



CLIENTS PERCEPTION TOWARDS PHYSICAL FITNESS CENTERS IN COIMBATORE CITY

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INTRODUCTION

A person with a good physical health can live life to its fullest extent. A great wording "Health is Wealth" truly fits for those who are physically and mentally fit. Fitness is the first and foremost thing that makes both mind and body fit & relax. In recent times, global adding interest in physical fitness conditioning. Fitness centers are a reference of health services, helping to encourage people to engage in physical exertion services. The primary purpose of physical fitness centers is to provide a comprehensive and convenient environment for individuals to engage in regular exercise. They aim to promote healthy lifestyles, encourage physical activity, and support individuals in their journey towards better fitness and well-being.

STATEMENT OF THE PROBLEM

A fitness centers provides a safe environment for exercise and is supervised by trained personnel. Physical fitness centers are facing various challenges in providing quality services to their members. Some common issues include equipment maintenance, staff training, member engagement, retention strategies, marketing, and ensuring a safe and clean environment. These challenges can impact the overall experience of members and the success of the fitness center. Developing effective strategies to address these challenges is crucial for the growth and sustainability of the fitness centers. By keeping these points in view the study "Clients perception towards physical fitness centers in Coimbatore city" was undertaken.

OBJECTIVES OF THE STUDY

- 1) To identify the awareness level of physical fitness centres.
- 2) To know about the clients influencing factors.
- 3) To get the current fitness and health care responsibilities taken care by clients.
- 4) To know about the clients perception towards Unique Selling Proposition (USP) followed in the physical fitness centres.
- 5) To get valuable suggestions for the improvement of the physical fitness centres.

SCOPE OF THE STUDY

The scope of this study focuses on physical fitness centers and aims to analyze various aspects related to their operations, services, and customer satisfaction. The research will delve into the types of fitness programs offered, the equipment and facilities available, membership demographics, pricing structures, customer preferences, and overall satisfaction levels. Additionally, the study will explore factors that influence individuals to join or leave fitness centers, challenges faced by these establishments, and potential areas for improvement. By examining these areas, the study seeks to provide insights that can help enhance the effectiveness and appeal of physical fitness centers and contribute to the overall well-being of individuals engaging in fitness activities. The scope typically outlines the specific objectives, research questions, methodologies, data analysis techniques, and potential limitations of the study within the gym setting. This helps to provide focus and direction for the research project.

LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city.
- Number of respondents is limited to 200.

ANALYSIS AND INTERPRETATION**GENDER**

S.no	Gender	Number of Respondents	Percentage
1	Male	139	69
2	Female	61	31
Total		200	100%

Majority (69%) of the respondents are male.

AGE GROUP

S.no	Age Wise	Number of Respondents	Percentage
1	18 – 28 years	101	50
2	29 – 38 years	92	46
3	39 – 48 years	7	4
4	49 and above	-	-
Total		200	100%

Maximum (50%) of the respondents are from the age group of 18 – 28 years.

AWARENESS LEVEL

S.no	Awareness level	Number of respondents	Percentage
1	Very highly aware	72	36
2	Highly aware	88	44
3	Moderately aware	22	11
4	Aware	17	8

5	Not aware	1	1
Total		200	100

Most (44%) of the respondents are highly aware of physical fitness centers.

INFLUENCING FACTOR

S.no	Influencing factor	Number of respondents	Percentage
1	Social media	54	27
2	Friends & Family	58	29
3	Self- motivation	88	44
Total		200	100

Most (44%) of the respondents are self- motivated.

INFLUENCED FEATURE

S.no	Feature	Number of respondents	Percentage
1	Offers & discounts	90	45
2	Ambiance & infrastructure	41	20
3	Locality	69	35
Total		200	100

Most (45%) of the respondents are attracted by the feature offers & discount.

WORKOUT & DIET CHARTS

S.no	FOLLOWING	Number of respondents	Percentage
1	Yes	61	30
2	No	139	70
Total		200	100

Majority (70%) of the respondents don't follow any workout & diet charts.

FINDINGS

- Majority (69%) of the respondents are male.
- Maximum (50%) of the respondents are from the age group of 18 – 28 years.
- Mostly (44%) of the respondents are highly aware of physical fitness centers.
- Most (44%) of the respondents are self- motivated.
- Most (45%) of the respondents are attracted by the feature offers & discount.
- Majority (70%) of the respondents don't follow any workout & diet charts.

SUGGESTIONS

1. Personalized training programs

Personalized training programs empower individuals to optimize their fitness journey with precision and effectiveness.

2. Skilled trainers

Skilled trainers play a vital role in the success of fitness enthusiasts by providing expert guidance, motivation, and support throughout their journey. They also serve as mentors and motivators, inspiring clients to stay committed and accountable to their fitness goals.

3. Up-to-date equipment

Up-to-date equipment refers to the latest and most advanced fitness machines, tools, and technology available in a gym or fitness center. These modern pieces of equipment are designed to offer a diverse range of workout options, improve efficiency, and enhance the overall exercise experience for users.

CONCLUSION

Based on the analysis of client's perceptions of physical fitness centers, it is evident that various factors play a crucial role in shaping their overall experiences. From the quality of facilities and equipment to the expertise and friendliness of staff members, these elements significantly influence how clients view these centers. In order to enhance client satisfaction and retention, fitness centers should prioritize maintaining high standards in all areas of operation, including cleanliness, safety, and customer service. By actively engaging with clients, addressing their feedback, and offering personalized experiences, fitness centers can create a positive and welcoming environment that fosters long-term loyalty and success.

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