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**Study of consumer requests of clients  
of fitness clubs and health centers of Gomel\***

Modern society has long perceived fitness as a multifaceted phenomenon, which cannot but cause various scientific disputes and discussions about its most important conceptual foundations in the theory and practice of physical culture: nature, content and basic functions<sup>1</sup>.

Many scientists today consider the influence of physical culture, sports, as well as various fitness programs as on the body of a single person, some certain age group of persons or on the economy of a city, region, country<sup>2</sup>.

Исследование потребительских запросов клиентов фитнес-клубов и оздоровительных центров г. Гомеля

1 Терновая Л.О. Вклад казачества в культуру и этику здорового образа жизни // Альманах «Казачество». 2017. № 29 (5). С. 63 – 70; Терновая Л.О. Здоровая страна: вклад географии, истории и геополитики // Социальная динамика населения и устойчивое развитие: II Всероссийская научно-практическая конференция с международным участием; Москва, 10 октября 2019 г.; МГУ имени М.В. Ломоносова: Сборник тезисов / под общ. ред. А.И. Антонова. М.: МАКС Пресс, 2019. С. 207 – 211; Терновая Л.О. Геополитика здорового образа жизни // Социальная динамика населения и устойчивое развитие: Сборник тезисов: Всероссийская научно-практическая конференция с международным участием, 4 октября 2018 г., Москва, МГУ имени М.В. Ломоносова, социологический факультет / Под общ. ред. А.И. Антонова. — М.: МАКС Пресс, 2018. С. 257 – 259; Терновая Л.О., Гольдин Г.Г., Яковлев А.В. Геополитика здорового образа жизни: монография. М.: «Город XXI век», 2017. 264 с.; Buche D., Schraudolph N.N. & Koutmoutsakos P. (2005). Accelerating evolutionary algorithms with Gaussian process fitness function models. IEEE Transactions on Systems, Man, and Cybernetics, Part C (Applications and Reviews). № 35(2). P. 183-194; Baresel A., Sthamer H., Schmidt M. (2002). Fitness function design to improve evolutionary structural testing // Proceedings of the 4th Annual Conference on Genetic and Evolutionary Computation. P. 1329-1336; Taha A., Alsaqour R., Uddin M., Abdelhaq M., & Saba, T. (2017). Energy efficient multipath routing protocol for mobile ad-hoc network using the fitness function. IEEE access. № 5. P. 10369-10381.

2 Гусинец Е.В. Физическая культура и спорт как социально-экономическое явление в национальной экономике Республики Беларусь // Известия Гомельского гос. унта им. Ф. Скорины. 2016. № 5(98). С.107-111; Djordjevic D. et al. (2015). The effects of two fitness programs with different metabolic demands on oxidative stress in the blood of young females //Serbian Journal of Experimental and Clinical Research. T. 16. №. 2. P. 101-107; Misjura A., Vrublevskiy E. (2018). Research of physical development, functional state and lifestyle of students // Sports bulletin of Dnieper. №. 2. P. 74-80; Vrublevsky

A number of authors examine the regional fitness services market, researching consumer preferences of citizens of the studied region, as well as the infrastructure of fitness clubs and the range of fitness and sports services provided by them in their publications<sup>3</sup>.

It should also be noted that the most recent developments in the fitness industry are mainly engaged in foreign scientists from the USA<sup>4</sup>, Canada<sup>5</sup>, Japan<sup>6</sup>, China<sup>7</sup>, Malaysia<sup>8</sup> and various European states<sup>9</sup>, but in recent years the interest in studying this category has also appeared in Russia<sup>10</sup> and Ukraine<sup>11</sup>.

*E., A. Misyura, V. Kodzhebash (2018). Lifestyle of students of F. Skorina Gomel State University by the results of the application questionnaire // Adaptation opportunities of children and youth: materials XII international academic and research conference. Odessa. Part 2. P. 42-45; Misyura A.A. (2019). Monitoring of physical education knowledge of students in the 2nd grade of extended-day groups//Science and sports: modern trends. Vol. 22. №1. P. 47-52.*

3 *Prystupa Y., Zhdanova O., Chekhovska L. (2017). Analysis of the market of physical culture and health services in Lviv //Slobozhanskyi herald of science and sport. №. 6 (62). P. 72-76; Veiga O.L. et al. (2019). National Survey of Fitness Trends in Spain // RETOS-Neuvas Tendencias en Educacion Fisica, Deporte y Recreacion. №. 35. P. 341-347; Enchenko I., Gusinets E. (2017). Analysis of the development of sports and recreational services in Russia and abroad // Youth tourism: educational technologies: collection. scientific. works on materials of the III International. scientif.-pract. conf. St. Petersburg. P. 77-86.*

4 *Hutson D. J. (2016). Training bodies, building status: Negotiating gender and age differences in the US fitness industry // Qualitative Sociology. №39(1). P. 49-70.*

5 *Heroux L. (2017). Comparative marketing strategies of fitness clubs in the United States and Canada // Economics World. Vol. 5. № 6. P. 529-538.*

6 *Shoji N. et al. (2016). Developing Guidelines for Collecting and Using Feedback in Japanese Fitness Clubs // Juntendo Medical Journal. Vol. 62. №1. P. 139-142.*

7 *Yue W. (2018). Research on the Development Path of Chinese Fitness Clubs // Journal of Health Science. Vol. 6. – P. 390-391.*

