



**CUSTOMER SATISFACTION/DISATISFACTION WITH
NO-FRILLS FITNESS CENTERS IN BANGKOK**

BY

MISS WANTANA RATTANABOONNITHI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

BY

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ENTITLED

CUSTOMER SATISFACTION/DISATISFACTION WITH NO-FRILLS
FITNESS CENTERS IN BANGKOK

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)


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ABSTRACT

In today's world, people are growing more and more concerned with their health. The recognition of this growing concern can be seen in the rapid development of products and services related to the health care industry. Organic foods, beauty services and wellness centers are a few examples of the services experiencing a quick growth, and these and more aim at answering the consumer's call to better maintain one's health with options and convenience. Specific to fitness centers, whose revenue has steadily risen by 10-20% per year, a new branch of such centers has quickly spread around the Bangkok Metropolitan Region, namely, no-frills fitness centers (Chapman, 2015). Yet, as customers have more choices in amenities and styles of fitness, business owners are forced to quickly adapt to accommodate and capture their share of the market in a rapidly changing sector of the health care industry. In doing so, business owners may require consumer insight, as a means of identifying which facilities, amenities and services are necessary to develop business. Recognizing the necessity of such insight, this research identified the factors that most affect customer satisfaction of no-frills fitness centers both at the level of individual customer segment types (e.g. female customers vs. male customers) and overall.

This was done by reviewing secondary analyses about the topic and collecting information to be used in making an in-depth interview. A quantitative survey was then constructed from the results of the in-depth interview together with the insight

gained from the literature review. Both the in-depth interview responses and the responses of the quantitative survey served as the primary data sources for this project. The survey was distributed to over 200 male and female respondents, whose qualifications match those of the target demographic of this study. A statistical analysis was carried out on the information obtained from the quantitative survey making use of the SPSS software.

The results of this analysis indicated that location accessibility, variety of exercise classes, and quality of machines exhibit the greatest effect on overall customer satisfaction. When the data are grouped by gender, greater emphasis on trainer knowledge and staff service were seen in male responses, while female respondents placed emphasis on restroom cleanliness and changing rooms. It was found that factors such as quality of machines, and variety of machines are important to customers, but exhibit poor performance as indicated by an Importance-Performance Matrix. To address such problems, a clear call and burden is placed on the management in order to better appeal to their target demographic. Conversely, the management can consider eliminating some factors such as changing rooms and lockers as they have marginal effects on the overall satisfaction of the customer.

Keywords: no-frills fitness centers, customer satisfaction, exercise, factor

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Miss Wantana Rattanaboonnithi

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LIST OF ABBREVIATIONS

Symbols/Abbreviations

Terms

NFFC

No-frills fitness center



CHAPTER 1

INTRODUCTION

In recent years, people have become more concerned about their health and outer appearance. Partly influenced by the rise of fit-and-firm “net idols” who command millions of “likes” on Facebook and Instagram, they yearn for an attractive body so that they, too, can boast themselves online. Producers of organic food and supplementary products, and operators of fitness centers are all major beneficiaries of this “health and wellness” fever.

The fitness center industry in particular has been experiencing a robust growth along with the climbing healthy lifestyle trend in Thailand. The country’s fitness center industry is worth five billion baht, with over 200,000 members and 480 operators nationwide. It is predicted to continue growing by 10-20% per year in the foreseeable future (Chapman 2015). At present, major full service operators in Thailand include True Fitness, Fitness First, Virgin Active and We Fitness.

Due to their cheaper price, no-frills fitness centers (hf. NFFC or NFFC’s) have emerged as an alternative for people who do not want to commit to a long term contract and pay exorbitant membership fees for some unnecessary luxury functions. In the last few years, the number of NFFC’s has grown in Bangkok. To compete with new entrants to the market, existing business operators must not only create a competitive advantage or unique positioning, but they must also understand the needs of their customers well enough to cater to them the right service. One of the approaches is to identify factors that can drive the highest customer satisfaction. This research, therefore, is conducted to study customer satisfaction and dissatisfaction of NFFC’s in Bangkok.

1.1 Topic Description

1.1.1 Full service fitness center

Full service fitness centers attempt to incorporate several types of workout facilities into a single location. In general, they offer a weight area, weight machines, cardiovascular equipment, aerobic classes, yoga classes, a swimming pool, Jacuzzis, saunas, tanning beds and child daycare centers (Fitnesshealth101, 2017). However, not all the fitness centers provide all the facilities above, while some others may add more. This type of fitness center usually requires a monthly payment with a long-term contract while offering a personal training package. Their locations are mainly in large shopping malls and community centers

1.1.2 No-frills fitness center

No-frills fitness centers, on the other hand, offer an affordable price with no contract. As a result, customers have the flexibility to choose which period they wish to exercise and which period they wish to take a break. To cut down on startup and operating costs, NFFC's do not offer swimming pools, saunas, hot tubs, and beauty spas. They also do not provide free drinks and snacks, and do not have a lounge for customers to relax and recharge. For some places, the fitness machines are manual rather than electric to further streamline costs, and members even need to pay additional out-of-pocket fees to attend fitness classes (Neville, 2015).

1.2 Research Objectives

1. To identify the factors that most affect customer satisfaction of no-frills fitness centers.
2. To study how different customer types (e.g., male vs. female gym-goers) influence customer satisfaction of no-frills fitness centers.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Factors influencing consumers' choice of fitness service center

A survey was conducted in Bangkok on 100 people who were current users of big scale fitness centers (76%) and other small fitness centers (24%). The respondents were asked as to what they found to be an appropriate monthly membership fee. Sixty percent of the respondents preferred a price range of 1,001-2,000 baht. The other 15% were satisfied with a price range between 2,001 and 2,500 Baht. However, only 5% of the survey participants were willing to pay a membership fee exceeding 2,500 Baht (Srisamart, 2013).

Among those who were surveyed, more than 50% were members of Fitness First, followed by True Fitness at 13% and California WOW (now acquired by We Fitness) at 8%.

The top three product factors that male members said to be most important were well-maintained machines, variety of machine types, and up-to-date technology. Female members indicated the same top two factors as their male counterparts but they ranked yoga class as the third most important criteria for consumer choice.

For facilities, the most important factors were clean restrooms, locker rooms, free towels, and parking spaces. On the other hand, the facilities that they found to be least important were spas, monthly lockers, and pools.

- **Implication:** The most preferred price range was 1,001-2,000 baht. However, the majority of the respondents in this survey were users of large scale fitness centers whose average membership fees hovered more than 2,200 baht per month for a one-year contract. Interestingly, their response was contradictory as the price they said they were willing to pay was below what they were actually paying. When looking at the importance of product factors, spas, monthly lockers, and pools are facilities most respondents deemed unnecessary. As such, NFFC's should consider not offering these amenities which would also help them reduce costs and membership fees.

2.2 Exercising trends and fitness center business opportunity should not be ignored

The fitness business entered Thailand many years ago. The market was dominated by large-sized fitness centers that targeted working-age and the high-income groups. At the time, there was not much exercise variety. Gym-goers mainly focused on weight lifting and running on the treadmill, which normally took one to two hours to complete. The long hours did not satisfy the customer group that had less time to spare at a fitness center. Not so long after, a wave of new exercise trends took Thailand by storm. New techniques for working out ranging from body weight training to functional training to anaerobic exercise helped shorten the time spent at the gym while still allowing the gym-goers to achieve a similar level of overall strength training and calories burned as the traditional exercise plans. Moreover, these exercises required a smaller area and lower budget to start up and operate. They soon triggered a new trend of small-sized fitness centers, whose numbers jumped more than 30% within a short period of only two years from 150 branches in 2013 to 200 branches in 2015 (Panpeng, 2015).

