

Customer behavior in Fitness Club: Relationship between frequency of use, usage level, social embeddedness and retention

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Cite as:

Niskanen Salla, Mejia Paula (2019), Customer behavior in Fitness Club: Relationship between frequency of use, usage level, social embeddedness and retention.

Proceedings of the European Marketing Academy, 48th, (8849)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

This article concerns the empirical research environment, fitness and health industry whereas the main target is to create metrics around customer's user behavior and its effect on customer's contract duration. Combining marketing literature, contemporary data analytics and relatively large set of behavioral and transactional data, this research study aims to understand relationship between the customer's contract duration, frequency of attendance, the usage level and social embeddedness. According to preliminary results, customer user behavior has a correlation with customer's contract duration.

Keywords: *Customer retention; Customer user behavior; Behavioral analytics*

Track: Relationship Marketing