

Abstract

Title: The customer preference of particular fitness centres in Poděbrady

Objectives: The main aim of these theses was to find the preferences of particular customers of three specifically chosen fitness centres in Poděbrady. The side aim is afterwards, based on collected data, to provide the feedback to individual owners of the chosen fitness centres together with recommendation of a further possible development within their fitness centre scope.

Methods: These theses proceeds from theoretic knowledge associated with the stated topic. Marketing survey based on quantitative way of questioning is used. Particularly, it is electronic questioning, which presents the main method used in this theses.

Results: The result of the thesis is providing some recommendation of further development to owners of particular fitness centres in Poděbrady, based on the discovered preferences of these centres visitors which arise from the questionnaire survey.

Key words: marketing, fitness, servicescape, motivation, sport services