A survey by Thailand National Research Institute, or TDRI, shows that the trend of exercising is growing fast. People who are of age 15 to 59 increase the time they spend on exercise in a day from 2% in 2007 to 16% in 2011. Moreover, the survey also discovers that 77% of the elderly, which comprises people who are 40-60 years old, have changed their behavior to do more exercise in hopes for better health and longevity (Panpeng, 2015).

- **Implication:** Fitness centers should not overlook the potential of the elderly group because they are also inclined to exercise. However, their needs for fitness attributes might be different from other age groups as the elderly need more special attention and care.

2.3 Where do you go for fitness?

Many people ask for recommendations for a fitness center, specifically which place offers an affordable price and a well-rounded set of equipment. Most male and female respondents said they cared a lot about location, machine condition, variety of exercise type, and price. Female respondents, however, cared more about facility and classes provided (Serefim, 2013).

There is a case of one respondent complaining about a large-sized fitness center that launched a mega promotion with a significant price discount. While the marketing strategy did its job at attracting many new subscribers, the fitness center was soon overcrowded to a point where old and loyal customers had to wait in line for the equipment to be available. Many of them even had little to no space to do their exercise. Another consequence of the heavy promotion was that amenities such as the bathrooms became dirty and unpleasant (Anneplus, 2015).

- **Implication:** Male and female gym-goers have differing needs and factors that they consider as important while using a fitness center. The crowd size and staff service are some of the factors they look at, not just a bargain membership fee.

2.4 Involvement and satisfaction/dissatisfaction

The study shows the relationship between the level of customer involvement and satisfaction and dissatisfaction. The writer conducted an examination on the purchases of slow combustion heaters by consumers living in a cold area in New South Wales (Patterson, 2007). Because the product was quite expensive and required some knowledge before purchase, as consumers expect to use it for the long-term, it is considered a relatively high involvement purchase. The finding shows that the function and service aspects of the product affect customer satisfaction more than point-of-sales materials, advertising, sales promotion, and education materials. It can be implied that the initial installation and after-sales service should be another important aspect that managers ought to focus on.

- **Implication:** For local gyms or NFFC's, the involvement purchase is moderate as the price is not that high and subscribing for a gym does not require as much prior knowledge, or thorough study, about the service.

Therefore, apart from the attributes of product and service performance, other related factors such as sales promotion, sales materials, and advertising should be included while analyzing customer satisfaction.

2.5 Low-cost gyms

In Australia, low-cost gyms such as Contours, Jett Fitness and Anytime Fitness also captivate the market by offering values that full-service clubs do not have. They attract customers who need 24-hour access and debit card payment with no contract and minimal maintenance cost (Patterson, 2015). Such values compensate for less needed functions like saunas and pools. On the other hand, the full-service clubs require the customers to sign a long-term contract and pay a high entrance fee. At first, the customers appreciated the well-equipped facility and thought that the exorbitant price was all worth it. However, it did not take long for them to realize that they only used a small fraction of the facility and were not utilizing it to its full potential. At the end of the day, the price they paid for far exceeded what they actually used, or in other words, the customers soon found that they overpaid for the service.

The low-cost gyms can survive even with no long-term contracts because they cater to what the customers actually needs and hence can keep them coming back for more. With this competitive advantage, the low-cost gyms can withstand the market leaders.

- **Implication:** 24-hours access and debit card payment are another attribute that should be included in the analysis. As low-cost gyms require no contract, customers are flexible to pay, pause and resume their service at any time. However, many gyms nowadays also offer 3-month, 6-month, and 1-year contracts at more attractive prices. As a result, it is interesting to study the impact of having no contract on customer satisfaction.

2.6 Meaning of no-frills fitness business

The definition of no-frills fitness business can be described as follows: First, there is no reception and most of the workout class registrations and bookings are done online. Second, in addition to monthly membership fees, members need to make an out-of-pocket payment should they want to join a workout class. Third, in an effort to streamline operating costs, there are no swimming pools, saunas, hot tubs, and beauty spas. There are also no free drinks, snacks and lounges as offered by the full-service fitness centers. Last, most of the fitness machines are manual rather than electric. Again, this is to cut down on costs.

- **Implication:** The definition of NFFC's laid out above can be used to explain the nature of the business throughout this report.

2.7 My story about a fitness center – A Blogger's Perspective

The writer shared his experience when he visited one of the three major fitness centers in Thailand, namely California Wow, Fitness First, and True Fitness. He said the salesperson used hard sales tactics on him. She began by asking about the goal he set for exercise, then convinced him about how her gym could help him achieve his goal, before concluding by first offering him a very expensive membership fee. In fact, he took notice that all the salespeople from all the fitness centers followed the same sales pitch. Only when the writer rejected did the salesperson start to offer a lower price. When he rejected the second time, the sales lady called on two salesmen to sway him further. Finally, as the writer insisted on not following through with the sales, the manager of the fitness center came with even more persuasion. From his point of view, the salespeople used every psychological technique they could possibly think of to sway him into signing up for the fitness program which he thought was very annoying (Blitblog, 2008).

Another unpleasant experience is the sales of personal training. The writer said the salespeople offered a free-trial period with a personal trainer. But after the promotional period was over, another showcase of a hard sales began, this time not on the membership fee but on the personal training package.

- **Implication:** The sales techniques undertaken by salespeople and personal trainers are other crucial factors that highly affect customer satisfaction. Therefore, these two attributes should be included as analysis variables.

2.8 Reselling a contract

The long-term contract of a full-service fitness center used to pose a difficulty for those who no longer want the service. With the advent of the Internet and social media, members can now easily sell their remaining contracts online. It was discovered that many people posted the subject on many websites to sell their contracts. They advertised that it benefited prospective buyers because they did not have to pay the initial entrance fee of around \$300 while the sellers would also bear the transfer cost of \$34 (Watcharapong, 2016).

There are around 100 posts on Fitness First's Facebook page over the past three months. The posts do not comprise just those of sellers but also buyers' who seek remaining contracts. Most of them prefer a short-term contract of 3-6 months.

- **Implication:** When people discover that the long-term contracts they have no longer satisfy their needs, they can sell the remainder of their contracts to those who want the service. Therefore, there is an opportunity for existing members to sell their membership in the secondary market and for prospective members to buy into the service without having to pay an entrance fee while gaining from a shorter contract term. This benefits both the sellers and the buyers. The reselling of contracts also serves as an alternative choice for those who are looking to subscribe to an NFFC as it provides more flexibility and has no entrance fee.

2.9 Factors influencing customer satisfaction rating

When the customer satisfaction score from a survey is high, it does not mean that it represents the true satisfaction of the customers. This is because there are many factors influencing customer satisfaction ratings.

1. Customers are genuinely satisfied: They give a positive rating on a survey because they are using the product or service for the first time and are satisfied with the firm. (Douglass, 2011).

2. Response bias: The ones who give comments are mostly those who are either very satisfied or very dissatisfied because they are more likely to express their strong feelings than those who are uninterested. Nevertheless, prior research found that the dissatisfied individuals tend to disregard the survey in the belief that it was not worth their time completing since their comments could not change anything anyway (Richins, 1983).

3. Data collection method: The positive ratings come from personal interviews and phone surveys. This is because people feel less inclined to complain about something when asked in person or on the phone by an interviewer. As a result, they are more inclined to limit their comments to only positive things.

4. Question form: The form of questions can lead to satisfactory ratings. A positive form can lead to a higher rating score than a negative form of questions.

