

A Study on Consumer Buying Behaviour with Respect to Fitness Centres in Navi Mumbai

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Abstract:

Over the past few years, there has been a steady drop in youth fitness, and obesity is at an all-time high. As people turn more and more toward screens and less toward physical activity, the younger generations are facing health and fitness crisis. Regular workout will help in reducing risk and promote overall well-being. Youth have started going to modern fitness centres for healthier lifestyle. Fitness Centres are still in the infant stage in India. Therefore there is a need to understand buying behaviour of fitness centres. This research paper objects to evaluate considerations related to consumer behaviour, such as perception and satisfaction amongst youth between the age group of 18 to 30 years in Navi Mumbai City. The main focus of this study is to analyse consumer buying behaviour of youth towards fitness centres in Navi Mumbai. A sample of 102 questionnaires was collected online using a convenient sampling methodology. The results of the study indicate that there is no relationship between median levels of marketing tools used by various fitness centres for creating brand awareness. The study concludes that demographic factors such as gender and marital status of youth do not have any impact on their satisfaction level. The research reveals that fitness centres will assist youth in developing healthy lifestyle and well-being. This study will be useful for strategic planners and marketing team of corporate bodies and Government to design, create and sell various types of wellness product/services with special reference to fitness centres at different marketplaces.

Keywords- Consumer Buying Behaviour, Consumer Perception, Fitness Centres, Wellness Services, Youth

Introduction:

Well-being and mindfulness seem to be in vogue right now. An increasing number of people, from leaders to business owners, from students to workers, are drawn to the newest ways of leading healthier lives and reaching their objectives for both physical and mental wellbeing. A person's choice of activities for a comprehensively healthy life is what defines wellness. There are many Traditional options like yoga & meditation as well as Modern options like fitness centres, which hold a larger share of the Navi Mumbai retail market. Youth are more inclined towards gymnasium to maintain healthy lifestyle. Various branches of Gold gym, Cloud 9, Cultfit, etc is flourishing in the city. Fitness centres are located in almost every corner of the city providing consumer, services of their choice at a time convenient to them.

Statement of Problem:

In today's open market, consumers can select products or services based on their preferences, personality, way of thinking, and cultural background. The city is filled with both contemporary fitness facilities as well as conventional fitness facilities chosen by customers for their physical as well as mental well-being. There are countless opportunities to research different wellness-related products and services used by the youth to live a healthier life. It's interesting that extensive research has been done on how different types of consumers recognize both traditional and modern wellness services. However, the main focus of this paper will be to understand the buying behaviour of consumers especially in age group of 18-30 years towards the modern wellness services like fitness centres.

Objectives of the study:

The main objective of the study is to understand the consumer behaviour for Modern Fitness Centres in Navi Mumbai with respect to youth in the age group of 18-30 years.

- To understand the customer's perception of Modern Fitness Centres amongst youths in Navi Mumbai
- To know the youth's brand preference of fitness centres in Navi Mumbai

- To comprehend the relationship between gender and satisfaction level of Modern Fitness Centres amongst youths.
- To comprehend the relationship between marital status and satisfaction level of Modern Fitness Centres amongst youths.

Hypothesis Statements:

1) Following hypothesis was set up to comprehend the relationship between gender and satisfaction level of Modern Fitness Centres amongst youth in Navi Mumbai.

Hypothesis 1

- i. H0 There is no significant difference between gender and satisfaction level of Modern Fitness Centres.
- ii. H1 There is significant difference between gender and satisfaction level of Modern Fitness Centres.

2) Following hypothesis was set up to comprehend the relationship between marital status and satisfaction level of Modern Fitness Centres amongst youth in Navi Mumbai.

Hypothesis 2

- i. H0 There is no significant difference between marital status and satisfaction level of Modern Fitness Centres.
- ii. H1 There is significant difference between marital status and satisfaction level Modern Fitness Centres.

3) Following hypothesis was set up to understand the marketing tools adopted by fitness centres brands to create awareness amongst youth in Navi Mumbai.

Hypothesis 3

- i. H0 There is no significant difference between median levels of marketing tools used by fitness centres.
- ii. H1 There is significant difference between median levels of marketing tools used by fitness centres.

