The priorities of women customer satisfaction from aerobic and fitness centers with a view of marketing: the case study in Sabzevar

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ABSTRACT
The purpose of this study was the priorities of women customer satisfaction from aerobic and fitness centers in Sabzevar. This method of this study was descriptive-survey and it was performed on a field study survey. The population of study was including all costumers of aerobic and fitness centers who having at least one year experience in Sabzevar city. 106 participants have been selected from this population. To gather data made questionnaire used according to previous studies. Our results indicated that customers with under one year, 1-2 years, 2-3 years, and more than three years of experience had controlling weight, fitting body, fitness body, and health motivations respectively. In satisfaction aspects, socialization with load of (0.76) had the most significant and the fee, buffet and club place (load= 0.46) were the least important factors. Furthermore, it should be considered that fitness and aerobic club managers should play a great role in customer satisfaction through doing the previous promises and through providing the more tangible services to attract loyal customers.

INTRODUCTION
Changing and evolution is a integration part and valuable stone of human life. Then it is necessary that each economic service in every field consider accurately this evolution, move above that, and create simultaneously this changing. It is necessary that companies supply whole marketing guidelines for customers until they accustom to the conception of requirements. In competitive bazaar, nowadays keeping client is necessary to success in every jobs and professions. So keeping old customers is both simpler and chipper than attracting new customers, it seems that considering to customer requirements such as getting products and services after selling not only solve routine problems but also is a method for creating satisfaction and devotion to clients [1]. In competitive industries, also supplying better services is necessary for both duration and successful [2]. In this matter, customer satisfaction is one of the most important subjects in sport and physical fitness industry.

When customers get services from clubs, clients indeed create merits and conveniences. Then, management of club should attract more customers and should keep most of them, since the cost of attracting new customer is more than the cost of keeping old customer [3]. Even though sport institutions have had high investments, most of them have understood that they cannot attract customer satisfaction for long time. It seems that studying about customer satisfaction can help these institutions and can solve routine problems [4].

One of the most important modifications to improvement performance was the recognition of the measurement of the amount of customer satisfactions which is one of the vital and the fundamental part of marketing. In this subject, nowadays, the evaluation of customer satisfaction which is the principal index in improvement performance also is the vital requirement. Therefore, it is vital that every aerobic and fitness clubs should own the paradigm of conception, analysis, and evaluation of customer satisfaction, since the measurement of customer satisfaction is the key in marketing performance and decision-making. In addition, it seems that this measurement is one of the fundamental instruments for using marketers to evaluate their safe relationship with customers [5].

Aftentious and et al. (2005) have concluded that the customers of private fitness clubs considered equipments, helping from club staffs, and high security; on the other hand, comfortable transportation was the
main importance factor for the customers of public clubs [2]. Teodorakis and et al. (2004) have shown that in terms of equipments and services, women satisfaction was more than that of men; they also have indicated that the most of educational persons have less satisfaction about social/psychic equipments [6]. Hashemi (2007) has revealed that there were significant association between customer satisfactions of both public and private pools with hygiene, security, human and social relationship, facilities, equipments, managing, and scheme of pools; furthermore, he has concluded that the amount of the customer satisfaction of private pools in all of variables was higher than public pool’s [7]. Rostami (2010) reported that the whole customer satisfaction of Tehranina settlements who do exercise at parks was high; there were also significant correlation between the quality of exercise programs and subject’s satisfaction [8]. Rostami (2009) also appreciated that customers who have exercise training at private clubs have more satisfied than that of public clubs; in addition, he resulted that the principal factors were the amount of satisfaction for health and social satisfaction; in contrast, satisfaction for tuition fee, equipments, and atmosphere of clubs were another factors which have less significant [5]. Amintous, Y and et al. (2005) who have conducted a survey about the customer expectations of servicing at the Greece Fitness centers resulted that the most of expectations were facilities and equipments, staff contacts with customers, tuition fees, and planning [2]. Previous researches also showed that there were significant associations between male and female expectations and using public and private sport centers. The results of Choming research (2007) showed that customer judgments about satisfaction was related to communication with leisure places and have positive relationship with customer loyalties at fitness centers of Taiwan [9].

