

Abstract

Title: Typology of customer in fitness services

Objective: The aim of this work is determine typology of consumers in fitness services.

Methods: Based on, this analysis to find out typology of consumers, who use fitness services. The object of my research is only women between age of 15-56, which regularly use fitness services. Research will be made by quantity method with personal questions. The sample will be composed of consumers of fitness centers, which will be chosen according to some criterions.

Results: They will be chosen with casual selection. Statistic results will be depicted by means of graphs and tables.

Keywords: marketing research, fitness services, personal questions, typology of customer