

ABSTRACT

This project entitled "Attitude survey of consumer behaviors toward video rental shops" primarily emphasizes on how members of video rental shops truly express their opinions toward the current shops that they have applied for membership in various areas such as frequency of renting, loyalty toward a particular shop, reasons for being a regular member and so on.

This project aims at studying the attitudes of video rental shops' members which include factors that these people view as the influential reasons for them to put their loyalty toward a particular video rental shops even if there are various shops surrounding them. This project surveys the attitudes of video members by issuing questionnaires. A sample group of this project is people who hold video member cards who can be found at particular video rental shops. Data is collected by totally issuing 120 sets of questionnaires in which the distribution of 60 sets of questionnaires is for men and another 60 sets is for women.

After studying this project, we will be able to know how people show their behaviors and the reasons why they like to rent tapes at the specific shops. The results of this project can be information to develop suitable strategies to improve the existing shops or the source of information for those who want to open new video rental shops so that they can use this information as partial consideration to make decisions.