Research Methodology:

Study has adopted Descriptive research design.

- **Population and Sample of the Study:**

- Elements – Youths in the age group of 18-30 years who use modern fitness centres
- Sampling units – Navi Mumbai city

- **Sample Size:** 102 respondents

- **Data Collection:**

Primary Data- First-hand data was gathered via an online survey using a Google form and a structured questionnaire. The 5-point Likert scale was employed in the questionnaire's design. The convenience sampling method was used to collect data.

Secondary Data- Data was also gathered from research journals, research articles, e-books, websites, magazines, newspapers, books, reports, and other sources. In order to perform the study, a thorough examination of the literature was also done.

- **Statistical Tools:**

Statistical tools such as Percentage Analysis, Hypothesis testing test through Chi-square test and non- parametric method of Kruskal- Wallis H test were used to conduct the study.

- **Limitations of the study:**

- The study is mainly based on consumer buying behavior and satisfaction amongst youth in Navi Mumbai.
- The study is conducted based on sample collected from youth respondents in the age group of 18-30 years only
- The study is limited only to modern fitness centres ie. Gymnasium.
- Data was collected only from the youths residing in Navi Mumbai.
- There is possibility that some of the data could not fully capture the true characteristics of consumer's buying behaviour with respect to fitness centres.

Review of literature:

Numerous factors contribute to a healthy lifestyle, such as a balanced diet, consistent exercise, and an optimistic outlook. Physical and emotional well-being can be enhanced by taking good care of body and finding satisfaction in achievements. To exercise frequently and make dietary improvements can improve and create changes in one's life. It is evident from the study that maintaining physical fitness is one of the key components of stable health, Given that over 50% of the young people incorporated physical fitness-related activities into their everyday routine. (Umesh Maiya 2020) Many young people have health-related behaviors and diseases that hinder their development and progress. (S. Gururaj. 2014) Young people engage in a number of major health-impacting behaviors and issues, such as under- and overnutrition, common mental disorders like stress and anxiety, increased rates of suicide attempts and fatalities, increased use of alcohol, cigarettes, and other substances. Many of these issues are behavior-based from a life course perspective and are intimately associated to ongoing nutrition and epidemiological transformation. Young people's health and healthy lifestyles must be encouraged, and systems for wise investments in welfare, work, education, and nutrition must be put in place. These factors are essential for the development of young people.

Numerous studies indicate that young people's levels of physical activity are low and sharply fall during adolescence, despite the well-established benefits of regular physical activity for health and wellbeing. Data indicate that addressing knowledge of health-related activities is necessary to target youths' low levels of physical activity.

Nicholas Martinez 2017 in his studies on A Program Evaluation of a Worksite Wellness Initiative for Weight Loss concluded that in addition to the popularly cited weight loss goal, people had identified alternative personal wellness goals such as engaging in regular exercise, increasing water consumption, and reducing cardiovascular disease risk factors. A combination of exercise and nutritional interventions was for the primary purpose of facilitating weight loss (O'Donnell, 2014)

When discussing customer retention, it's critical to note that the development and widespread adoption of sophisticated Customer Relationship Management (CRM) systems, with a particular emphasis on technological innovation, is one of the key trends in the health and fitness sector. (Peppers and Rogers, 2004). Health and fitness clubs will be able to create innovative relationship marketing strategies by using advanced technology and software to fully understand the preferences of its members.

Scope of study:

This research highlights the necessity of understanding the consumer's buying behavior of modern fitness centres amongst youth. The sample size for this study was 102 youth respondents in the age group of 18-30 years from the city of Navi Mumbai. This research paper focus of consumer buying behaviour of fitness centres, perception of youths in Navi Mumbai, their brand preferences, marketing tools adopted by fitness centres and also understands the relationship between gender and marital status with the satisfaction level of customers' who have taken subscription of fitness centres services.

Results and Findings:

The study results are based on responses received from 102 youth respondents from Navi Mumbai. The study is based on Percentage analysis method, hypothesis testing analysis and Non parametric method.

1. Percentage analysis:

An expressive study was conducted on the demographic profiles of the respondents.

