

A Case Study on Customer Satisfaction at Fitness Centers, Jabalpur

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Abstract

The word 'customer satisfaction' is not just a factor that shows the satisfaction on the part of a service receiver but also it is a factor that plays a vital role in success of a service provider who can survive for a long term in today's competitive era if he/she considers this factor. In order to convert a particular product or service into a brand with a goodwill it is a must to keep in mind the customer satisfaction. In the given research a case study has been done on satisfaction of individuals from marble fitness club in comparison with some other gyms in Jabalpur. In the provided paper two factors are taken into consideration which are customer loyalty (regularity) and satisfaction derived from regularity as it is very much important to be regular if we want the real benefit from workout done in gym. The required topic has been taken as in today's era technology advancement has been done to such an extent that physical efforts are reduced to do any kind of work because of which people are not conscious about their health as they can do almost every work from their home itself and the new generation is becoming more lethargic. In the world of busy schedule almost every work which can be done through physical efforts is done through various means like travelling through transports in place of cycle or on foot, attending coaching classes online at home etc. It is also seen that the diet of new generation is also not a balanced one. The intake of calories is more as compared to the physical exercises done to burn that. Joining fitness centres not only improves your health but it also build self confidence as a well toned personality has another level of effectiveness and you will stand out of crowd. It is found that a very small percentage of people are conscious about their health who do workout in gyms and it is seen that only 60% of the people who take membership in fitness centres are loyal by being regular and from the percentage of people who are loyal 30% are taking a good diet which is must for developing muscles otherwise without diet we can suffer from various bone injuries by lifting heavy weight. The research will enable readers to know the importance of loyalty towards gyms along with a proper diet if we want results in form of satisfaction.

Keywords: Loyalty, Customer Satisfaction, Money Value, Diet, Gym Facility, Hygiene Environment

Introduction

The market for health and wellness has expanded in India. Customers hardly ever have time to work out or maintain a fitness routine due to today's hectic lifestyle. Their efforts to live a "healthy life" are motivated by guilt, and their diet takes the top spot on the list. Some of the taglines we find on product packaging nowadays include probiotic, sugar-free, low-cholesterol, and baked rather than fried. Indian consumers are more attracted to fitness than ever before, thanks in large part to the well-toned bodies of athletes and celebrities who live youthful lifestyles and follow the latest fashion trends. The fitness trend is encouraging consumers to seem and feel fit, and it is this desire that fuels the category's expansion. The consumer is unconcerned with the method used to achieve fitness.

Market Size & Growth

Total retail market for fitness category is worth Rs. 4,579 Cr growing at 16-18 per cent and is expected to cross Rs. 7,000 crore by 2020. Modern retail is estimated at 28 per cent of this total market and is expected to grow by 22-27 per cent.

Market Segmentation

Fitness market is a healthy combination of products and services. Products are being sold but more through B2B or institutional sales and mostly to the service providers. Since these products need to be used under expert supervision they are found to be present in fitness centers more than being used at home as singular units. On the other hand services component will keep growing with each passing year. This will eventually lead to higher market share in the overall category. Whether it is yoga centre, health centre, gyms or slimming centers, they are all providing services and to facilitate these services relevant products and equipments are being used.

Objective

- To Know the Jabalpur customer satisfaction- This is to know the satisfaction of customers towards the services like gym trainer, advanced equipment, shower facility etc. provided by the particular gym.
- To know provided facilities of Jabalpur- This is to know about various facilities like trainer, referral discount, seasonal discount, hygiene workout area, various wearing elements like supporter, lower, whey protein etc. provided by the particular gym.
- To know why customer preference to join fitness club, Jabalpur- This is to know why the nearby people are attracted towards joining Universal gym instead of other gyms in Jabalpur whether it may be goodwill, equipment or due to any other services.
- To know how an individual manages time to workout -It is analysed that how an individual gets time to go gym for workout from such a busy schedule
- To know the diet of individual before or after workout-In order to gain muscle and full advantage of workout, which diet does a customer follow.

Literature Review

Even though the advantages for health are widely known, a sizable segment of the population continues to be inactive compared to what is advised by current recommendations. Although commercial

fitness centers offer the chance to engage in physical activity and exercise, there hasn't been much research on regular members of these facilities. Therefore, the purpose of this study was to find out what long-term (> 2 years) members intended to get out of their membership and to pinpoint key elements that motivated them to use the gym as a source of physical exercise.

