



# **Marketing Mix and Customer Satisfaction of Gyms and Fitness Industry Among College Students with Special Reference to Coimbatore City**

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## **ABSTRACT:**

This research study aims to explore the relationship between the marketing mix and customer satisfaction within the gyms and fitness industry, specifically targeting college students in Coimbatore city. The fitness industry has experienced significant growth and competition in recent years, with an increasing number of individuals, particularly college students, seeking fitness solutions to maintain a healthy lifestyle. Consequently, it is crucial for gym owners and managers to understand the factors that contribute to customer satisfaction in order to effectively design their marketing strategies.

The research will employ a mixed-methods approach, combining both quantitative and qualitative methods. The primary data will be collected through a structured questionnaire distributed to a sample of college students in Coimbatore city. The questionnaire will assess their perception of the marketing mix elements, including product, price, promotion, and place, and their impact on customer satisfaction within the gym and fitness industry.

The findings of this study are expected to contribute to the understanding of the marketing mix elements that significantly influence customer satisfaction in the gyms and fitness industry among college students in Coimbatore city. The research outcomes can assist gym owners and managers in developing effective marketing strategies to attract and retain college students as customers. Furthermore, it can provide valuable insights into the specific preferences and expectations of college students in relation to fitness services, helping gym owners tailor their offerings to meet their target customers' needs.

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**Keywords:** Marketing mix, customer satisfaction, gyms, fitness industry, college students, Coimbatore city.

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## **I. INTRODUCTION:**

The fitness industry is always evolving and changing. As we step into the New Year, it's safe to say that 2020 will not be missed. January is a natural time for reflection to see how far the fitness industry has really come. In truth, there have been so many changes over the past five years, let alone the history of fitness. Like a lot of industries, technology is often at the core of innovation. From wearables and gadgets to virtual personal training and fitness streaming platforms, technology has changed the way we work out, or entity that focuses on exercise, health, and overall maintenance of the body. It may include gyms and fitness centers, personal trainers, fitness equipment companies, food and supplement companies, orthotics, clothing companies, and sporting goods companies.

Gyms and fitness centres are perhaps the most recognisable members of the fitness industry. These businesses provide various exercise equipment as well as sports venues such as basketball or racquetball courts to their customers. Other members of the industry are often tied to gyms and fitness centres; sporting goods and clothing.

The fitness Industry is a constantly growing market that produces and organizes services and goods linked to health and beauty.

These services are defined as intangible activities based on physical activities that provide psychological, physical, economic and social advantages to persons.

## **STATEMENT OF PROBLEM:**

- ❖ The fitness industry is facing several challenges that need to be addressed in order to retain existing customers and attract new ones.
- ❖ One of the major problems is the lack of motivation among people to exercise regularly.
- ❖ With the availability of various entertainment options such as online streaming, social media, and video games, people find it hard to make time for workouts.

- ❖ Lack of access to affordable and convenient fitness facilities is also a concern, particularly for those living in low-income areas.
- ❖ The increasing competition among fitness establishments and the rise of home workout solutions have also added to the pressure of the industry.
- ❖ To stay viable and profitable, the fitness industry needs to find innovative and sustainable ways to motivate people to make exercise a regular part of their lives and provide accessible and affordable fitness facilities for everyone.

#### **OBJECTIVES:**

- ❖ To study the growth of fitness industry
- ❖ To analyse the marketing Mix of fitness industry/gym
- ❖ To examine the customer satisfaction towards the fitness industry
- ❖ To study the health benefits of the fitness industry

#### **RESEARCH METHODOLOGY:**

Research is an organised systematic and logical enquiry having its aim as the discovery of new facts or the verification of existing one. It is an academic activity and the term is used in a technical sense of defining and refining problems, formulating hypothesis or suggested solution, organising and evaluating data and testing the solutions to determine whether they fit the hypothesis.

The methodology includes publication research, interviews, surveys and other research techniques, and could include both present and historical information. The methodology includes publication research, interviews, surveys and other research techniques, and could include both present and historical information.

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi square Test

#### **SCOPE OF FITNESS INDUSTRY:**

The health and fitness industry has become extremely diverse in the range of services and facilities it offers; varying from large scale leisure centre's and gymnasiums, to individual personal trainers who travel from one client to the next in their cars., Some services specialise in offering structured classes, others are informal; some cater for a particular demographic, and others for anyone.

