

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

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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

Introduction

Fitness as a form of recreation represents one of the ways of how we can affect an individual health. Marketing serves us for informing people about the existence and importance of fitness. In a modern world there is marketing in all spheres of a life and it is necessary to use it in a positive way so that are used the concepts of strategy 4P with the special review to the promotion as one of the 4P categories. Comparative analysis of fitness attitudes will show the span of the values and attitudes of the respondents when their awareness about fitness and a need for recreation of female population is in a question. Promotion elements of the strategy 4P are very important because they are directing us to the conclusions towards which we will act in the range of marketing strategy.

A term „fitness“ in a more narrow sense represents well-developed physical abilities, in English in the original title says *physical fitness* or *just fitness*. In a wider sense fitness represents physical preparation, regarding the whole idea of recreative exercising with the aim of improving physical ability levels. Fitness is connected to lives of people as a healthy component and it should be observed that way.

Namely, today recreation is very important as a form of exercising so that people feel better and live more healthy. To achieve that, they can do fitness. This is just one of the ways of improving life and health quality. For fitness people need to have information, as for all other things. For new and present products or services people should be informed in a right and positive way. Promotive activities and different elements of the promotion serve us for a placement of information and meeting consumers, regarding the ultimate users. Promotive activities are a part of marketing as a special scientific discipline. In all life spheres, business and private, on every step we find marketing and some of the promotion forms. Marketing can serve us in positive purposes and this way we can use it. Marketing is one complex scientific discipline which can be determined in different ways. We can say it connects market and consumers. Market is important because everything happens in the market and it must be explored who needs something in the market, why they need it and with the needs of market, marketers can create a certain marketing strategy. For marketing consumers are very important, actually users of some services.

As a basic aim of marketing on the first place stands out satisfying the needs of consumers then on the second place a profit, regarding realizing aims of an organization, ie. company. Marketing is an activity that goods are moving from producers to consumers. Marketing is a process of management which is used for identification and prediction and satisfaction of the needs and wishes of consumers in a profitable way. Consumers are those who buy products and use services. Marketing-mix means(4P) :

- Price
- Product
- Place
- Promotion

Beside these basic elements, some theorists quote that there should be following elements: People, Process and Physical environment. Promotion is perhaps the most important component because the most depends on representing itself and product description or service to consumers with the minimal exception of the real condition of things because consumers can recognize everything in certain moments. It is necessary to follow the needs of consumers and to work on their interest to achieve satisfaction of consumers, users of a product and service users. Promotion uses four elements in that purpose:

- advertising (communication which is paid - commercials on TV and radio, Internet ad, advertising and ads in print media - newspapers, magazines and billboards);
- public relations (communication which is not directly paid, newspapers reports, trade fair, exhibitions, shows, seminars and so on);
- communication from mouth to mouth (informal communication about product among individuals. Those individuals can be satisfied consumers, and can be engaged persons to encourage communication from mouth to mouth);
- Place of sale (place where a sale product communicates with a consumer. Kindness of staff, their uniforms, decoration of sale space, inventory, pleasant atmosphere, surroundings etc).

In our case consumers are exercisers and all those who are interested in fitness. As any kind of service or product fitness also can be promoted to affect the awareness of people about their health and a better condition of the organism in psycho-physical sense.

Methods

Sample of respondents

The research was done on the sample of 31 respondents, out of which 3 questionnaires are incomplete so they were eliminated and 31 questionnaires are valid. Previous research meant 30 respondents which for the needs of comparative analysis in the total number is 61 respondents. Targeted respondent group represents female population, fitness exercisers through three forms of fitness, aerobic training, corrective gymnastics and mix aerobics.

Variables and measurement

The research was performed with the questionnaire in which are consisted attitudes as variables:

- I consider fitness as a modern sports-recreative activity and
- I consider fitness one of the best ways to rcreate myself.

In the questionnaire also is set a chart with granting the expected values according to numbers to determine the position of some elements of the promotion. Offered variables: Advertising, public relations, communication from mouth to mouth, place of sale. The research was done on the basis of the questionnaire. Respondents answered to the first two statements on the basis of the offered answers in the form of Liker's scale: agree completely, agree, partly agree, do not agree and disagree completely. In the range of frequency of the answers of the respondents to the promotion elements are shown individual and group rang lists of promotion elements so as values of the answer frequency for specific promotion elements expressed in values of the absolute and relative frequencies of the answers. During the result analysis comparative analysis was done. With comparative method were compared the results of the first two statements from the questionnaire done during 2009/2010 and results of the questionnaire done during 2013. The first assumption of the work is that comparative analysis will show increased parameters when the awareness of respondents about fitness as one of the best ways for female population to recreate is in question. The second assumption in the work is that to the advertising as an element of promotion, bigger attention should be given.

