

Abstract

Title: Customer standards for comparing fitness gyms.

Objectives: The goal of the bachelor thesis is to assemble inside and outside standards, which influence customers decisions on choosing fitness gym. Next objective is to evaluate primary assembled standards by the customer preference. In other words, these standards are evaluated by the importance of the customer.

Methods: The bachelor thesis is based on two types of primary sources that allow to assemble the standards and their scaling. Qualitative method of semistructured interview completes theretical basics and ensures current and traditional marketing data. However, quantitative method ensures customers preferences. Standards, that infulence customers for choosing the most convinient fitness gym, are evaluated by the importance.

Results: Fitness service should respond to the customer demands and needs. The thesis monitors significant and unimportant customer standards. Using the thesis, fitness gyms will be able to discover the right things for optimalization and innovation. The thesis can be also used as a manual for the fitness gym owners. These people can increase preference of their gym, if they focus on the significant standards. The thesis can be used by the beginner athletes too, if they are not sure, what fitness gym is the most suitable for them.

Key words: Outside standards, inside standards, service