

Consumer perception and behaviour retention in gyms and health clubs

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Abstract

The study aims to investigate to what extent the perception that members have about gyms and health clubs (GHC) contribute to their retention. The analysis model is formed by: independent (position dimensions); mediating (consumer behaviour) and dependent (retention) variables. Data analysis shows that females, with higher qualifications, have an average perception of the club's image which doesn't promote retention. The middle aged members show a retention effect in both genders due to the prestige of the GHC. Understanding the members' needs is essential for retention. It costs much more to attract a new member than retain an existing one.

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