- **Gender-wise analysis** is as follows-

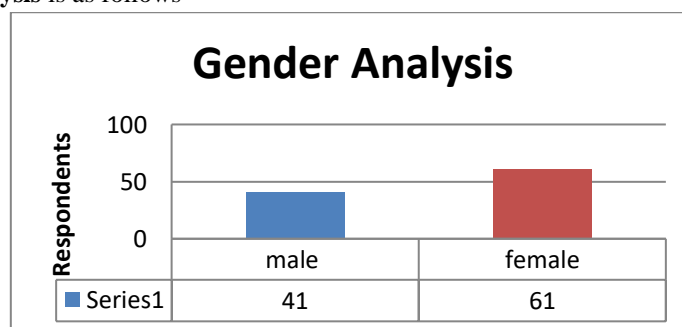


Figure 1 Source Primary data

Out of 102 respondents 40% (41) were male respondents & 60% (61) were female respondents.

- **Marital Status Analysis** is as follows-

Gender/Status	Married	Unmarried	Total
Male	8	33	41
Female	19	42	61
Total	27	75	102

Table 1 Source Primary data

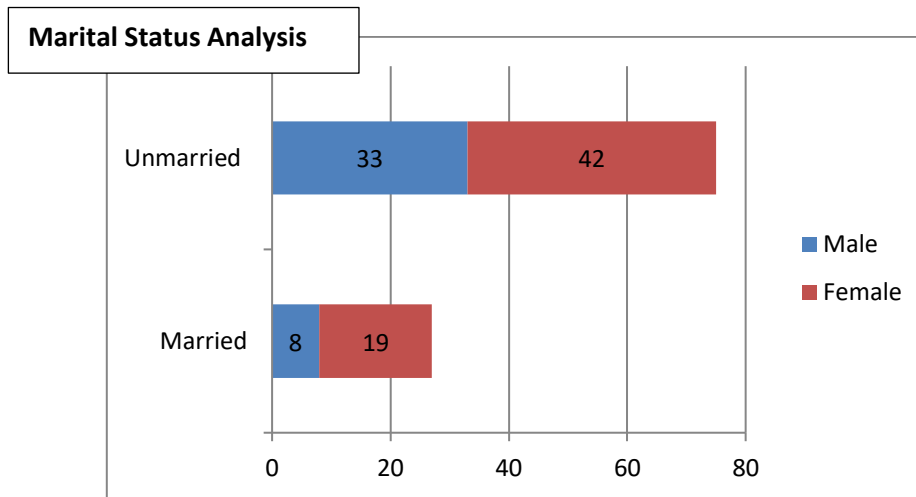


Figure 2 Source Primary data

Out of 102 respondents, 27 respondents (26%) were married and 75 respondents (74%) were unmarried. It implies that majority of unmarried youth were respondents of this survey.

- **Customers' Familiarity about Fitness Centres-**

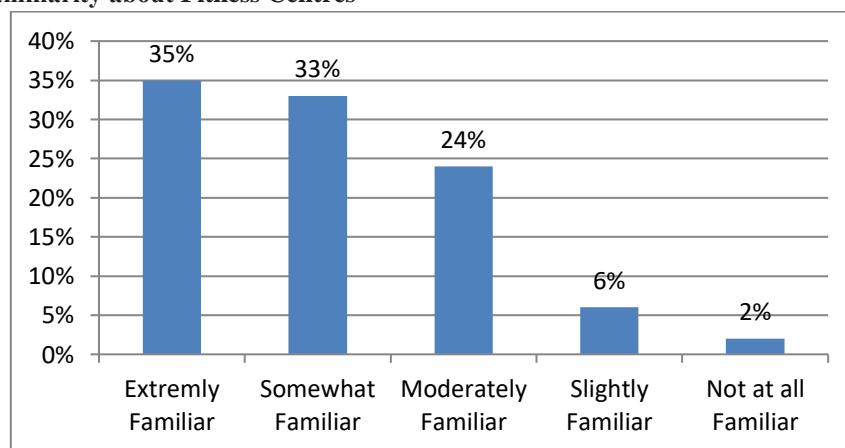


Figure 3 Source Primary data

It is observed that 35% of respondents are extremely familiar, 33 % are somewhat familiar, 24% moderately familiar with fitness centres in Navi Mumbai. Only 8% are slightly familiar and 2% are not at all familiar with fitness centres in Navi Mumbai. Majority of the respondents are extremely familiar about fitness centres. This implies that awareness of fitness centre amongst youths is high in Navi Mumbai.

