

Abstract

Title: The comparison of marketing mix of two yoga studios in the role of competitors.

Objectives: The aim of this work is to find out which yoga studio is advantageous for students and which would boost their loyalty. The comparison is made by analysis of marketing mix of these studios.

Methods: In our research we used a method of comparison and a qualitative method of in-depth interview with eight respondents, who tried both studios for the first time. There is used a method of semi-structured interview.

Results: There was drawn that respondents are quite satisfied with services of both studios from results of the research. There is no clear conclusion, which studio is more advantageous. Nevertheless, respondents said some remarks which should be rectified in order to improve services of both studios.

Keywords: customer, marketing, sports services, in-depth interview, service quality