Results and discussion

Comparative analysis of attitudes about fitness and importance of fitness

During the research the comparative analysis of the attitudes of exercisers was done about the importance of fitness. Comparative analysis means comparing the results of the reseach which was done during 2009/2010. and the reseach done in 2013. The reseach was done on the sample of 31 respondents. Previous reseach considered 30 respondents which for the needs of the comparative analysis in the total number is 61 respondents. The targeted group represents female popoulation, of fitness exercisers through 3 fitness forms, aerobic fitness, corrective gymnastics and mix aerobics.

Analysis of fitness attitudes

In the chart 1 are seen comparative results connected to the attitudes of the respondents: I consider fitness as a modern sports-recreative activity. For variable: I consider fitness as a modern sports-recreative activity, comparative analysis showed that during 2009/2010. 91 % respondents answered that they agree and completely agree with this statement, while for 2013. that percent was 96.77%.

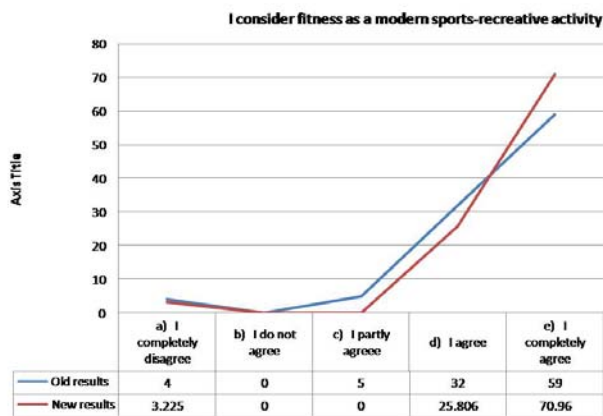


Chart 1 Comparison to the first attitude

In the chart 2 are seen the comparative results connected to the attitude of the respondents. I consider fitness one of the best ways to recreate myself.

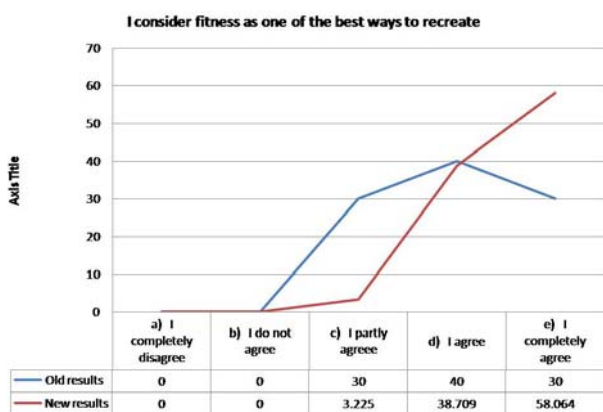


Chart 2 Comparison to the second attitude

For variable: I consider fitness one of the best ways to recreate, the comparative analysis showed that during 2009/2010, the total of 70 % respondents answered that they agree and completely agree with this statement, while for 2013. That percent was 96.773 %. With the analysis we showed that the number of respondents who agree with the listed statement was increased through the observing period. That showed that the female awareness has been changing and that they are more interested in fitness as a recreation, with which was proved the first assumption listed in the paper.

Analysis of elements 4P

In the chart can be seen the frequency of the answers expressed in the numeric values. The answers are connected for assigning places to specific elements of promotion according to the importance.

In the table 2 can be seen the frequency of the answers expressed in percents. The answers are connected for assigning places to specific elements according to the importance.

Table 1. Results of questionnaire expressed in absolute frequencies of answers

Promotion elements	Frequency of answers for the place 1	Frequency of answers for the place 2	Frequency of answers for the place 3	Frequency of answers for the place 4
a) Advertising	9	4	6	12
c) Public relations	2	4	19	6
c) Communication from mouth to mouth	9	16	2	4
d) sale place	11	7	4	9

Table 2. Results of questionnaire expressed in relative frequencies of answers

Promotion elements	Frequency of answers for the place 1, %	Frequency of answers for the place 2, %	Frequency of answers for the place 3, %	Frequency of answers for the place 4, %
a) Advertising	29.032	12.903	19.354	38.709
b) Public relations	6.451	12.903	61.29	19.354
c) Communication from mouth to mouth	29.032	51.612	6.451	12.903
d) sale place	35.483	22.58	12.903	29.032

According to the attitudes and opinions of the respondents, on the first place is the place of sale, because 35.483 % of the respondents out of the total number set this promotion element on the first place featuring it as the most important and to the place of sale enough attention was given. According to the attitudes of the respondents on the last place was the advertising as the promotion element because 38.709 % of the respondents set this element on the last place, regarding the position number 4. With the analysis we showed that to the advertising it is necessary to bring bigger attention as a promotion element and that it is not used enough as a promotion element in a positive way. With this attitude of the respondents the second assumption is confirmed. This assumption is partly confirmed because the results of complete rank list presented in the chart 4 gave different display of the results. The analysis of the individual attitudes arranged according to the given order is shown in the table 3. Individual rank list is showing how many times every respondent put a single element on the first, respecting the fourth place. In the table 4 is listed the collective rank of promotion, according to the involvement of the answers for the first and second place which were assigned for specific promotion elements. This rank shows the total level of participation for specific promotion elements which are assigned the position according to the attitudes of the respondents.