5. Context of question: The order of questions asked can influence customer satisfaction ratings. An example is when the overall perception is asked before the perception of other substances.

- **Implication:** This information is useful and applicable for questionnaire design and the data collection process. The survey should be neutral with no leading questions that could potentially influence the answers of the respondents. Moreover, it should be well thought out and structured.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

The research methodology includes both secondary and primary research. For the primary method, it was done using qualitative and quantitative surveys.

3.1.1 Secondary Research

The secondary data is gathered from online and offline sources. Online social communities and websites such as Facebook, Line, Dek-d.com, and Pantip.com were used to gather the overall data of people's perception of and information on NFFC's for the survey questionnaire. One of the Internet sources that represent the opinion of the people very well is Pantip.com as it is Thailand's most popular discussion forum. It is a website in which people from all walks of life can share and post their stories and opinions freely.

Moreover, journals and articles such as those of Economic Intelligence Center of Thailand's Siam Commercial Bank (SCB) provide up-to-date details and developments on fitness trend and business opportunities in the country. Other useful sources of information on customer satisfaction can be found in academic books such as Service Marketing and Marketing Research.

3.1.2 Primary Research

3.1.2.1 In-depth interview

Personal interviews were conducted on a one-on-one basis to reduce outside influence on the participants' true opinion. Although this method may lead to subjective results, it helps the surveyors understand the respondents' experience. For example, several of participants shared that they used to be members of full-service fitness centers but had moved to those that were no-frills. Others disclosed that they quitted both places. As illustrated, this interview method can help the surveyor gain a more in-depth detail about customer satisfaction. However, the result needs to be quantified by a survey questionnaire.

3.1.2.2 Observations

The attributes that affect customer experience can be observed at the fitness center. By visiting various fitness centers, the surveyors can personally learn about the centers' atmosphere, facility, and things they have, or do not have, in common. Subsequently, they can decide if the attributes they experience first-hand should be included as factors of customer satisfaction.

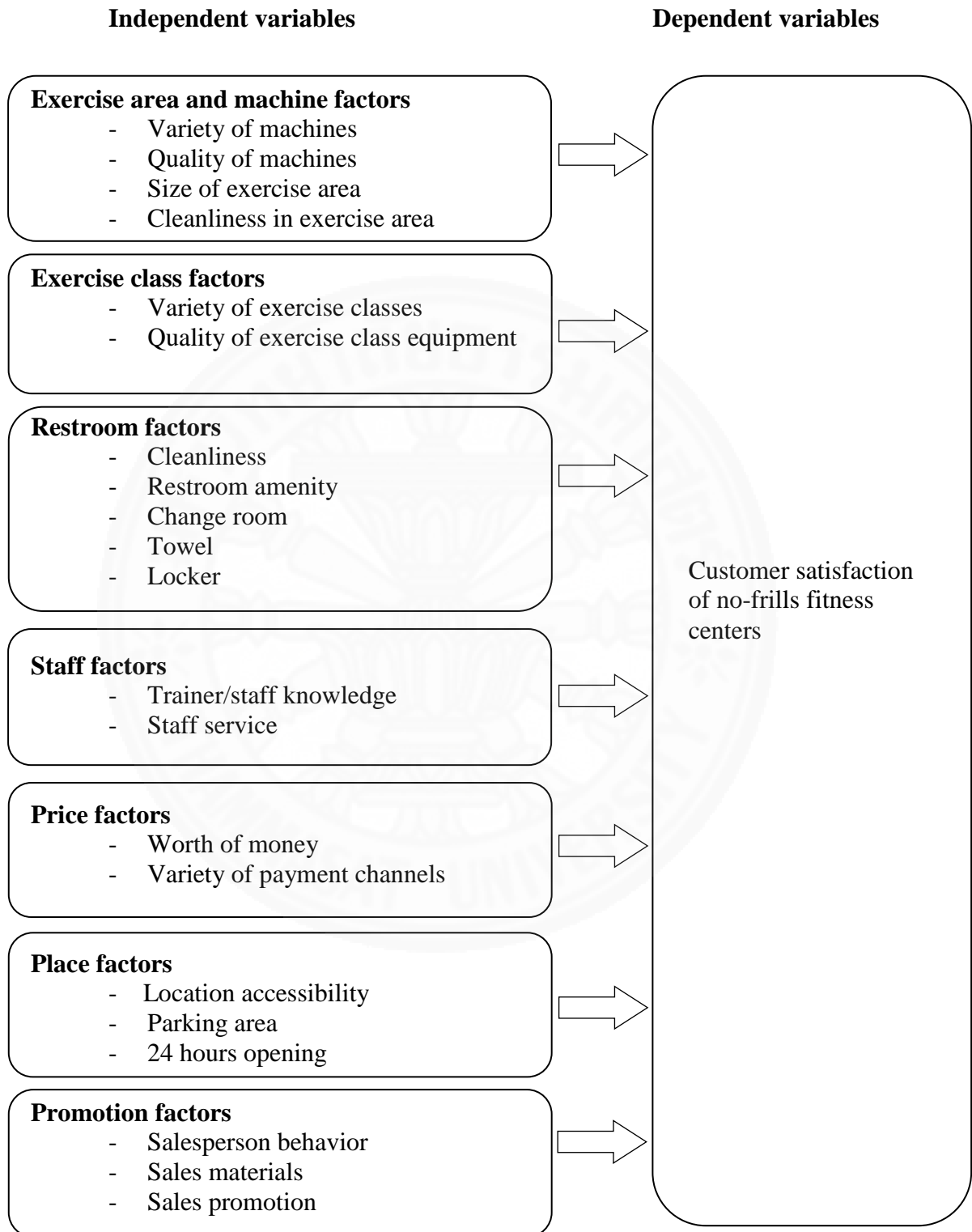
3.1.2.3 Questionnaire Survey

The design of the questions in the questionnaire was derived from the information collected from the secondary research and in-depth interview. The survey was conducted using an online and offline questionnaire, and was distributed to 280 people. Samples were chosen by non-probability and convenient sampling methods of people who are current or newly subscribed members of NFFC's living in Bangkok and its vicinity.

3.1.3 Identification of Key Research Variables

The attributes used to analyze customer satisfaction were put as independent variables which can be seen in *Figure 3.1*.

Figure 3.1: Research Variables in Quantitative Analysis



3.2 Sampling Plan

3.2.1 Respondent details

The survey was distributed to both male and female participants aged 18 - 60, who are living in Bangkok and the greater Bangkok metropolitan area, and who are current members of NFFC's or have been members for at least the past six months.

3.2.2 Sample size

The sample sizes for in-depth interviews and survey questionnaires were 10 and 200 people, respectively.

3.3 Data Collection

Primary data were collected from online and offline sources. Respondents, who underwent the in-depth interview, were selected from personal connections and referrals. The interviews were conducted either face-to-face or via telephone, whichever was indicated as being more convenient for the respondents. The time allocated for one interview was approximately 30 minutes. Once the in-depth interviews had been conducted, a quantitative survey (hf. Survey or questionnaire) was distributed online using a snowball approach. The respondents were chosen from personal connections, social media, and forum websites. Printed questionnaires were also handed out to members of NFFC's in the central Bangkok area. The quantitative surveys were distributed to 280 people, totaling 240 respondents. From this number, only 200 people were applicable to be used in the sample of the research as they matched the pre-established qualifications, namely, they are a current member of NFFC's or have been a member for at least the past six months.

The design of the questionnaire was divided into five parts as shown in *Table 3.1* below. The first part consists of screening questions. It was designed to limit the questions to current members, or those who were a member of NFFC's within the past six months.