According to Pravesh Gaur says we look back on the evolution of fitness & wellness industry, first and foremost it was largely a scattered, fragmented sector which was probably waiting to be organized. But today, it's not the same. The industry in India is witnessing a phenomenal growth and is only poised to rise in the near future. As more and more consumers choose to live a healthier lifestyle, the demand for fitness centres, wellness centres, gyms and studios are going to exponentially increase in number, without any roadblocks.

According to a report on Due to factors like internet accessibility, technological improvements, and the availability of numerous training methods to maintain fitness and health, according to Strat View Research's recent report on the India Wellness Market, this industry is expected to increase by double digits. Additionally, the considerable market segmentation and potential have given numerous investors the chance to participate in the sector.

This essay examines the literature that has already been written about measuring customer happiness and offers the theoretical underpinnings for the creation of a variety of tools that will assist the Queensland community services sector in measuring customer satisfaction.

When creating and utilizing satisfaction measuring instruments in the delivery of community services, there are several factors to take into account. The expectation in the literature is that people and their families should be at the center of service design, delivery, and evaluation. Individual needs and preferences with regard to literacy, scheduling, and form must be accommodated by tools and processes for gauging satisfaction. There is also an expectation that those who have offered their feedback and suggestions will learn about the larger outcomes from their contributions.

The paper begins by outlining a brief definition of customer satisfaction measurement drawing on the extant literature. At the most basic level, customer satisfaction measurement involves assessing the difference between a customer’s expectation of a product or services and a customer’s experience of a product or service.

Research Methodology

The research challenge can be approached methodically using research methodology. It can be viewed as a science that studies how scientific research is conducted. Unlike research methodologies, research methodology has a broader application. When discussing research methodology, we discuss research methodologies as well as the reasoning behind those methods in the context of our research project. We also provide an explanation of why we are utilizing a certain approach or technique.

Source of Data

Both primary and secondary data has been used. For basic introduction and theoretical portion of the research secondary data has been used from various websites, journals etc. and the analysis is based on primary data.

Hypothesis

- Ho (Null hypothesis) – There is a no significant positive relationship between customer loyalty and customer satisfaction.
- H1 (Alternative Hypothesis)- There is a significant positive relationship between customer loyalty and customer satisfaction

Tools used for Analysis

- Percentage analysis.
- Graph and Pie Charts
- Chi Square test

Data Analysis and Interpretation

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings. Analysis involves estimating the values of unknown parameters of the population and testing of hypotheses for drawing inferences.

To prove the null hypothesis, I have used the Chi Square Test of statistics. Presuming to observe 100 individuals to see who joins the particular gym and are loyal towards it by visiting there regularly or not checking the customer locality and satisfaction.

An individual can fall under following 4 categories:-

- Loyal, satisfied
- Loyal, dissatisfied
- Non Loyal, satisfied
- Non Loyal, dissatisfied

Observed Frequencies

Satisfaction	Satisfied	Dissatisfied	Total
Loyalty			
Loyal	18	7	25
Non Loyal	42	33	75
Total	60	40	100

Given this data, is there a significant relation between customer loyalty and satisfaction? To answer this question, we have to figure out what numbers we might expect if everything were left to chance; if Ho were true – means there is positive relation between loyalty of customers and satisfaction. Since 60 people are satisfied and 25% are loyal, we will expect 15 (25% of 60)and applying the same on each cell we get the following

Expected Frequencies

Satisfaction Loyalty	Satisfied	Dissatisfied	Total
Loyal	15	10	25
Non Loyal	45	30	75
Total	60	40	100

The formula for χ^2 test is :

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

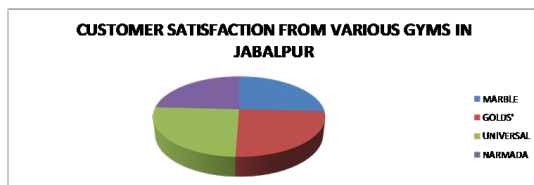
Where O is observed frequency E is expected frequency
 $= (18 - 15)^2 / 15 + (7 - 10)^2 / 10 + (42 - 45)^2 / 45 + (33 - 30)^2 / 30$
 $= 9/15 + 9/10 + 9/45 + 9/30$
 $= .6 + .9 + .2 + .3$
 $= 2.0$

Since the value 2.0 in the χ^2 table for 1 degree of freedom, we find the probability of this result is 0.16, so we retain H_0 .

Hence, there is positive relation between customer loyalty and satisfaction.