Recently, tendency toward sport and physical education is caused that the number of fitness and aerobic clubs increases. It seems that these clubs should provide customer satisfaction in order to maintain customers. Then, it is necessary that to recognize customer requirements, to understand contemporary satisfaction, to increase customer loyalty, and to develop customer attendance, fitness and aerobic club managers should study till they make better decisions. Therefore, the aim of our study was precedence over women customer satisfactions of aerobic and fitness clubs in Sabzevar city of Iran.

Methodology:
As the method of this study was descriptive and correlation, the data have been collected through questionnaires. Statistical society of this study was the women customers who have at least one year physical activity experience from clubs and fitness and aerobic centers of Sabzervar city.

The primary reason for selecting 106 of these customers as the subjects of this research was the limitation of Cocran Formula. According to previous researches, notably the questionnaire of Rostami (2008), researches have attempted to provide a acceptable questioner for this study [3,5,7].

To evaluate the conceptual reliability of our questionnaire, it has been presented to some of teachers who have conducted many researches in this matter. The reliability of questionnaire also was calculated 0.76 through chronbach alpha. In addition, we used descriptive statistics to classify and categorize the data and to determine the arithmetic mean and also used Friedman inferential factor analysis, to determine the correlation between the variables at 95% level of significance.

Results:
The analysis of data showed that average of our subjects age was 31.3 (Table 1). These results also showed that customers with less than 1 year, 1 to 2 year, 2 to 3 year, and more than 3 year experience had controlling weight, fitting body, fitness body, and health motivations respectively (Graph 1).

<table>
<thead>
<tr>
<th>Table 1: Variables factors load of customer’s satisfaction.</th>
<th>Priorities</th>
<th>Factor load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rows</td>
<td>variables</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>social satisfaction</td>
<td>First</td>
</tr>
<tr>
<td>2</td>
<td>atmosphere of club</td>
<td>Second</td>
</tr>
<tr>
<td>3</td>
<td>Health Satisfaction</td>
<td>Third</td>
</tr>
<tr>
<td>4</td>
<td>Satisfaction from Training programs</td>
<td>Fourth</td>
</tr>
<tr>
<td>5</td>
<td>Satisfaction from the quality of staffs</td>
<td>Fifth</td>
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<tr>
<td>6</td>
<td>Satisfaction from the quality of sport facilities</td>
<td>Sixth</td>
</tr>
<tr>
<td>7</td>
<td>Satisfaction from other variables (tuition fee, buffet, and club place)</td>
<td>Seventh</td>
</tr>
<tr>
<td>8</td>
<td>KMO test</td>
<td>6/79</td>
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<tr>
<td>9</td>
<td>Bart let test</td>
<td>P&lt;0/001</td>
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</table>
To determine the magnitude of the variable, we utilized varimax rotation or factor analysis (Table 1). As shown in table 1, social satisfaction was the major factor and other variables (tuition fee, buffet, and club place) were the minor factors in customer satisfaction.

Conclusion:
Generally, our researchers wanted to represent main reasons of women customer satisfactions in aerobic centers from Sabzevar city of Iran. The results of study showed that the customers with more than three-year experience became to this reality that going to club and doing exercise cause health body and brain; on the other hand, the new customers expressed that weight control was the principal reason for doing exercise. In this matter, Rostami, G(2008) explained that so requirements of customers are difference from their golds and their experiences, it is important that managements of clubs aware of requirements of customers with reading questioners which have been completed by customers [5]. It seems that considering to the requirements of customers are necessary to maintain customers and to increase satisfaction.

Results of regression statistic indicated that the satisfaction from society and the atmosphere of club are the most important factors of customer satisfaction. This finding was consistent with the results of Afntios and et al (2006) and was inconsistent with the results Rostami, G (2008) and Amintous ,Y (2005). On the other hand, our results have appreciated that the satisfaction form equipments and sport facilities, the tuition fee, the café, and the club were the low significant factors of customer satisfaction.

This result was also consistent with the findings of Rostami, G (2009), Afntios and et al (2006), and Amintous, Y (2005). Amintous expressed that requirements of sport places were more associated with equipments, facilities, and abilities and behavior of employers, cost of clubs, programming, and service schedule.

It seems that the lack of management attention to the employers and the coaches behaviors cause dissatisfaction. Then, it is obvious that considering these factors cause to rise customer satisfaction and to increase going to clubs. In addition, it is very important that the management of aerobic and fitness clubs should consider to the previous promises and the better services to customers, because these activities can be had significant role in customer satisfaction and loyalty customer maintain, as well as income.

REFERENCES