Table 3.:1 Questionnaire Design

Part	Details
1	Screening question
2	User behavior
3	Full Service fitness center member
4	Satisfaction of no-frills fitness centers
5	Demographics

3.4 Data Analysis

The data analysis framework adopted in this style of analysis is preliminarily facilitated in identifying information from secondary research and then gathering more insight from responses of the in-depth interview. The data obtained from these two stages help to better understand the real user experiences, general perception, and those attributes important to selecting a fitness center. These unstructured tokens of data were then organized to form the questionnaire. The data gathered from the questionnaire's 200 respondents were cleaned and analyzed by SPSS software, which was used to statistically analyze, and summarize the results of the survey.

3.5 Limitations of the Study

The majority of respondents in the quantitative research were obtained from non-probability and convenient sampling methods. Since it was largely distributed via online and social media outlets, the respondents comprise a young to middle age group (16-39 years). However, the older age group (more than 40 years) were obtained via direct contact at the fitness center. Due to limitations of time, the older age group was more difficult to find and thusly resulted in a lower number of respondents when compared with the sample size.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Result from Exploratory Research

Information was obtained from secondary data, primary information from observation, and in-depth interviews with 10 respondents.

4.1.1 Secondary Research

An overview of exercise trends and growth of fitness centers can be readily found in many online articles such as well-known newspaper website www.manager.co.th and many forum discussions. Understanding the growing trends of this sector are vital to coping with such a large and continuous growth, especially given that fitness centers are growing at a rate of 10-20% yearly. Specific to Thailand, fitness business is worth five billion Thai Baht with over 200,000 members and 480 operators nationwide (Chapman, 2015). Within the realm of fitness centers, NFFC's are an answer to calls for convenience for people who do not need a lot of facilities and a long-term contract as such perks can cut down extra costs, and can offer lower prices and flexibility.

Aside from the abovementioned statistics concerning growth, little to no literature pertaining to NFFC's can be found, where, even the academic journals from Thammasat University do discuss fitness in more general terms, but fail to mention the no-frills fitness sector. This indicated that with regards to current research, there is still a gap in studies concerning NFFC's, and furthermore that such data are valuable to cope with the large growth rates.

Information gathered from online discussion forums were used and serve as a template of attributes, which affect user's purchase decision in selecting an NFFC. From these, it was found that some of key factors are quality, variety of exercise machines, and price. Location is also crucial, as most users place heavy importance on travel time and ease of access when going to and from a facility. Given that these factors were indicated to be of varying levels of importance from both

literature and online forums, they were incorporated into this analysis as attributes to be probed in the questionnaire and quantitative data analysis.

4.1.2 Observation

4.1.2.1 Social Media

Social media groups were of vital importance to this analysis, as they indicate that there are many public social groups open to the target demographic of this analysis, e.g. such groups include but were not limited to ชมรมคนเล่นกล้าม (Muscle Building Club) and คนฟอมนเล่นกล้าม (Muscle Building by New Gen). Such groups are important as they share their exercise experiences, workout tips, and suggestions in selecting fitness centers. They also like to post their pictures to indicate the results and successes of certain exercising procedures. It is understood that such grass roots social media sites care about social acceptance and rely on word of mouth to disseminate the principles and ideas promoted in their communities. These online communities provide a broader picture of real user behavior.

4.1.2.2 On Location at No-frills Fitness Centers

In visiting three NFFC's located in central Bangkok, namely, Play Loft, Eclipse Yoga Ratchada Fitness, and Now's Fitness, this analysis sought to observe the facilities provided by each fitness center, respectively. Although these centers offer no contract and low cost services, they, interestingly, also offer well-equipped restroom amenities such as free towels and electric hair dryers. Another interesting facet of such centers is that sales materials are rarely seen throughout the centers, with only a single center providing brochures for class details and current promotions.

4.1.3 In-depth Interview

An in-depth interview was conducted with six male and four female users who are existing members of NFFC's. It was found that one of female respondents discontinued usage of services five months ago and turned to another yoga fly school because of her personal interest. Respondent age was found to be between 25-32 years

old with a mix of occupations; whereby, all respondents live in Bangkok. Further findings are presented in the following list below.

1. Most male respondents' state that the purpose of their exercise is a desire to build muscles and to look good. They all indicate that they put the highest importance on quality and variety of exercise machines that can help in exercising and toning muscle.

“Exercising helps me to have strong muscles and to be good looking. I always do weight lifting every morning before going to work. The reason I chose this gym is mainly because their machines are looking good. They chose to use high quality brands, which I think it is equal to other luxury gyms.”

Mr. Bundit Kertbundit, Age 30

2. Two of the male respondents can accept low levels of cleanliness of machines and weight areas. Conversely, they place heavy importance on the location convenience, price, and relationship of exercise mates in any particular place.

“I started weight lifting since in school. The gym that I went to was the only one that was close to my home. The gym owner is as old as my uncle. He has operated it for more than 20 years, I guess. So, the place is not so nice, some machines are old with rust on it. But I do not care about that. I like this place because it is very cheap and I like to see people there. They are my long-term friends.”

Mr. Thanapol Chunruksa, Age 29

3. Some female respondents are very concerned about factors of hygiene. One particular female respondent recalls her experience in choosing a local gym. Here, she indicates that cleanliness is more important than promptness of the facility or other amenities such as towels and locker keys. Those things are something she can provide by herself, but cleanliness has to be well managed by the service operator.

“I used to go to a gym close to my university. I found that the staff did not care about the cleanliness. The restroom trash receptacle is always full and no one cares to clean it. The restroom is also dirty and smelly. I think they must take care of these things first. I personally do not want a place full of facility. But I cannot accept dirty places.”

Ms. Thitaree Suppunyusiri, Age 26

4. As normal exercise behavior of female exercisers comprises running on the treadmill for fat burning, using some small weight machine, and attending some yoga and dance classes, they do not care much about well-rounded types of weight machines as men do.

“I want to lose weight by burning fat, so, I like running and bicycling. Yoga is also a good choice for relaxing and stretching. I think weight lifting is too hard for me and I do not want to have big muscles that look like a man.”

Ms. Phraeva Rujinarong, Age 30

5. Six out of ten respondents indicate that staff services and customer relations management are factors that make them stay as members in the long-term.

“I have been a member of this fitness center for 2 years. The owner and staff are so nice. I think they pay attention to customers very well so I feel warm to them, like a family. I prefer to use small size fitness center with closed relationship rather than large size that they are not so intimate.

Ms. Thanthanat Sangsuriyachat, Age 27

6. Price is somewhat important before making decisions but after they compare benefits and convenience of location, they can accept that price range.

“Price and location are the most important factors for me. However, cheap price is not always the right choice. I compare the worth and services received with the money I spend. Normally, I consider paying more if I found that it is worth it.”