• Usage of Fitness Centres

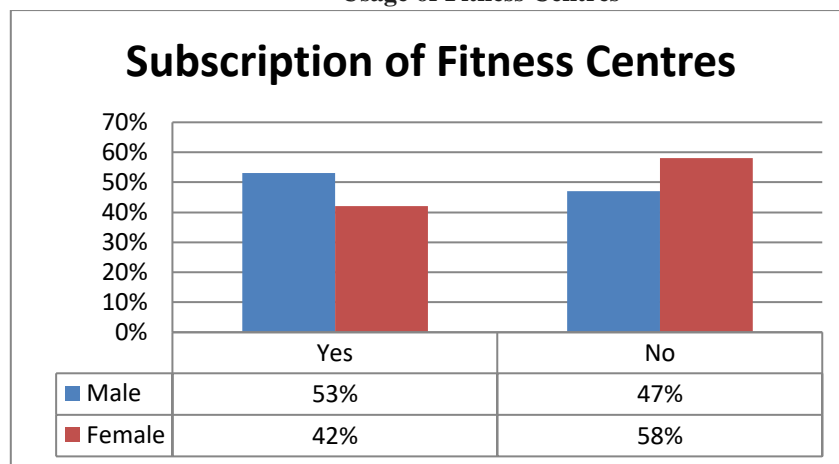


Figure 4 Source Primary data

Out of 102 respondents, 49 youth respondents (48%) are using fitness centres where as 53 respondents (52 %) are not using fitness centres in Navi Mumbai. However, 53 % of males were having subscription of fitness centres and 47 % of males didn't have fitness centres subscription. Amongst females, the subscription of fitness centres was found with only 42% where as 58% female didn't use fitness centres. The study suggests that fitness centres services are more subscribed by males over females.

• Duration of Usage of Fitness Centres

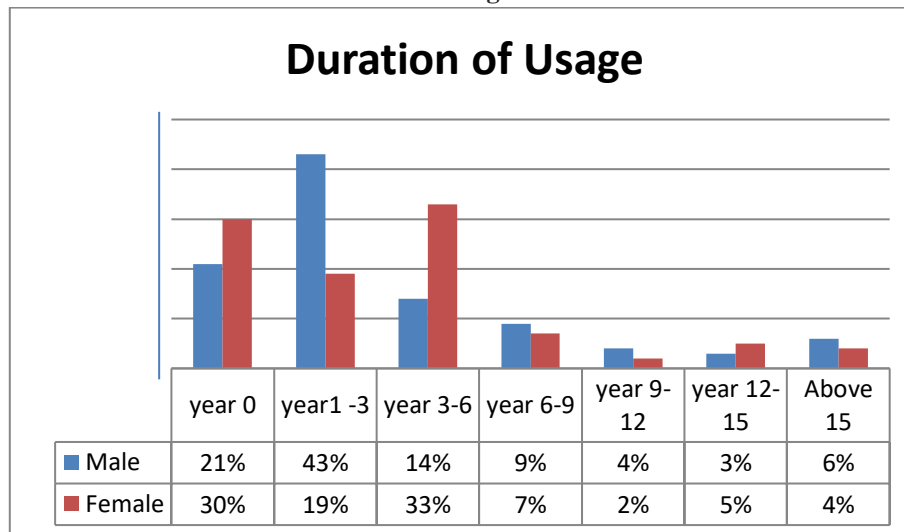


Figure 5 Source Primary data

It is observed that majority of respondents (75%) are using fitness centres. Out of which majority of males are using fitness services since 1-3years and majority of females are using since 3-6 years.

