

# Positioning and Retention in Gyms and Health Clubs

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Physical exercise is no longer seen only as leisure but it has also become a need to wellbeing, health promotion, stress reduction and obesity combating. Other reasons are added, which are related to harmony, body cult, aesthetics, ageing delay and emotional rebalance – concept of wellness diffused in Gyms and Health Clubs. These must permanently interact with the members in their constant maintenance – retention. The present poster will discuss the extent to which retention,

within the context of Gyms and Health Clubs, is an influence through the members' perception and how does that perception influence the member to stay. A qualitative and quantitative method will be used by means of interview and questionnaire. In the qualitative analysis the content analysis will be used and in the quantitative analysis the descriptive and inferential statistics.

## Keywords

Positioning, perception, retention, dropout, Gyms and Health Clubs

## Introduction

Physical exercise is no longer seen only as leisure but it has also become a need to wellbeing, health promotion, stress reduction and obesity combating. Other reasons are added, which are related to harmony, body cult, aesthetics, ageing delay and emotional rebalance – concept of wellness diffused in Gyms and Health Clubs (GHC). These must permanently interact with the members in their constant maintenance – retention.

There are three reasons for a member to continue participating: to perceive at least one benefit through the participation, to attribute value to that benefit and to believe that the participation will create benefit [3]. We intend to determine how does the perceived positioning contribute to the retention and loyalty, through specific variables of the practice.

## Material and Methods

The analysis model is formed by: dimensions (resources, accessibility, service and image); specific variables (motivation for the practice, constant/inconstant motivation, frequency, activities attended and monthly spending); independent variables (age, gender, qualifications and income) and output variable (retention).

In the descriptive statistics the parameters of central tendency and dispersion are analysed and in the inferential statistics the discriminant analysis and the factor analysis in principal components [1]. The sample is formed by 8 clubs of the group Solinca Health & Fitness Clubs totalising 2520 members. The sample shows an error band of  $p=0,05$  [4].

## Results

It is confirmed that, in the identification of the different Solinca clubs, the members refer to the components young and diverse as essential. The female members, with higher qualifications, have an average perception of the club's image which favours the abandonment. The middle aged members show a constant motivation in both genders due to the prestige of the Solinca group. The members showing the improvement of the physical condition as main motivation consider the Solinca as specialised and intend to visit the club frequently.

## Discussion

It seems that people need the practice in order to feel improvement in their well-being and health. One of the main reasons why members abandon the practice of physical exercise is the incapacity to feel or to see the positive consequences related to health and well-being in its practice [5].

## Conclusion

Thus the GHC search for social and economic exchanges, exchanges of meanings and emotions, besides meeting their target group in the constant search for the reaching of their goals. With the growing increase of competition, it is necessary to conquer and preserve a position which satisfies the member. For a member to continue in the organisation, the member needs to find value in the participation [3].

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