Mr. Watcharapon Jaipiam, Age 33

4.2 Result from Descriptive Research: Survey

4.2.1 Summary of Respondent Profile

Table 4.1: Summary of Respondents' Demographic (n=200)

	Respondents' demographic	n	Percent
Gender	Male	104	52%
	Female	96	48%
Age	24-31 years	100	50%
	32-39 years	46	23%
	16-23 years	20	10%
	40-47 years	16	8%
	48-55 years	12	6%
	More than 56 years	6	3%
Education	Bachelor's degree	139	70%
	Master's degree	47	24%
	Lower than or equal to high school level	12	6%
	Doctor' degree or higher	2	1%
Occupation	Employee	103	52%
	Freelancer	31	16%
	Business owner	28	14%
	Student	22	11%
	Retired	6	3%
	Unemployed	6	3%
	Others	4	2%
Monthly Income	30,001 - 50,000 Baht	61	31%
	20,001 - 30,000 Baht	58	29%
	15,001 - 20,000 Baht	27	13%
	50,001 - 80,000 Baht	20	10%
	Lower than or 15,000 Baht	16	8%
	80,001 - 120,000 Baht	12	6%
	More than 120,001 Baht	6	3%
Living area	Yes	200	100%
	No	0	0%

After obtaining data from the questionnaire survey, it was used as input in the SPSS program and quantitatively analyzed to gain an overview of customer profile (See *Table 4.1*). Gender is almost in equal proportion, with male respondents being slightly larger at 52%. The largest responding age group is 24-31 years of age accounting for 50% of total respondents. The second largest is the 32-39 age group at 23%. Important to note, and as discussed in the preceding limitations section of this analysis, respondents aged 46 and up accounted for only 9% of the sample. The highest frequency indicated education level is a Bachelor's degree at 70% of respondents. Employees account for 52% and take the first rank in types of occupation, followed by freelancers and business owners. The largest proportion of monthly income levels is the 30,001 - 50,000 Baht and 20,001 - 30,000 Baht groups.

4.2.2 No-frills Fitness Center User Behavior

Table 4.2: Traffic of Users by Day of the Week

Day	n	Percent
Monday	68	34%
Tuesday	80	40%
Wednesday	112	56%
Thursday	107	54%
Friday	92	46%
Saturday	81	41%
Sunday	53	27%

The respondents were asked to indicate those days which they most frequently go to the fitness center. The respondents were allowed to choose more than one answer because they often use the gym more than 1 day per week, accordingly, the sample exceeds 200. In analyzing frequency, making use of descriptive statistics, to see the traffic of users in each day, it was found that users normally go on weekdays rather than weekends (See *Table 4.2*). The number of responses who choose Wednesday and Thursday are the highest at 56% and 54%, respectively.

Table 4.3: Length of Usage (n=200)

Length	n	Percent
0-6 months	56	28%
6 months – 1 year	64	32%
More than 1 – 2 years	34	17%
More than 2 – 3 years	32	16%
More than 3 – 4 years	2	1%
More than 4 – 5 years	6	3%
More than 5 years	6	3%
Total	200	100%

As indicated in the above *Table 4.3*, 32% of respondents indicate 6 months-1 year as the highest usage period accounting for 32% of total responses. This indicates that they are quite new to this kind of fitness center or that they have a high switching rate.

Table 4.4: Difference of Gender and Exercise Behavior

Types	Gender				Pearson Chi-Square Tests	
	Female		Male		Chi	P-value
	n	Percent	n	Percent		
Weight lifting	38	40%	88	85%	43.429	0.000
Boxing	30	31%	30	29%	0.137	0.711
Bicycling	48	50%	34	33%	6.182	0.013
Yoga	42	44%	12	12%	26.279	0.000
Pilates	8	8%	2	2%	4.318	0.038
Running	46	48%	54	52%	0.321	0.571
Group class such as dancing, Bodycombat	32	33%	10	10%	16.927	0.000
Others	0	0%	4	4%	3.768	0.052

The respondents were asked to indicate what kinds of exercise they normally do at the fitness center. As they were able to choose more than one answer, it correspondingly incurs an n-value exceeding 200. From *Table 4.4*, a Chi-Square Test was used to probe the relationship of the two groups, whereby a P-Value less than

0.05 indicates that each gender has significant difference in exercise behavior.

Therefore, it can be interpreted as follows.

- 85% of males versus only 40% of females engage in weight lifting
- 50% of females opt to do bicycling versus only 33% of males like to do so
- 44% of females attend yoga classes versus only 12% of males like to do so
- 8% of females attend Pilates classes while only 2% of males like to do so
- 33% of females versus only 10% of males work out in group class

From this, one can confirm that the main exercise behavior of males as male respondents are predominantly more geared towards weight lifting and less likely to attend Pilates, Yoga, and group class.

Table 4.5: Difference of Gender and Reason of Using No-frills Fitness Centers

Reasons	Gender				Pearson Chi-Square Tests	
	Female		Male		Chi	P-value
	n	Percent	n	Percent		
Variety of exercise machines	28	29%	68	65%	26.235	0.000
Location accessibility	82	85%	88	85%	0.025	0.874
Low price	40	42%	72	69%	15.393	0.000
Have friends or relatives	34	35%	38	37%	0.027	0.869
Variety of exercise classes	32	33%	13	13%	12.425	0.000
High cleanliness	34	35%	30	29%	0.990	0.320
Good staff service	12	13%	18	17%	0.905	0.341
Trainer or staff knowledge	8	8%	19	18%	4.220	0.040
Less crowded	42	44%	41	39%	0.385	0.535

Respondents indicated having many reasons to join and as a result the number of responses exceeds 200. A Chi-Square Test was used to test the relationship between two groups of genders in the above *Table 4.5*. By adopting a significance level at 0.05, there are only four reasons which have P-value less than 0.05. This,

furthermore, indicates that each gender adopts differing reasons in using NFFC's. The interpretations are as follows.

- 65% of males versus only 29% of females joined because of the variety of exercise machines
- 69% of males joined because of low price versus only 42% of females joining for this reason
- 33% of females versus only 13% of males joined because of variety of exercise classes
- 18% of males chose reasons involving trainers and staff knowledge versus only 8% of females, who did so

As can be seen, the top three important reasons for male respondents are location accessibility, low price, and variety of exercise machines. Female's top two are the same, but they chose less crowded as the third rank. So, female respondents care more about the number of people and their privacy.

Table 4.6: Acceptable Monthly Fee Level (n=200)

Price range	Frequency	Percent
0 - 500 Baht	36	18%
501 – 1,000 Baht	52	26%
1,001 – 1,500 Baht	60	30%
1,501 – 2,000 Baht	38	19%
2,001 – 2,500 Baht	10	5%
2,501 – 3,000 Baht	2	1%
More than 3,000 Baht	2	1%
Total	200	100%

As indicated in the above *Table 4.6*, in asking the acceptable price level for any given NFFC, the highest frequency that respondents chose is the 1,001- 1,500 Baht, which occupied 30% of total responses.

Table 4.7: Difference of Occupations and Exercise Time (n=200)

Time range	Occupation													
	Employer		Freelancer		Business owner		Student		Retired		Unemployed		Others	
	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
0:00 – 3:00	0	0%	0	0%	0	0%	2	9%	0	0%	0	0%	0	0%
3:01 – 6:00	0	0%	2	6%	0	0%	0	0%	0	0%	0	0%	0	0%
6:01 – 9:00	16	16%	2	6%	2	7%	2	9%	6	100%	0	0%	0	0%
9:01 – 12:00	8	8%	4	13%	2	7%	2	9%	4	67%	0	0%	0	0%
12:01 – 15:00	4	4%	12	39%	4	14%	2	9%	0	0%	0	0%	0	0%
15:01 – 18:00	21	20%	7	23%	6	21%	2	9%	0	0%	4	67%	2	50%
18:01 – 21:00	73	71%	17	55%	20	71%	20	91%	0	0%	4	67%	4	100%
21:01 – 00:00	6	6%	4	13%	0	0%	6	27%	0	0%	0	0%	0	0%

The respondents were asked to choose the times they go to exercise at the NFFC. The table shows that almost every group chose 18:01 – 21:00 with highest frequency, while Freelancer's time is more fragmented. It is interesting to note that only retired people go in the morning time which stands in contrast to other groups.

