

Retention and Dropout in Gyms and Health Clubs

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Keywords: Retention, Dropout, Positioning, Members, Gyms And Health Clubs

Abstract

Research Question/Aim of Paper

The present study aims to find out to what extent the perception that the members have from gyms and health clubs (GHC) contributes to the retention and/or dropout, through specific variables of positioning. It tries to go beyond the exclusive study of quality, searching for a set of dimensions and indicators of positioning as important factors for retention and dropout.

Theoretical Background

One of the main reasons why the members dropout the practice of physical exercise is the inability to feel or see the positive consequences related to the health and well-being in their practice (Alexandris, Zahariadis, Tsorbatzoudis & Grouios, 2004). The services of the GHC shall provide the opportunity to achieve desires, such as weight loss, socialization, fun, relaxation, among other benefits (Brenda & Stotlar, 1996) if it does not happen members dropout because they seek some sort of satisfaction in these organizations that justifies what they pay.

The industry of fitness is a very dynamic market, therefore the need to understand the members is essential. It costs five times more to attract a new member than retain an existing one. So we should look for potential customers but the focus on retention is essential to the balance of GHC (Grantham, Patton, York & Winick 1998).

It is possible to understand the reasons why members join the club: specialized human resources, pleasure, friends influence, friendly staff and proper space. Furthermore, the perception that the clubs are overloaded, intended for a young audience, suited to coupling, the lack of attention from the staff, dissatisfaction with the programs, cleaning of the facility and dishonesty of the business are strong reason for dropout (Tharrett & Peterson, 2006).

Methodology/Research Design/Data Analysis

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).