Abstract

The first purpose of the thesis is to examine the differences between the library users and non-users in their demographic and lifestyle dimensions in order to identify appropriate target segment for public libraries. The second purpose of this thesis is to find out, among public library users, whether brand benefits are helpful to attract people for public libraries. What brand benefits do users perceived when they use public libraries? What are some antecedents and consequences of perceived brand benefits?

The research is made use of demographic and lifestyle information to differentiate between library users and non-users, it is to see what kind of brand benefits the users perceived. The results of this research is helpful in improving brand names for the public libraries and attract larger group of users.

This study is limited to 2 of the public libraries in Macau, and do not include other kinds of libraries such as academic libraries and special libraries.