Table 4.8: Factors of Terminating Full Service Fitness Centers (n=106)

Factors	Frequency	Percent
Overcrowded	56	28%
Low quality of exercise machine	4	2%
Dissatisfied staff service	8	4%
Trainers are unprofessional	2	1%
Not fully use all exercise machines	46	23%
Not fully use all facilities such as sauna, swimming pool	40	20%
Low cleanliness	4	2%
Inconvenience/hard to reach	40	20%
Low number of branches	10	5%
Too expensive	78	39%
Others	8	4%

There are 106 respondents, or 53% of total respondents, who answered that they used to be a member of full service fitness center. Fitness First has the highest user count accounting for 55%. Factors for terminating full service fitness centers are ranked as too expensive, overcrowded, and not fully using all facilities.

4.2.3 Importance-Performance Analysis

The Importance-Performance Analysis helped to achieve the first research objective, namely, to identify the factors that most affect customer satisfaction of NFFC's (Patterson, 2007). It can define which factors are to be maintained or which factors should be improved in order to maximize impact on customer satisfaction. In order to form the Importance-Performance Matrix, a correlation analysis and mean score of each factor were used in computing these values.

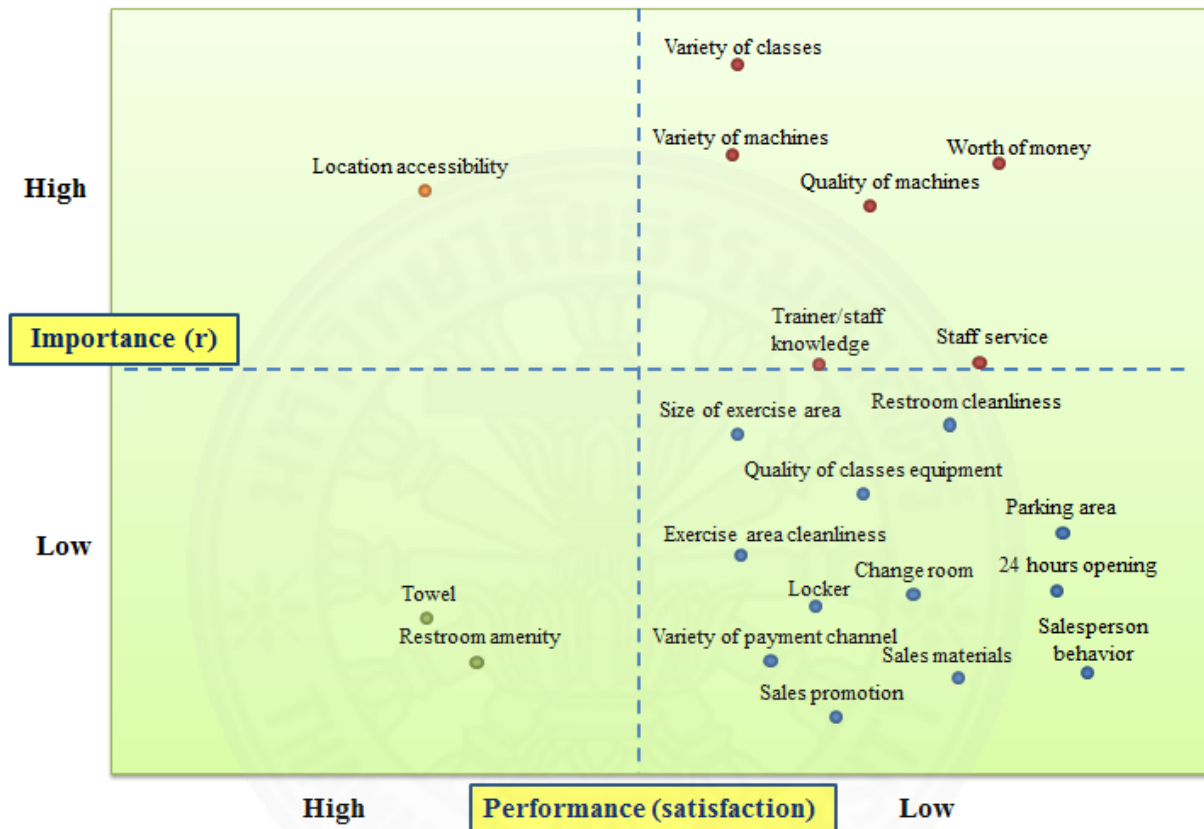
Table 4.9: Importance-Performance Score (n=200)

No.	Factors	r	Sig	Mean	SD.
1	Variety of machines	0.67	0.000	3.73	.788
2	Quality of machines	0.68	0.000	3.82	.863
3	Size of exercise area	0.50	0.000	3.67	.840
4	Cleanliness in exercise area	0.38	0.000	3.67	.998
5	Variety of exercise classes	0.71	0.000	3.61	.801
6	Quality of exercise class equipment	0.33	0.000	3.52	.868
7	Restroom cleanliness	0.51	0.000	3.60	.796
8	Restroom amenity	0.09	0.003	4.31	.904
9	Change room	0.56	0.000	3.47	.966
10	Towel	0.20	0.003	4.14	1.069
11	Locker	0.47	0.000	3.25	1.110
12	Trainer/staff knowledge	0.60	0.000	3.85	.777
13	Staff service	0.64	0.000	3.89	.831
14	Worth of money	0.62	0.000	3.68	.874
15	Variety of payment channel	0.38	0.000	3.48	.940
16	Location accessibility	0.76	0.000	4.13	.789
17	24 hours opening	0.30	0.000	3.58	.937
18	Parking area	0.25	0.000	3.55	1.031
19	Salesperson behavior	0.40	0.000	3.54	.826
20	Sales materials	0.42	0.000	3.26	.814
21	Sales promotion	0.31	0.000	3.22	.846

The correlation coefficient, r , identifies which is the most important factor. The higher the value of r , the more important this category will be. In this research, a "High" level of importance is defined to be when r is greater than 0.6. Then, to know how each factor performs, mean scores are obtained from the average of satisfaction

of each factor. As determined, a “High” level of performance is considered when average (mean) is greater than 4.

Figure 4.1: Importance-Performance Matrix



The above *Figure 4.1* indicates that when the factor has a high r-value and low mean satisfaction score, it falls into the upper right quadrant, which means it is as very important, but still does not perform well. Correspondingly, this is the most important area to focus on and the management strategy must put more effort into improving the satisfaction of these factors. Red dots in *Figure 4.1* show lists of factors which belong to this highly important section, which include variety of exercise classes, variety of exercise machines, quality of machines, worth of money, trainer or staff knowledge, and staff service.

On the other hand, the upper left quadrant shows factors that are considered to be both high in importance and high in satisfaction. In this case, location accessibility

is the only factor that was obtained. And this should be well maintained and continuously improved.

The lower left quadrant shows factors of towels and restroom amenities, which has low priority but high perceived satisfaction. This means the management may spend too much effort on those areas, yet it only marginally affects customer/user satisfaction.

Lastly, blue dots in the lower right quadrant are lists of factors which are low in importance and also low in performance. The management can consider improving these areas; however, it has a marginal effect on the overall satisfaction. There are many factors in this section including size of exercise area, restroom cleanliness, quality of exercise class equipment, exercise area cleanliness, parking area, 24 hour times of operation, changing rooms, lockers, variety of payment channels, sales materials, salesperson behavior, and sales promotions.