Table 3. Individual rank list

Promotion elements	Place
d) Sale place	1
c) Communication from mouth to mouth	2
b) Public relations	3
a) Advertising	4

According to the collective rank, results are somehow changed regarding the table 3 in which the individual rank is shown.

Table 4. Collective rank of promotion forms

Promotion elements	Place
a) Communication from mouth to mouth	1
d) Sale place	2
a) Advertising	3
b) Public relations	4

According to the collective rank the respondents are observing the total values of the answers, on the first and second place put communication from mouth to mouth and on the fourth place are public relations.

With this is partly affirmed the assumption that to the advertising element should have bigger attention.

Conclusion

The research results showed that through the comparative analysis they are for the variable: Considering fitness one of the best ways to recreate, the respondents showed greater awareness and bigger interest in research which was done during 2013 than in the previous one. According to these new results 96, 773 % of the respondents agree and completely agree with this attitude during the period 2013. What is in a comparison with the previous analysis of the attitudes measured during 2009/2010 a bigger result with a difference of 26, 77 % . With this, the assumption of the work is confirmed. With the analysis we showed that to the advertising as an element of promotion should be given bigger attention and it is not used enough as an promotion element in a positive way. With this attitude partly is confirmed the second assumption. This assumption is partly confirmed because the results of complete rank list shown in the table 4 provided completely different display of the results. According to the collective rank the respondents observing the total values of the answers, on the first and second place put the communication from mouth to mouth and on the fourth one, there are public relations. According to individual rank the advertising was on the last place while the place of sale took the first place.

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KOMPARATIVNA ANALIZA STAVOVA O FITNESU I ELEMENTI NJEGOVE PROMOCIJE KAO STRATEGIJE 4P

Sažetak

Fitnes kao oblik rekreacije predstavlja jedan od načina kako možemo utjecati na zdravlje pojedinaca. Za informiranost ljudi o postojanju i važnosti fitnesa služi nam marketing. U suvremenom svijetu marketing se nalazi u svim sferama života i potrebno ga je iskoristiti na pozitivan način tako što se služimo konceptima strategije 4P sa posebnim osvrtom na promociju kao jednu od kategorija 4P. Cilj ovog rada je prikazati analizu komparativnih stavova o važnosti fitnesa u životu ljudi i sagledati svjesnost ispitanika o potrebi bavljenja fitnessom kao jednim oblikom rekreacije. Cilj ovog rada je također prikazati koji su stavovi ispitanika kada su u pitanju načini promocije fitnesa ali kroz strategije unutar strategije 4P. Na taj način dolazimo do smjernice koja pokazuje kojem obliku promocije treba posvetiti veću pažnju. Pretpostavka rada je da će komparativna analiza pokazati povećane vrijednosti kada je u pitanju svijest ispitanika o fitnessu kao jednom od najboljih načina da se ženska populacija rekreira. Pretpostavka u radu je također da oglašavanju kao elementu promocije treba posvetiti veću pozornost. Istraživanje je provedeno na uzorku od 31 ispitanika u sklopu ciljne grupe ženske populacije vježbačica fitnesa kao rekreativnog oblika aktivnosti. Istraživanje je provedeno tijekom 2009/2010 godine i ponovljeno je u 2013. godini. Rezultati istraživanja pokazali su kroz komparativnu analizu da su ispitanici za varijablu: Smatranje fitnes jednim od najboljih načina da se rekreiram, pokazali veću zainteresiranost u istraživanju koje je urađeno u toku 2013. godine nego u prethodnom. Prema novim rezultatima 96,77 % ispitanica se slaže i u potpunosti slaže sa ovim stavom promatrano za 2013. godinu što je u usporedbi s prethodnom analizom stavova prikupljenih tijekom 2009/2010. godine bolji rezultat za 26,77 %. Istraživanje je pokazalo da najveću pozornost treba posvetiti oglašavanju kao elementu promocije a da je vodeću ulogu zauzelo mjesto prodaje kao elemenat promocije u okviru strategije 4P. Istraživanje je pokazalo da su prema zbirnom rangu ispitanici (gledano prema ukupnim vrijednostima odgovora), na prvo i drugo mjesto stavili komunikaciju od usta do usta a na četvrtom mjestu su se našli odnosi sa javnošću.

Ključne riječi: fitnes, promocija, 4P, strategija

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