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## **II. REVIEW OF LITERATURE**

**Edwards, Macfadyen and Clark (2018)** investigated whether a single soccer specific fitness test (SSFT) could differentiate between highly trained and recreationally active soccer players in selected test performance indicators. Thirteen Academy Scholars (AS) from a professional soccer club and 10 Recreational Players (RP) agreed to participate in this study. Test 1 VO(2) max was estimated from a progressive shuttle run test to exhaustion. Test 2 The SSFT was controlled by an automated procedure and alternated between walking, sprinting, jogging and cruise running speeds.

**Patel, Gohel and Ali (2018)** compared the study of relationship of physical variables, physiological variables and body compositions to the sprint-starts. The purpose of the study was to determine the relationship of physical variables i.e. standing broad jump, flexibility) physiological variables (anaerobic capacity, resting pulse rate, vital capacity) and body compositions (lean body mass, total body weight, height, biceps, triceps, sub scapula and supra iliac skin fold) to the sprint starts. Twenty male students of under graduate and post-graduate classes of L.N.I.P.E., Gwalior, were selected as subjects.

**Mehmet, et.al., (2016)** in their study wrote that in the recent years, that fitness market rapidly grows, understanding of its importance and change of suggestions according to demand also revealed the importance of intangible elements as well as tangible elements. The aim of this study was to measure the relationship of atmosphere, satisfaction, and loyalty the customers, who were member to a private fitness centre, perceive from this centre.

**Jyothirmai and Prasad (2014)** conducted a study with the aim to know the influencing factors behind the clients attending fitness centres in Visakhapatnam City. 100 members were asked several questions, 45 of whom opined physical exercise improves their health conditions and helps to stay away from diabetes., 23 stated it overcomes the problem of early ageing, 19 stated it develops their self-control, 13 found it as a way to gain status.

**Akhtar, B. (2008)** studied critical evaluation of the organisational structure, administrative-work and facilities of sports authority of India (eastern-region). The samples of the study were administrators (40), coaches (60), and players (200) randomly selected from different centres of SAI Eastern region. The total sample was 300 subjects in all. For collecting data a questionnaire developed by Prasad (1993) was used. The results of the study have revealed that the audio-visual aids have effectively been used by the coaches while imparting training.

### ***HISTORY OF FITNESS INDUSTRY***

Fitness culture is a sociocultural phenomenon surrounding exercise and physical fitness. It is usually associated with gym culture, as doing physical exercises in locations such as gyms, wellness centres and health clubs is a popular activity. An international survey found that more than 27% of world total adult population attends fitness centres, and that 61% of regular exercisers are currently doing "gym-type" activities. Getting and maintaining physical fitness has been shown to benefit individuals' inner and outer health. Fitness culture has become highly promoted through modern technology and from the rising popularity of social media platforms.

The word gymnastics is derived from the Greek word *gymnazein* which literally means "to exercise naked". In ancient Greece and Rome, a public place devoted to athletes training, called *gymnasion* (plural: *gymnasia*) for Greeks and *palaestra* (plural: *palaestrae*) for Romans existed in cities. Fitness was regarded as a concept shaped by two cultural codes: rationalisation and asceticism; authenticity and hedonism, respectively. In Greece, gymnastic excellence was regarded as a noble and godly pursuit, and was included in a complete education. *Gymnasiums* became the centre of the community, being associated with the arts, the study of logic, and a source of entertainment. Skilled athletes attained an elevated status and devoted their lives to becoming proficient in exercise. Both men and women participated in various gymnastic exercises. The series of activities include swimming, throwing, wrestling, jumping and weightlifting. After the Romans conquered Greece they developed the activities into a more formal sport and used their *gymnasiums* to prepare their legions for warfare. However, with the decline of the Roman empire people lost their interest in gymnastics and it now is only known as a form of entertainment.

### ***PERCENTAGE ANALYSIS***

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data is reduced in the standard form with the base equal to 100 which facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents into 100 and it is divided by the same size.

