

COMPARATIVE ANALYSIS OF ATTITUDES ABOUT FITNESS AND ELEMENTS OF ITS PROMOTION AS A STRATEGY OF 4P

Abstract

Fitness as a form of recreation represents one of the ways we can affect the health of individuals. For the information of the existence and importance of fitness we use marketing. In the modern world marketing exists in all spheres of life and we need to use marketing in a positive way through the 4P concept of strategy with special focus on promotion as one of the categories 4P. The aim of this paper is to present comparative analysis of attitudes about the importance of fitness in people's lives and to see the awareness of respondents about the need of doing fitness as a form of recreation. The aim of this work is also to show which the attitudes of respondents are when it comes to ways to promote fitness but within the 4P strategy. In this way, we can form the guidelines which can show us what form of promotion we should pay more attention to. The assumption of this paper is that comparative analysis will show increased parameters when it comes to awareness of respondents about fitness as one of the best ways for female population to recreate. The assumption in this paper is also that on advertising as an element of promotion should be given more attention to. The survey was conducted on a sample of 31 respondents in the target population who are female trainees as a recreational form of fitness activities. The survey was conducted during the year 2009/2010 and was repeated in the year 2013. The results showed through comparative analysis that for variable: "I think that fitness is one of the best ways to exercise", respondents showed greater awareness and greater interest in the research that is conducted in the year 2013 than in the previous research. According to the results of new research 96.773% of the respondents agree and completely agree with this statement observed in the year 2013 which is in compare to previous analysis of the attitudes measured during 2009/2010.godinu higher result in a difference of 26, 77%. Research has shown that the greatest attention should be paid to advertising as an element of a promotion and that place of sale took the first place as an element of promotion in the strategy 4P. The research has also shown that according to general rang and when it comes to the total value of answers, respondents put communication from mouth to mouth on the fourth place and public relations on the first place.

Key words: fitness, promotion, 4P, strategy