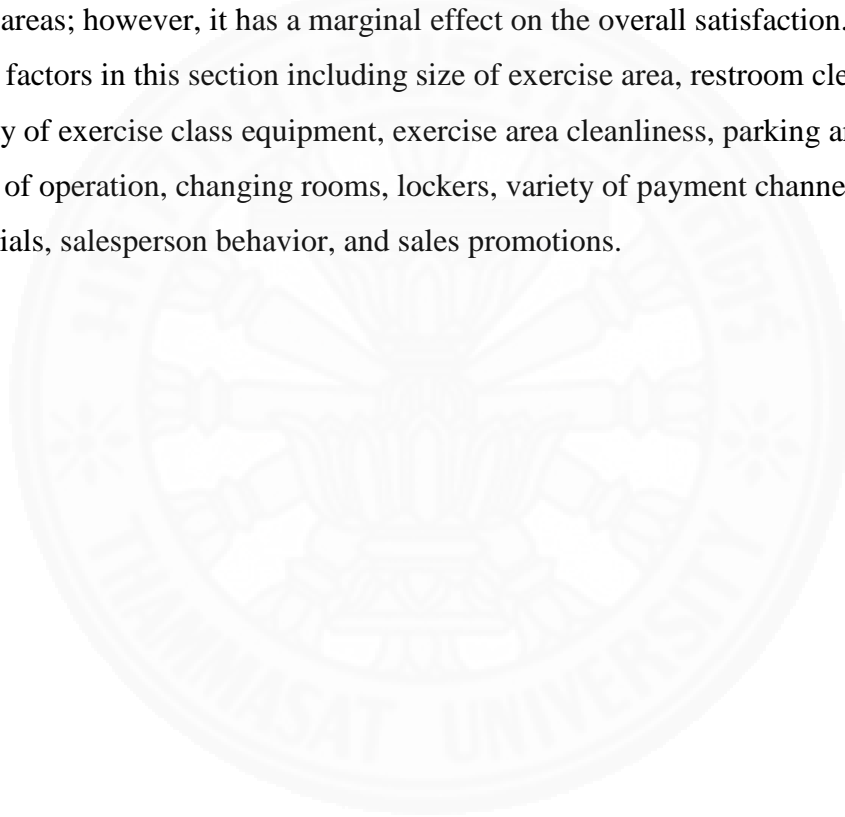


Table 4.10: Difference of Importance Factors by Gender

No.	Factors	Female		Male	
		r	Sig	r	Sig
1	Variety of machines	0.66	0.000	0.69	0.000
2	Quality of machines	0.78	0.000	0.62	0.000
3	Size of exercise area	0.53	0.000	0.49	0.000
4	Cleanliness in exercise area	0.43	0.000	0.34	0.000
5	Variety of exercise classes	0.68	0.000	0.73	0.000
6	Quality of exercise class equipment	0.26	0.005	0.41	0.000
7	Restroom cleanliness	0.58	0.000	0.47	0.000
8	Restroom amenity	0.16	0.065	0.04	0.340
9	Change room	0.64	0.000	0.50	0.000
10	Towel	0.23	0.130	0.17	0.044
11	Locker	0.51	0.000	0.44	0.000
12	Trainer/staff knowledge	0.48	0.000	0.70	0.000
13	Staff service	0.56	0.000	0.70	0.000
14	Worth of money	0.57	0.000	0.67	0.000
15	Variety of payment channels	0.48	0.000	0.31	0.001
16	Location accessibility	0.72	0.000	0.79	0.000
17	24 hours opening	0.40	0.000	0.24	0.007
18	Parking area	0.12	0.129	0.35	0.000
19	Salesperson behavior	0.40	0.000	0.42	0.000
20	Sales materials	0.59	0.000	0.26	0.003
21	Sales promotion	0.25	0.007	0.40	0.000

The correlation analysis, as seen in the above *Table 4.10*, helps to achieve the objective of studying how different customer types (e.g., male vs. female gym-goers) influence customer satisfaction of NFFC's. Variety of machines, quality of machines, variety of exercise classes, and location accessibility are factors that both groups regard as highly important. A distinction based on sex is observed, however, in that female users put more priority on restroom cleanliness and changing rooms, while male patrons are more concerned with trainer or staff knowledge, staff service, and worth of money.

The difference may come from differences of gender characteristics and behavior. The data indicates that female users are more organized and care about cleanliness, but male users focus on main service function, so they care more about knowledge and professionalism of the trainer and the staff's service.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Importance of Factors

Correlation Coefficient analysis was used to analyze the factors which affect customer satisfaction. The Correlation Coefficient, r , indicates the importance level of each factor. It has been demonstrated that location accessibility is the most important for both genders, followed by variety of exercise classes, quality of machines, and variety of machines. However, if classified by gender, male users emphasize more trainer knowledge, staff service, and worth of money; whereas, female users care more about restroom cleanliness and changing rooms. Interestingly, this result is quite well-matched with secondary data and the results from in-depth interviews, which indicated that staff service and customer relationships are also essential. Therefore, the manager of a fitness center must consider location accessibility as being of utmost importance. In order to maximize the satisfaction of both genders, they also need to have a clean restroom and changing room, with trainers and staff who have to be well-trained with service-minded abilities being utilized in order to deliver the best service and keep customers staying in the long run.

5.2 Customer Behaviors

Findings from the Chi-Square test indicate that each gender has significant differences with regards to exercise behavior. The main exercise behavior of males is weight lifting and they are less likely to attend Pilates, Yoga, and group classes, which, as indicated, are more readily frequented by female patrons. Therefore, these particular classes should be priced separately from the normal package to keep price low and to attract gym-goers.

Retired adults have different exercise periods—they mostly go to work out in the morning. So, this information may be useful to adapt sales promotion or opening times to attract more elderly customers. Since this research is quite limited in the number of elderly respondents, the fitness center management should take a closer look at behavior, special needs, and elderly conditions before arranging service packages for the elderly.

5.3 Areas of Improvement

The Importance-Performance Matrix is a useful management tool that helps to identify which factors should be developed, maintained, or lower in focus. To illustrate this, owners and managers must put more effort on developing a variety of exercise classes, variety of exercise machines, quality of machines, worth of money, trainer or staff knowledge, and staff service in order to improve the satisfaction level as customers think that these factors are very important, but still have low performance.

They should maintain the ease of access in location as customers consider this to be of high importance and are highly satisfied. However, the management may consider spending less on providing towels and restroom amenities as it currently has high satisfaction but low priority. These factors individually contribute to the total perception of customers of either sex, in ways that collectively help or hurt satisfaction.

Aside from this, for the factors which have low importance and low performance which included size of exercise area, restroom cleanliness, quality of exercise class equipment, exercise area cleanliness, parking area, 24 hours times of operation, changing rooms, lockers, variety of payment channels, sales materials, salesperson behavior, and sales promotion, the management can consider shifting focus from these as it has marginal effect on the overall satisfaction.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS

Please briefly introduce about yourself (age, work, living area, etc.)