#### **FORMULA:**

$$\text{Simple percentage} = \frac{\text{No. of respondent}}{\text{Sample size}} * 100$$

### ***EXHIBIT THE RESPONDENTS MOTIVE TOWARDS GYM***

S.NO	MOTIVE	NUMBER OF RESPONDENTS	PERCENTAGE
1	LIFESTYLE	36	33
2	STRENGTH TRAINING	52	47
3	WEIGHT LOSS	22	20
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**SOURCE:** Primary Data

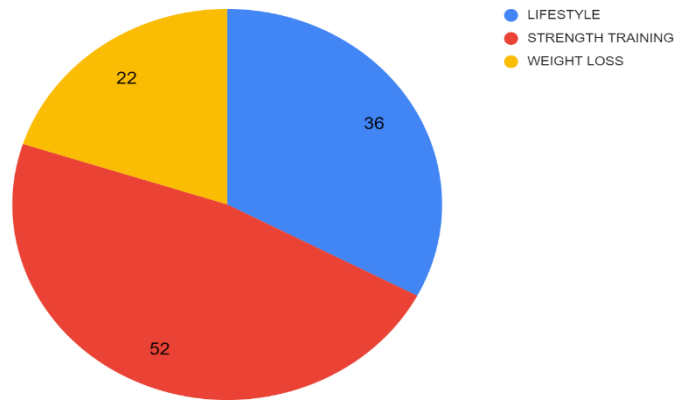
#### **INTERPRETATION**

The above exhibit indicates that 33% of the respondents go to gym for lifestyle, 47% of the respondents go to gym for strength training, and the remaining 20% of the respondents go to gym for weight loss.

#### **INFERENCE:**

Hence most 47% of the respondents motive towards gym is strength training.

**CHART SHOWING RESPONDENTS MOTIVE TOWARDS GYM**



**EXHIBIT THE RESPONDENTS FITNESS GOALS**

S.NO	FITNESS GOALS	NUMBER OF RESPONDENTS	PERCENTAGE
1	REDUCE FAT	22	20
2	GAIN MUSCLE	42	38
3	MAINTAIN FITNESS	31	28
4	FOR PASSION	15	14
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**SOURCE:** Primary Data

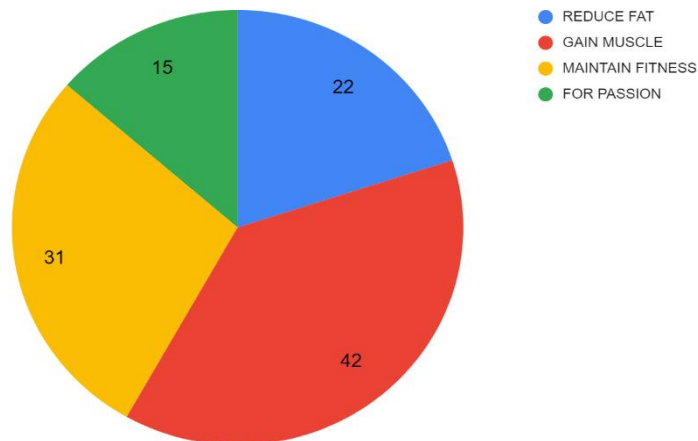
**INTERPRETATION:**

The above exhibit indicates that 20% of the respondent’s fitness goal is to reduce fat, 38% of the respondent’s fitness goal is to gain muscle, 28% of the respondent’s fitness goal is to maintain fitness, and the remaining 14% of the respondent’s fitness goal is to go to gym for passion.

**INFERENCE:**

Hence most 38% of the respondents fitness goal is to gain muscle.

**CHART SHOWING THE RESPONDENTS FITNESS GOALS**



**EXHIBIT THE TIME PREFERENCE OF THE RESPONDENTS**

S.NO	TIME PREFERENCE	NUMBER OF RESPONDENTS	PERCENTAGE
1	MORNING	38	34
2	AFTERNOON	31	28
3	EVENING	41	38
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

**SOURCE:** Primary Data

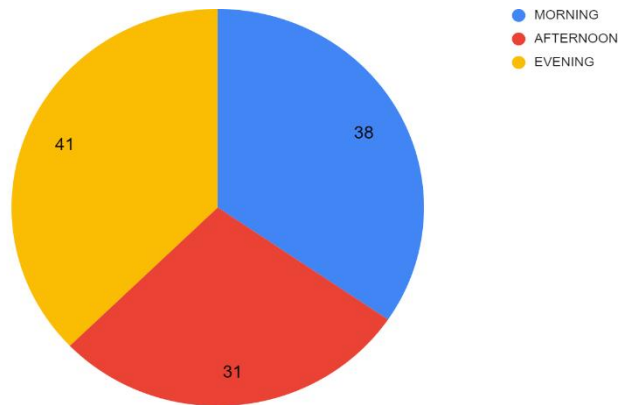
**INTERPRETATION:**

The above exhibit indicates that 34% of the respondents prefer to go to gym at morning, 28% of the respondents prefer to go to the gym at afternoon, and 38% of the respondents prefer to go to the gym at evening.