• Factors influencing purchase decision towards fitness centres

Following is analysis of various factors that influence buying decision of fitness centres amongst youth in Navi Mumbai

	Extremely influential	Very influential	Somewhat influential	Slightly influential	Not at all influential
Perception	37%	36%	18%	6%	3%
Attitudes	41%	33%	11%	10%	5%

Income	29%	27%	26%	11%	7%
Personality	40%	30%	15%	12%	3%
Lifestyle	30%	34%	10%	16%	10%
Social Influencers	45%	43%	7%	4%	1%
Price	42%	44%	8%	3%	3%
Advertisement	38%	31%	22%	4%	5%
Motivation	65%	21%	12%	1%	1%
Status	15%	22%	37%	16%	10%

Table 2 Source Primary data

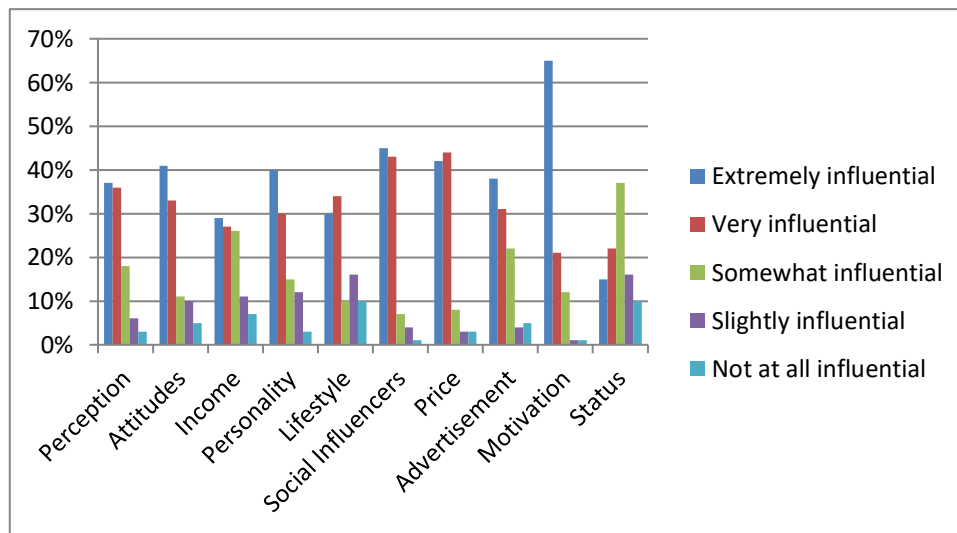


Figure 6 Source Primary data

There are many factors that influence buyer’s decision to subscribe to fitness centres services regularly. The youth is extremely influential in following order by various factors such as motivation (65%), Social Influencers (45%), Price (42%) attitude (41%), Personality (40%), Advertisement (38%), Perception (37%), Lifestyle (30%) Income (29%) and Status (15%).

• Awareness of brands

Brand Awareness

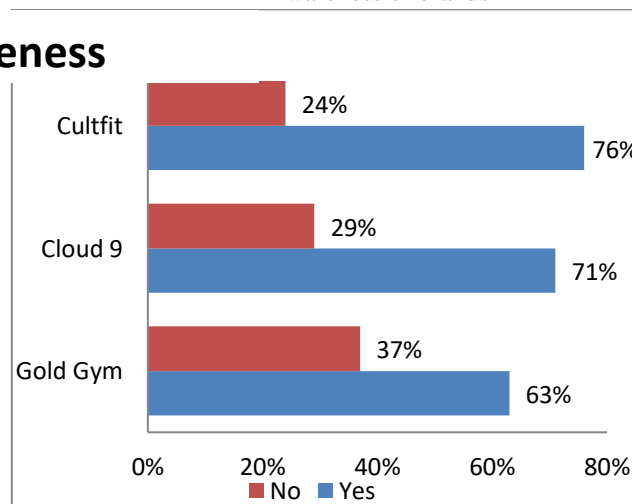


Figure 7 Source Primary data

It is observed that majority of respondents are aware of all the three brands of gymnasium undertaken in the study. Majority (76%) of respondents are aware of Cultfit fitness centre, followed by Cloud 9 (71%) and Gold Gymnasium (63%). It implies that Brand awareness of fitness centres amongst youth is high.

