

## SEGMENTAREA ȘI DETERMINAREA PROFILULUI CLIENTILOR ÎN CENTRE DE FITNESS: STUDIU DE CAZ

## SEGMENTING AND PROFILING FITNESS CLUB CUSTOMERS: A CASE STUDY

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**Abstract:** Competition growth on the market of health clubs has changed the perspective from which health and sports services are conceived. The main focus is not only on offering actual and potential clients a wide range of services, but also, and more importantly, on shaping those services on clients' needs, goals and expectations. In order to do this, it is necessary to segment and profile customers. The present study aims to identify the different types of customers who attend a Fitness Club and classify them into segments according to the aim they pursue in buying the club's services. The survey used a self-administered questionnaire and was conducted on a sample of 100 members. The results indicate that members choose a certain type of membership depending on the results they want to achieve from attending the health club, their profession, age, income and gender. The members were classified into eight segments that show their preference for a certain service type, profession and age. In order to gain the customers' loyalty, the health club's management should consider the segments' characteristics when adapting and improving their offer.

**Keywords:** consumer behaviour, consumer profile, statistical analysis, consumer segmentation, health club