**INFERENCE:**

Hence most 38% of the respondents prefer to go to the gym in the evening.

**CHART SHOWING THE TIME PREFERENCE OF THE RESPONDENTS**



**CHI-SQUARE TEST**

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

**TABLE NO 4.3.1**

**TABLE SHOWING THE COMPARATIVE RELATIONSHIP ON THE BRAND PREFERENCE AND FACTOR PREFERENCES OF RESPONDENTS:**

MONTHLY INCOME / MEMBERSHIP PLAN	SOURCE				TOTAL
	MONTHLY	3 MONTHS	6 MONTHS	A YEAR	
BELOW 30000	6	9	9	3	27
30001 to 40000	4	21	13	4	42
40001 to 50000	5	6	7	1	19
ABOVE 50000	7	2	3	10	22
<b>TOTAL</b>	<b>22</b>	<b>38</b>	<b>32</b>	<b>18</b>	<b>110</b>

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
6	5.40	0.60	0.36	0.07
4	8.40	-4.40	19.36	2.30
5	3.80	1.20	1.44	0.38
7	4.40	2.60	6.76	1.54
9	9.33	-0.33	0.11	0.01
21	14.51	6.49	42.13	2.90
6	6.56	-0.56	0.32	0.05
2	7.60	-5.60	31.36	4.13
9	7.85	1.15	1.31	0.17
13	12.22	0.78	0.61	0.05

7	5.53	1.47	2.17	0.39
3	6.40	-3.40	11.56	1.81
3	4.42	-1.42	2.01	0.46
4	6.87	-2.87	8.25	1.20
1	3.11	-2.11	4.45	1.43
10	3.60	6.40	40.96	11.38
<b>TOTAL</b>	<b>110.00</b>			<b>28.26</b>

CHI SQUARE VALUE ( $X^2$ ) = (Observed value – Expected value)<sup>2</sup>/Expected value.

Calculated Value of  $X^2$  = **0.257**

Degree of freedom = (Row - 1)\*(Column - 1)

= (4-1)\*(4-1)

Degree of Freedom = 9

Significance Level = 0.05

**Table value** = 16.919

#### **Hypothesis:**

**H0** There is no significant relationship between the monthly income and membership plan.

**H1** There is a significant relationship between the monthly income and membership plan.

#### **Interpretation:**

In the above comparative analysis, the calculated value (**0.257**) is less than the table value 16.92 at 5% level of significance. Hence Null hypothesis is accepted.

Thus, there is a significant relationship between the monthly income and the membership plan preferred by the respondents.

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#### **FINDINGS:**

1. Hence most 48% of the respondents are belonging to the age group of 20-22.
2. The majority 78% of the respondents gender is male.
3. The majority 71% of the respondents area is urban.
4. The majority 57% of the respondents level of education is UG.
5. Hence most 37% of the respondents family income is 30001-40000.

#### **RANK ANALYSIS**

- ❖ The level of reasons for preferring gym supplements by the respondents with the highest rank of reference, Second rank towards flavor, Third rank towards variety, Fourth rank towards protein content and fifth rank towards brand.

#### **CHI-SQUARE ANALYSIS**

There is no significant relationship between the monthly income and membership plan.

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#### **SUGGESTIONS:**

##### **TO THE FITNESS INDUSTRY**

- ❖ The fitness industry can spread more information about the fitness benefits since it is not much recognizable.
- ❖ Develop advertisements to attract more customers.

##### **TO THE SOCIETY**

- ❖ Most people think gym supplements are bad for health, so the information about supplements must be properly framed.
- ❖ People should have the awareness of fitness since it not only focuses on physical appearance but also on health.

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**CONCLUSION:**

The study indicates that the fitness industry plays a very important role in the world. From this study the society can get the knowledge that the people are getting awareness about the fitness and fitness products. The study focused on marketing mix and customer satisfaction and also people are very most getting more knowledge about the fitness industry. By this I conclude that the people's satisfaction level is very important and generally depends on facilities provided to the society. If the proper information about the fitness industry are provided to the society, it will motivate them to go to a fitness center, resulting in better health of the society.

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