• **Subscription of fitness centres based on brands**

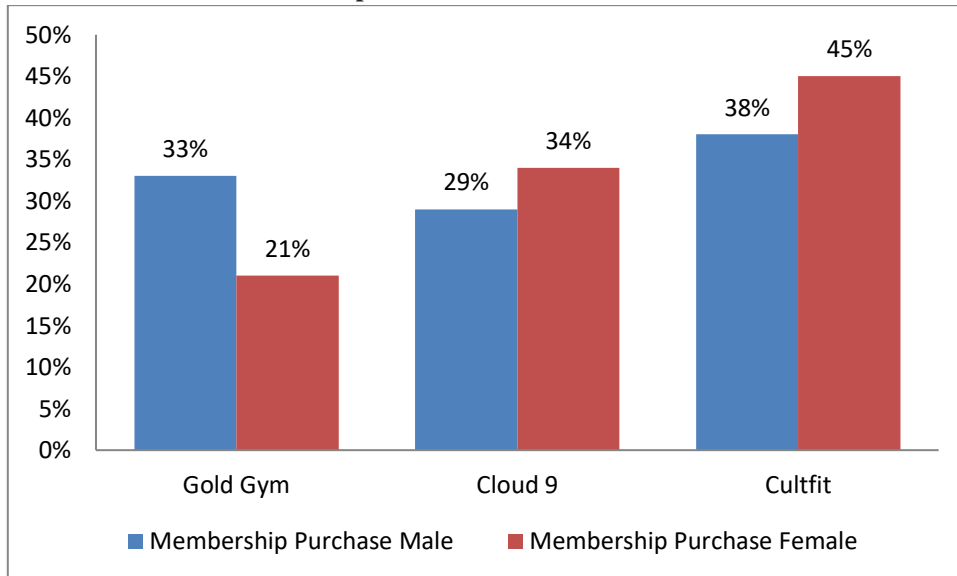


Figure 8 Source Primary data

It is observed that majority of males (45%) and females (38%) have subscribed to Cultfit fitness centres followed by Cloud 9 and Gold Gym. The study shows that brand awareness influences brand subscription. It implies that Cultfit has better brand awareness over other brands in Navi Mumbai.

• **Changes in brand preference of fitness Centres**

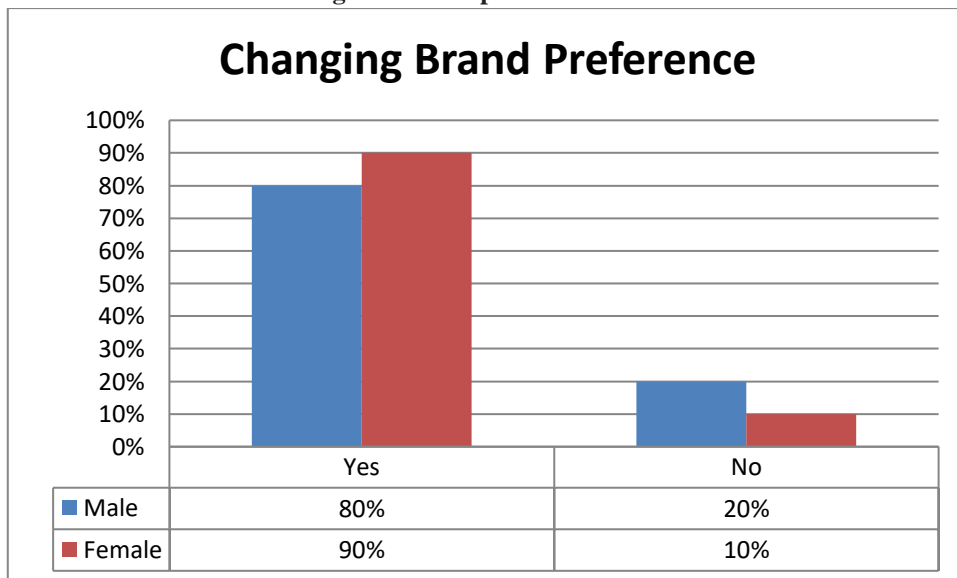


Figure 9 Source Primary data

It is seen from the chart that majority of respondents (90% females and 80% males) prefer to change their brand of fitness centres. It implies that if youth finds a suitable reason then they switch the brands easily.

