
A cohort study of motivational factors towards fitness training services in Ahmedabad City

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Abstract: ‘Health is wealth’ is the realisation of the 20th century with the increasing lifestyle-related disorders and cost of healthcare services. Concern about health is one of the pressing factors in human life. García et al. (2011) have envisaged the growth of the global health industry. Understanding and mapping psychological setup towards fitness is the key to determining consumer attitude (Lee et al., 2019). This paper has attempted to gauge the customer preference spectrum among the most promising target segment for the health industry namely: Generation X, millennial, and Generation Z. This study is directed towards identifying motivational factors (drivers) of the generations. A multivariate data analysis method was used in this study. In this study, it was found that motivational factors were statistically differs between cohorts of generations selected for the study. The research has implications for marketers, psychologists, and fitness trainers.

Keywords: fitness services; population cohorts; motivation; customer preference.

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