1. Please tell me your goal of exercising.
2. Normally, where do you go for exercise?
3. Are you a current member of NFFC's or have been members for at least the past six months.
4. Please name your fitness center
5. What kind of exercise do you make? (e.g. running, weight lifting, dance, yoga, etc.)
6. How often you exercise?
7. What time or day you exercise?
8. Normally you go by yourself or with someone?
9. Why you join no frills instead of full scale fitness?
10. Have you ever be a member of full scale fitness?
11. In case you already quick, please tell me the reason.
12. Please tell me what are factors that you think they are important when considering to use fitness center
13. What price range that you think it fit for you?
14. Please tell me some story that make you satisfy or dissatisfy

APPENDIX B

SURVEY QUESTION LISTS

PART 1: Screening question

1. Currently or in last six months you are the member of No-frills fitness center.

- Yes
 No

PART 2: User behavior

2. How long did you are the member of that fitness center?

- | | |
|---|---|
| <input type="radio"/> 0-6 months | <input type="radio"/> More than 3 – 4 years |
| <input type="radio"/> 6 months – 1 year | <input type="radio"/> More than 4 – 5 years |
| <input type="radio"/> More than 1 – 2 years | <input type="radio"/> More than 5 years |
| <input type="radio"/> More than 2 – 3 years | |

3. What are the reasons you choose to use this fitness center? (More than 1 answer is allowed)

- | | |
|---|---|
| <input type="radio"/> Variety of exercise machine | <input type="radio"/> Variety of exercise classes |
| <input type="radio"/> Location accessibility | <input type="radio"/> High cleanliness |
| <input type="radio"/> Low price | <input type="radio"/> Good staff service |
| <input type="radio"/> Have friends or relatives | <input type="radio"/> Trainer or staff knowledge |
| <input type="radio"/> Less crowded | |

4. Please rate overall satisfaction level of this fitness center

Very dissatisfied					Very satisfied
1	2	3	4	5	

5. What kinds of exercise do you normally do? (More than 1 answer is allowed)

- Weight lifting
- Boxing
- Bicycling
- Group class such as dancing, Bodycombat
- Others
- Pilates
- Running
- Yoga

6. What days you usually go to the fitness center? (More than 1 answer is allowed)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

7. And what time? (More than 1 answer is allowed)

- 0:00 – 3:00
- 3:01 – 6:00
- 6:01 – 9:00
- 9:01 – 12:00
- 12:01 – 15:00
- 15:01 – 18:00
- 18:01 – 21:00
- 21:01 – 00:00

8. How often is it?

- Less than 1 time/ week
- 1-2 times/ week
- 3-4 times/ week
- More than 5 times/ week

9. What monthly membership fee you think is appropriate for the no-frills fitness center?

- 0 - 500 Baht
- 501 – 1,000 Baht
- 1,001 – 1,500 Baht
- 1,501 – 2,000 Baht
- 2,001 – 2,500 Baht
- 2,501 – 3,000 Baht
- More than 3,000 Baht

PART 3: Full service fitness center user

10. Have you ever been a member of full service fitness center (with all-rounded workout facilities) such as Fitness First, True Fitness, Virgin Active?

- Yes
- No

11. Which one? Please specify.

- True Fitness
- Virgin Active
- We Fitness
- Others

12. What are the reasons you stop using that place? (More than 1 answer is allowed)

- Overcrowded
- Low quality of exercise machine
- Dissatisfied staff service
- Trainers are unprofessional
- Not fully use all exercise machines
- Not fully use all facilities such as sauna, swimming pool
- Low cleanliness
- Inconvenience/hard to reach
- Low number of branches
- Too expensive
- Others

PART 4: Satisfaction of no-frills fitness centers

13. Please rate satisfaction level on your current or last no-frills fitness center on each attribute below.

Factors	Very dissatisfied				Very satisfied
Exercise area and machine factors					
Variety of machines	1	2	3	4	5
Quality of machines	1	2	3	4	5
Size of exercise area	1	2	3	4	5
Cleanliness in exercise area	1	2	3	4	5
Exercise class factors					
Variety of exercise classes	1	2	3	4	5
Quality of exercise class equipment	1	2	3	4	5
Restroom factors					
Cleanliness	1	2	3	4	5
Restroom amenity	1	2	3	4	5
Change room	1	2	3	4	5
Towel	1	2	3	4	5
Locker	1	2	3	4	5
Staff factors					
Trainer/staff knowledge	1	2	3	4	5
Staff service	1	2	3	4	5
Price factors					
Degree of worthiness	1	2	3	4	5
Variety of payment channels	1	2	3	4	5
Place					
Location accessibility	1	2	3	4	5
Parking area	1	2	3	4	5
24 hours opening	1	2	3	4	5
Promotion factors					
Salesperson behavior	1	2	3	4	5
Sales materials	1	2	3	4	5
Sales promotion	1	2	3	4	5

PART 5: Demographics

14. What is your gender?

- Female Male

15. How old are you?

- 16-23 years 40-47 years
 24-31 years 48-55 years
 32-39 years More than 56 years

16. What is your highest education level?

- Lower than or equal to high school level
 Bachelor's degree
 Master's degree
 Doctor' degree or higher

17. What is your occupation?

- Employee Retired
 Freelancer Unemployed
 Business owner Others
 Student

18. What is your income level

- Lower than or 15,000 Baht 50,001 - 80,000 Baht
 15,001 - 20,000 Baht 80,001 - 120,000 Baht
 20,001 - 30,000 Baht More than 120,001 Baht
 30,001 - 50,000 Baht

18. Do you live in Bangkok and vicinity area?

- Yes No

APPENDIX C

CHI-SQUARE TEST RESULT

Types	Gender				Pearson Chi-Square Tests	
	Female		Male		Chi	P-value
	n	Percent	n	Percent		
Weight lifting	38	40%	88	85%	43.429	0.000
Boxing	30	31%	30	29%	0.137	0.711
Bicycling	48	50%	34	33%	6.182	0.013
Yoga	42	44%	12	12%	26.279	0.000
Pilates	8	8%	2	2%	4.318	0.038
Running	46	48%	54	52%	0.321	0.571
Group class such as dancing, Bodycombat	32	33%	10	10%	16.927	0.000
Others	0	0%	4	4%	3.768	0.052

Pearson Chi-Square Tests		
		Gender
Weight lifting	Chi-square	43.429
	df	1
	Sig.	.000 [*]
Boxing	Chi-square	.137
	df	1
	Sig.	.711
Bicycling	Chi-square	6.182
	df	1
	Sig.	.013 [*]
Yoga	Chi-square	26.279
	df	1
	Sig.	.000 [*]
Pilates	Chi-square	4.318
	df	1
	Sig.	.038 ^{*,b}
Running	Chi-square	.321
	df	1
	Sig.	.571
Group class	Chi-square	16.927
	df	1
	Sig.	.000 [*]
Others	Chi-square	3.768
	df	1
	Sig.	.052 ^b

Reasons	Gender				Pearson Chi-Square Tests	
	Female		Male		Chi	P-value
	n	Percent	n	Percent		
Variety of exercise machine	28	29%	68	65%	26.235	0.000
Location accessibility	82	85%	88	85%	0.025	0.874
Low price	40	42%	72	69%	15.393	0.000
Have friends or relatives	34	35%	38	37%	0.027	0.869
Variety of exercise classes	32	33%	13	13%	12.425	0.000
High cleanliness	34	35%	30	29%	0.990	0.320
Good staff service	12	13%	18	17%	0.905	0.341
Trainer or staff knowledge	8	8%	19	18%	4.220	0.040
Less crowded	42	44%	41	39%	0.385	0.535

Pearson Chi-Square Tests		
		LWR
Variety of exercise machine	Chi-square	26.235
	df	1
	Sig.	.000*
Location accessibility	Chi-square	.025
	df	1
	Sig.	.874
Low price	Chi-square	15.393
	df	1
	Sig.	.000*
Have friends or relatives	Chi-square	.027
	df	1
	Sig.	.869
Variety of exercise classes	Chi-square	12.425
	df	1
	Sig.	.000*
High cleanliness	Chi-square	.990
	df	1
	Sig.	.320
Good staff service	Chi-square	.905
	df	1
	Sig.	.341
Trainer or staff knowledge	Chi-square	4.220
	df	1
	Sig.	.040*
Less crowded	Chi-square	.385
	df	1
	Sig.	.535

BIOGRAPHY

Name	Miss Wantana Rattanaboonnithi
Date of Birth	June 12, 1990
Educational Attainment	2013: Bachelor of Business Administration Assumption University
Work Experiences	2014-2016: Export sales Isuzu Motors International Operations (Thailand) Co., Ltd.