• **Reasons for changes in brand preference for Fitness Centres**

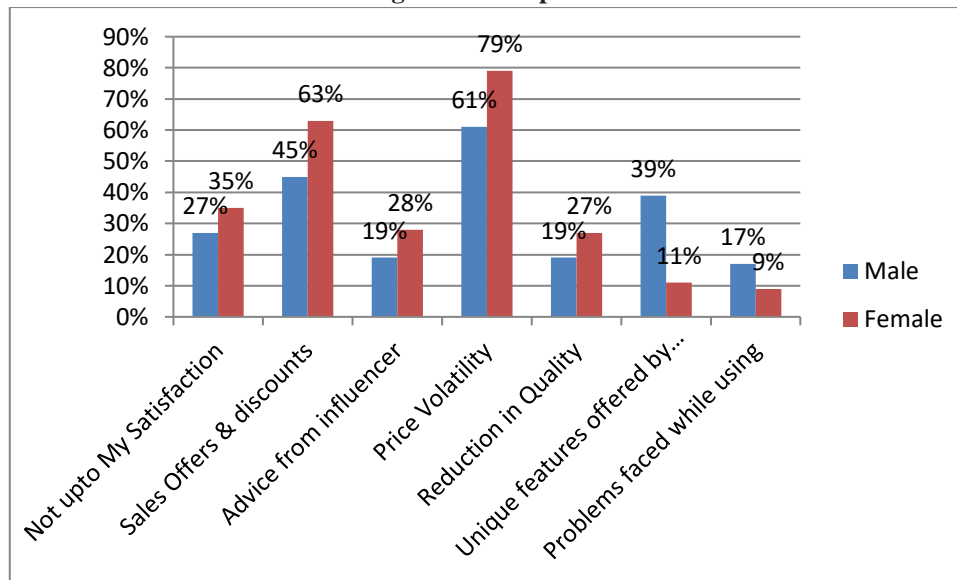


Figure 10 Source Primary data

The study helped to understand various reasons for changing services of fitness centres brands amongst the youth. Price volatility, sales offers and discounts were found the main reason for changes in brand preferences amongst both males and females. The other reasons for brand switching amongst males were unique features offered by other brands and not upto their satisfaction in current brands. Amongst females the main reason for brand switching was not upto their satisfaction and advice from influencers.

• **Quality of Fitness Centres' Services**

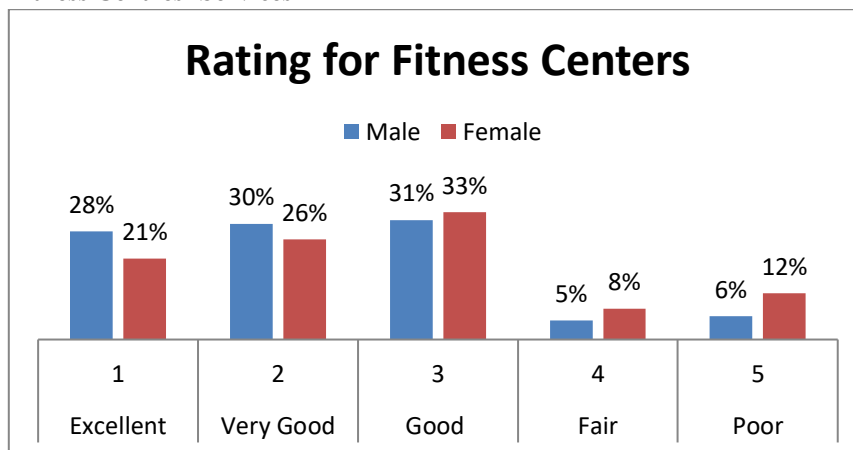


Figure 11 Source Primary data

The study reveals that majority of females (33%) and males (31%) have given good rating for the fitness centres followed by very good (26% females and 30% males) and Excellent (females 21 % and males 28%). Overall majority of the youth respondents are satisfied with the services provided by the fitness centres.

2) Hypothesis Testing using Chi Square Test was conducted to understand the relationship between gender and marital status with satisfaction level of fitness centres in Navi Mumbai.

