the services and products offered by the library; and there are many opportunities for the library to work upon and improve the quality of products and services being offered to its users. Therefore, the VMMC library's authorities should (i) work on the weaknesses and the threats posed by the library; and (ii) target the opportunities to stand out from its competitors and to satisfy the needs of its users. The present study can be extended to introduce various information literacy programs in the library so as to make its users aware of the library resources and services, and to guide them how to make use of them.

The results from this survey provide a valuable benchmark information regarding the students' awareness and satisfaction of library's services and resources available at the VMCC library. The major limitation of the present study is its small sample size. It is very difficult to conduct a survey in health libraries because of the busy schedule of the undergraduate medical students and their reluctance to fill a lengthy 30-question long survey which in itself is very time-consuming. However, this small sample size only made it possible to conduct the SWOT analysis on the basis of the users' survey successfully. Further, the small sample size helped to take into account all the opportunities stated by the users which would not have been possible if a larger sample size was taken.

6. Conclusion
This study is one of a kind which provides an overview of marketing research of an academic health library of New Delhi (India) with a special focus on library profile, marketing profile, customer profile and SWOT analysis. Digital marketing is the latest market trend using Web 2.0 tools but is rarely employed by academic health libraries in India. Using Web 2.0 tools at the health libraries will not only connect the users with their community and enhance communication but will also help the librarians to promote their library's activities, services, and products to target both their actual and potential users. Thus, in the present era of digital marketing a health librarian should formulate a custom-made marketing and promotion strategy using Web 2.0 tools.

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Appendix 1. Survey about the information products and services marketed in a medical library environment

Librarian of

Mark only one oval

1. Does your library have the provision of providing fund for marketing its information products and services?

⬭ Yes

⬭ No

2. If yes, what proportion of the library budget is designated for the activities related with marketing?

⬭ Less than 1%

⬭ 1-5%

⬭ 6-10%

⬭ More than 10%

3. Do you undertake any marketing and promotional activities to promote your service in the following areas?

	Yes	No
Newsletters (paper and electronic)	⬭	⬭
Websites	⬭	⬭
Email	⬭	⬭
Training and events	⬭	⬭
Outreach	⬭	⬭
Current Awareness	⬭	⬭
Knowledge Management services	⬭	⬭
Annual Report	⬭	⬭
Display latest arrivals	⬭	⬭
Pamphlets/Brochures/Leaflets	⬭	⬭
Blog	⬭	⬭
Wiki	⬭	⬭
Facebook	⬭	⬭
Twitter	⬭	⬭
Library Mobile Application	⬭	⬭
SMS Service	⬭	⬭
Workshops	⬭	⬭

4. Does your library have a specially designated person for marketing?

⬭ Yes

⬭ No

5. Do you charge your users for using library information products and services?

⬭ Yes

⬭ No

6. The charging pattern of your library is

◯ Free

◯ Cost recovery method

◯ Nominal cost method

◯ Cost plus pricing method

◯ Other: _____

7. Do you have a marketing/promotional strategy or equivalent (formal or otherwise)?

◯ Yes

◯ No

◯ Other: _____

8. Have you created your own promotional resources?

◯ Yes

◯ No

◯ Other: _____

9. Which are the following services provided by your library?

	Free	Charged
Circulation	◯	◯
Inter Library Loan	◯	◯
Reference Service	◯	◯
Current Awareness Service	◯	◯
Selective Dissemination of Information	◯	◯
Indexing Service	◯	◯
Abstracting Service	◯	◯
Bibliographic Service	◯	◯
Patents information	◯	◯
Online/CD-ROM Search	◯	◯
Newspaper Clipping Service	◯	◯
Reprographic Service	◯	◯
Translational Service	◯	◯
Table of Content	◯	◯
Standards Information	◯	◯
Literature Search	◯	◯

10. Which are the products provided by your library?

	Journals	Abstracting/Indexing	Bulletin	Newsletters	Press Clipping	Bibliographical List	Documentation List	Online/CD-ROM Database
Free	◯	◯	◯	◯	◯	◯	◯	◯
Charged	◯	◯	◯	◯	◯	◯	◯	◯

Appendix 2. Survey about the products and services marketed in the medical library

University/Institute Name:
Survey Number:

Check all that apply

1. Which type of Social Media platform is being offered by your library for its promotional activities?

☐ Library Official Website

☐ Facebook

☐ Twitter

☐ Whatsapp

☐ Blog

☐ LinkedIN

☐ Wikis

☐ Library Mobile App

☐ SMS Facility

☐ None

2. You got to know about your library Social Media applications because of

☐ Your Friends

☐ Word of mouth in the library

☐ Promotional material provided in the library

☐ Link from the library website

☐ Search engine (e.g. Google)