Table 1 Showing Various Factors of Marble Fitness Club in Comparison with Other Gyms in Jabalpur

Particulars	Reason to Join Gym	Most Likeable Facility	Percentage of Customer Satisfaction
Marble	Location of Gym	Trainer	92%
Gold's Gym	Goodwill of Gym	Equipments Available	88%
Universal Gym	Recommended By Most Locals	Hygeine Environment	90%
Narmada Gym	Recommended by Most Locals	Reasonable Fee	86%



41% of the sample size said that they had seen various fitness videos in tik tok, movies and other platforms which make them to build their physique like them. 38 % said that the personality of their gamer colleagues is so good and they look confident and attractive which make them to become like them and join gym. 21% said that they want their career in defense and they are unable to go for running and sprinting due to non-availability of parks near their home so they joined gym.

From my sample size of 100 individuals, they go the gym which is nearby their home and has affordable rate according to their budget in which 52% or say majority are member of MARBLE gym because of its services quality, 28% goes to MARBLE as most of them are my neighbor's and the nearby gym from my home is this, whereas remaining goes to ASIA and ROYAL.

Most of the youngsters are concerned and serious about their fitness in which boys and girls are get motivated to join gym by looking at the body tone of various actors and actress and the another reason they said that the body comes in shape fastly in early age. Remaining said that they don't get enough time because of their jobs and busy life so they use to go gyms in the morning.

Majority of individuals approx. 56% take egg whites as they are vegetarian but they are still taking eggs to fulfill the need of protein to recover the body after workout. 34% takes whey as they participate in various bodybuilding programs so they need buffed body. Remaining takes chicken as it is best protein source and also due to the ongoing disease Corona Virus chicken consumers is reduced.

59% of the respondents said the main reason of joining a particular gym is trainer as without guidance of a good trainer we cannot do workout in a correct manner and hence get injuries. So, they want a good trainer for their gym. 21% said that the fees is reasonable so they can afford it otherwise they said that in many gyms we have to pay the fees for the whole year at once whether we go regularly or not hence it lead to loss. 20% who wants to be just fit not so much muscular said that the gym which is near their home is suitable for them and they joined it for cardio purposeonly.

Findings

The following findings came out after going through the deep analysis:-

- One of the most common and recurring “issues” is finding quality employees, especially personal trainers as that is one of the fastest growing sectors of the industry. Getting the right people to improve both the businesses as well as industry-wide in order to move health and fitness in the right directions is hard to come by.
- Budget facilities and now micro-gyms like Gold are eroding the traditional club membership base. How can mainstream clubs compete with this?
- The age of the average gym-member is steadily increasing. It's getting harder and harder to attract younger people, the so-called Millennials, into traditional club environments. How do we keep our offering fresh and compelling for the next generation?

- “There’s been a huge growth in small group training but I haven’t been able to make it work in my club. How can I create successful small group training and other secondary income programs?”
- Loyalty towards gym is must to want real results. If an individual is not regular he will not get the exact result which he wants.
- I have found that the trainer keeps on changing due to non timely payment or due to some personal conflicts due to which members are not get time to be familiar with the type of workout the new trainer asks to do. So, due to discontinuity of trainer proper work out we have to search in youtube and have to do by ourselves.

Suggestions

The following suggestions I would like to give to the particular gym and the research work:-

- Maintain a good budget of your gym so that a good trainer can be appointed for long interval of time.
- The gym owner should maintain healthy relations with the trainer as well as with the members by which they feel motivated to have joined the particular center. If trainer is not happy with the behavior of the owner, then it is obvious he will not continue that particular gym which leads to loss of both gym members and the gym itself.
- The overall change in body tone not only depends on only workout but also a correct diet is also necessary. So, an individual should follow a healthy diet advised by the trainer.

Conclusion

After going through the deep analysis on the particular gyms services, customers loyalty and satisfaction, the following is the founded conclusion:- Health care is moving into the home increasingly often and involving a mixture of people, a variety of tasks, and a broad diversity of devices and technologies; it is also occurring in a range of residential environments.

The factors driving this migration include the rising costs of providing health care; the growing numbers of older adults; the increasing prevalence of chronic disease; improved survival rates of various diseases, injuries, and other conditions

(including those of fragile newborns); large numbers of veterans returning from war with serious injuries; and a wide range of technological innovations. The health care that results varies considerably in its safety, effectiveness, and efficiency, as well as its quality and cost.

The committee was charged with examining this major trend in health care delivery and resulting challenges from only one of many perspectives: the study of human factors. From the outset it was clear that the dramatic and evolving change in health care practice and policies presents a broad array of opportunities and problems. provide solutions that support maximizing the safety and quality of health care delivered in the home while empowering both care recipients and caregivers in the effort.

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