Gender and marital status relationship with the satisfaction level of fitness centres' customers is as follows;

Hypothesis relationship	χ^2 value	Critical Value (0.05)	df	Decision
Relationship between the gender and satisfaction level of wellness fitness centres' customers	9.2230	9.488	4	H1 rejected
Relationship between the marital status and satisfaction level of wellness fitness centres' customers	9.3887	9.488	4	H1 rejected

Table Number 3 Chi Square Analysis of fitness centres in Navi Mumbai Source (Primary Data)

From the table it is seen that the X^2 calculated is 9.2230 which is Less than X^2 Tabulated 9.48 ($9.2230 < 9.48$). Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the gender and the satisfaction level among the users of fitness centres.

From the table it is seen that the X^2 calculated is 9.3887 which is less than Tabulated 9.48 ($9.3887 < 9.48$). Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the marital status and the satisfaction level among the users of fitness centres.

It can be observed that the gender as well as marital status of the customers of wellness fitness centres does not have any impact on their satisfaction level.

3) Hypothesis analysis was conducted to understand the marketing tools adopted by fitness centres brands to create awareness amongst youth in Navi Mumbai.

Kruskal Wallis H Test was conducted. Value of H (18.6096) was found to be lesser than table value of H (41.33714). Hence H_0 was accepted and H_1 was rejected. Hence there is no significant difference in median levels of various marketing tools used by fitness centres. This implies that fitness centres are using similar techniques of marketing tools for creating awareness amongst youth in Navi Mumbai. Sales promotional techniques, advertising, print media, outdoor hoarding, Celebrity endorsements, social media influencers, direct marketing, Digital marketing are common methods used by various fitness centres in Navi Mumbai for creating awareness amongst youth.

Suggestions and Conclusion

The future of our nation lies in its youth, and boosting their productivity requires physical and mental fitness. Youth who are fit can lead more active and stress-free lives. But today majority of the youth are suffering from obesity, hypertension, diabetes and various lifestyle diseases due to lack of physical activity and increase usage of various electronic gadgets. Youth who are more inclined towards academics rarely give importance to physical fitness activities. Hence, more awareness on health related fitness should be created amongst parents as well as youth. Government and brands should play pivotal role in increasing awareness about various wellness products and services. Business organisations should explore more opportunities to invest in fitness industry and introduce more wellness products and services for promoting balanced and healthier life amongst youth. Efforts should be made to inspire youth to adopt healthier buying behaviour. Need based analysis of youth should be done and accordingly marketing mix with more emphasis on individualised personalised services should be designed by fitness centres. Fitness coach should be regularly trained so that they can maintain long term relationship with the youth. There is vast scope of research in fitness industry. Marketers of fitness centres should design innovative promotional campaigns for youth. Digital marketing strategies should be used more reach out to techno savvy younger generation and satisfy their needs.

The study concludes that there is a good awareness about fitness centres amongst the youth between the age group of 18 to 30 years in Navi Mumbai. Fitness Centres in Navi Mumbai are using similar marketing strategies to create awareness

amongst youth. There is no significant relationship between medians levels of marketing tools used by fitness centres. The respondents are also familiar with the brands offering gymnasium services in their vicinity. Both male as well as female respondents are attracted to join the fitness centres especially when sales promotional techniques such as discount and trail services are offered. Many respondents have even switched brands of their fitness centres to avail better promotional offers and discounts. Hence we can conclude that price is an important factor that influences buying decision of youth in Navi Mumbai. These days, social influencers are also promoting various brands of gymnasium. Social media has also played a vital role in influencing youth's decision while buying subscription for fitness centers. Most of the respondents join gymnasiums for fitness reasons and consider motivation as the paramount factor for continuing with subscription of fitness service. However, the males uses fitness centres more than females. There is no significant relationship between the gender and buying fitness centers' membership. The study also concludes that there is no significant relationship between the marital status and buying fitness centers' membership. Youths in Navi Mumbai are satisfied with the quality of fitness centres. Thus we can conclude that demographic factors such as gender and marital status of youth do not have any impact on their satisfaction level. The study concludes that respondents in Navi Mumbai between age group of 18-30 years, be a male or female, married or unmarried, join fitness centers to stay fit and remain strong both physically and mentally. Fitness centre is one of the important wellness services that help youth to build a healthy life style and invest for their future wellbeing. Fitness centres will help in creating a vibrant and healthier society in future.

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