3. What kind of information is being offered on the Social Media application for your library?

☐ Service updates

☐ New books/resources

☐ Reviews

☐ Events

☐ Services

☐ Community news

☐ Pictures

☐ Links to related pages

☐ Other:_____

4. Which of the following words would you use to describe the library products?

☐ Reliable

☐ High quality

☐ Useful

☐ Overpriced

☐ Good value for money

☐ Ineffective

☐ Poor quality

☐ Unreliable

5. What is the purposeof your visit to the library?

☐ Research needs

☐ Education

☐ Current Information

☐ Photocopy

☐ Newspaper

☐ Journals

Mark only one oval

1. What is your gender?

◯ Male

◯ Female

◯ Other

2. In which age category do you fall?

◯ 20–30

◯ 31–40

◯ 41–50

◯ 51–60

◯ 61 and above

3. How often do you use the library?

( ) Daily

( ) Weekly

( ) Fortnightly

( ) Monthly

( ) Never

4. Does your library conduct an orientation program?

( ) Yes

( ) No

5. How long have you been a customer of the library?

( ) Less than six months

( ) Six months to a year

( ) 1–2 years

( ) 3 or more years

6. Do the various Social Media applications of your library are updated frequently?

( ) Yes

( ) No

7. How satisfied or dissatisfied are you with the library products and services?

( ) Very satisfied

( ) Satisfied

( ) Neutral

( ) Dissatisfied

( ) Very dissatisfied

8. Are you satisfied with the library collection?

( ) Very satisfied

( ) Satisfied

( ) Neutral

( ) Dissatisfied

( ) Very dissatisfied

9. The library staff is well trained.

- ◯ Strongly agree
- ◯ Agree
- ◯ Neutral
- ◯ Disagree
- ◯ Strongly Disagree

10. The library staff adheres to professional standards of conduct.

- ◯ Strongly agree
- ◯ Agree
- ◯ Neutral
- ◯ Disagree
- ◯ Strongly Disagree

11. Librarian at your university/institution is a knowledgeable and a professional person.

- ◯ Strongly agree
- ◯ Agree
- ◯ Neutral
- ◯ Disagree
- ◯ Strongly disagree

12. How well do the library products meet your needs?

- ◯ Extremely well
- ◯ Very well
- ◯ Somewhat well
- ◯ Not so well
- ◯ Not at all well

13. How responsive have the library been to your questions or concerns about the library products?

- ◯ Extremely responsive
- ◯ Very responsive
- ◯ Somewhat responsive
- ◯ Not so responsive
- ◯ Not at all responsive

14. How much time does it take the library to address your questions and concerns?

- ( ) Much shorter than expected
- ( ) Shorter than expected
- ( ) About what I expected
- ( ) Longer than I expected
- ( ) Much longer than expected
- ( ) Did not receive a response

15. How well does the library understand your questions and concerns?

- ( ) Extremely well
- ( ) Very well
- ( ) Somewhat well
- ( ) Not so well
- ( ) Not at all well

16. Do you **KNOW** about the following **services** that are being offered by a library?

	Yes	No
Circulation	( )	( )
Inter Library Loan	( )	( )
Reference Services	( )	( )
Current Awareness Service	( )	( )
Selective Dissemination Service	( )	( )
Document Delivery Service	( )	( )
Indexing Service	( )	( )
Abstracting Service	( )	( )
Bibliographic Service	( )	( )
CD-ROM Search Service	( )	( )
Literature Search Service	( )	( )
Translational Service	( )	( )
Newspaper Clipping Service	( )	( )
Reprographic Service	( )	( )
OPAC	( )	( )
Table of Contents	( )	( )

17. Do you **USE** the following **services** that are being offered at your library?

	Yes	No
Circulation	◯	◯
Inter Library Loan	◯	◯
Reference Services	◯	◯
Current Awareness Service	◯	◯
Selective Dissemination Service	◯	◯
Document Delivery Service	◯	◯
Indexing Service	◯	◯
Abstracting Service	◯	◯
Bibliographic Service	◯	◯
CD-ROM Search Service	◯	◯
Literature Search Service	◯	◯
Translational Service	◯	◯
Newspaper Clipping Service	◯	◯
Reprographic Service	◯	◯
OPAC	◯	◯
Table of Contents	◯	◯

18. Are you **SATISFIED** with the **quality, currency and timeliness** of the following **services** that are being offered at your library?

	Yes	No
Circulation	◯	◯
Inter Library Loan	◯	◯
Reference Services	◯	◯
Current Awareness Service	◯	◯
Selective Dissemination Service	◯	◯
Document Delivery Service	◯	◯
Indexing Service	◯	◯
Abstracting Service	◯	◯
Bibliographic Service	◯	◯
CD-ROM Search Service	◯	◯
Literature Search Service	◯	◯
Translational Service	◯	◯
Newspaper Clipping Service	◯	◯
Reprographic Service	◯	◯
OPAC	◯	◯
Table of Contents	◯	◯

19. Do you **KNOW** about the following **products** that are being offered in a library?

	Yes	No
Journals	◯	◯
Abstracting/Indexing	◯	◯
Bulletin	◯	◯
Newsletter	◯	◯
Press Clipping	◯	◯
Bibliographical List	◯	◯
Documentation List	◯	◯
Online/CD-ROM Databases	◯	◯

20. Do you **USE** the following **products** that are being offered at your library?

	Yes	No
Journals	◯	◯
Abstracting/Indexing	◯	◯
Bulletin	◯	◯
Newsletter	◯	◯
Press Clipping	◯	◯
Bibliographical List	◯	◯
Documentation List	◯	◯
Online/CD-ROM Databases	◯	◯

21. Are you **SATISFIED** with the **quality, currency and timeliness** of the following **products** that are being offered at your library?

	Yes	No
Journals	◯	◯
Abstracting/Indexing	◯	◯
Bulletin	◯	◯
Newsletter	◯	◯
Press Clipping	◯	◯
Bibliographical List	◯	◯
Documentation List	◯	◯
Online/CD-ROM Databases	◯	◯

22. Overall, how would you rate the quality of the customer service experience?

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

23. How likely is it that you would recommend this library to a friend or colleague?

	1	2	3	4	5	
Not likely	◯	◯	◯	◯	◯	Extremely likely

24. Please tell us what the library should do to improve the quality of the documentation delivered to you?

_____

25. How would you rate the library overall?

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

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