8 *Teik D.O.L. (2015). Enhancing the experience of needs satisfaction through service engagement: A case of commercial fitness centers in Malaysia // Journal of Global Scholars of Marketing Science. Vol. 25. № 2. P. 109-121.*

9 *Llopis-Goig R., Vilanova A., Sánchez J. M. (2017). SPAIN: Evolution and characteristics of the private sport sector-Focus on fitness centres and gyms // The Private Sport Sector in Europe. Springer, Cham. P. 309-324; Pawlowski T., Breuer C. (2011). The demand for sports and recreational services: Empirical evidence from Germany // European Sport Management Quarterly. Vol. 11. № 1. P. 5-34; Zopiatis A. et al. (2017). Quality, satisfaction and customers' future intention: The case of hotels' fitness centers in Cyprus // Journal of Quality Assurance in Hospitality & Tourism. Vol. 18. № 1. P. 1-24.*

10 *Енченко И.В. Современное состояние рынка фитнес-услуг // Современный научный вестник. 2016. Т. 6. № 2. С. 7-8; Гусинец Е.В., Енченко И.В. Особенности рынка услуг физической культуры в Российской Федерации и в Республике Беларусь // Известия Гомельского гос. ун-та им. Ф. Скорины. 2017. № 2(101). С. 107-111; Никифорова О.Н., Петрова О.А. Анализ основных направлений развития спортивно-физкультурных услуг и фитнес-индустрии в России //Современные научные исследования: теория, методология, практика. 2020. С. 171-176.*

11 *Prystupa Y., Zhdanova O., Chekhovska L. (2017). Op. cit.; Shymko V., Vystavkina D., Ivanova I. (2020). Motivational and value preferences of townspeople in the field of fitness // Technologies of intellect development. Vol. 1. P. 26; Stadnyk S. (2018). Fitness clubs activities in Kharkiv // Slobozhanskyi herald of science and sport. № 2 (64). P. 53-56.*

In the view of constant desire towards economic growth, which was largely today provoked not only by the huge volume of lending to the modern world economy, but also with the active introduction of IT technologies into the labor process of modern society, which provokes a significant decrease in its motor activity and, as a result, a decrease in the level of physical development, functional fitness, physical and mental performance, as well as health indicators in general. This marked trend stimulates the modern economy in the direction of increasing the importance of health as a personal factor of an individual<sup>12</sup>. Therefore, most highly developed countries showed special concern for human resources, the quality and quantity of which directly affected the state of their economies. For example, the United States is still a state, in which over 43% of the population is involved in regular physical education and sports<sup>13</sup>, in Germany this figure exceeds 61 %<sup>14</sup> and in Russia a little over 30 %<sup>15</sup>. As for the Republic of Belarus, in our country, at present, only a 22% of the population prefers regular fitness and sports activities<sup>16</sup>.

Addressing the needs of the population for systematic physical education and sports with a view to strengthening their health continues to be a major public concern. In this regard, there is an objective need for the effective development of physical education, recreation and sports and mass work for the benefit of all mankind<sup>17</sup>20.

In order to study consumer preferences in the consumption of various sports and recreational services engaged in various fitness clubs in Gomel, a study was organized and conducted on the basis of questionnaire, in which 607 Gomel citizens took part (211 men - 34.8% of the surveyed and 396 women – 65.2% of the respondents) of various ages who live in different areas of Gomel (Republic of Belarus). The study, using the questionnaire survey method, was conducted in two forms: printed (printed questionnaires were distributed at various fitness clubs to people who had such a form of answers to questions more acceptable - mainly the population of senior and retirement age) and electronic form using the Internet platform “Google forms” (this form was convenient for most respondents surveyed, since the link to the proposed questionnaire was sent to them directly through the social network of the visited fitness cen-

12 *Gusinets E.V.* (2020). Features of consumer preferences engaged in fitness clubs in Gomel // *Era of science*. № 22. P. 96-108.

13 *Repkin S.B.* (2015). Organizational and economic aspects of sports development in the USA // *Bulletin of Polotsk State University: economic and legal sciences*. № 6. P. 15-23.

14 *Repkin S.B.* (2015). Analysis of the sports management system in Germany // *Accounting and analysis*. № 3 (219). P. 3-7.

15 *Veiga O. L.* et al. *Op. cit.*

16 *Гусинец Е.В., Енченко И.В.* Указ. соч.

17 *Enchenko I.V.* (2016). *Op. cit.*

ter and did not cause rejection among the respondents).

The study had been conducted for 3 years (from 2018 to 2020) and helped to identify a certain set of popular physical education services and significant places of obtaining them, as well as certain factors that have the greatest influence on the preferences of fitness centers in choosing sports and recreation services.

We developed basic characteristics for the in-depth study of fitness service consumers that reflect the consumer needs of those engaged in various fitness centers:

- Attitude to own health and the ways of its improvement;
- Frequency and duration of activities at the attended fitness centre or club in the weekly cycle, as well as previous experience of physical activity in the past;
- Targeted installations of fitness and sports activities;
- The most popular types of fitness programmes and health systems, including those based on gender, age, type of activity and income;
- Structure of personal environment when visiting health training;
- The content of the main reasons that prevent regular activities in training halls, swimming pools and fitness club premises;
- Price range of most popular fitness services;
- Individual preferences in the selection of sports events and facilities, as well as sports facilities for additional self-employment or organized activities, depending on gender, age, type of activity and income;
- Individual assessment of the price and the quality of services provided and the degree of satisfaction of the consumer's needs;
- The amount of income of the consumer and their monthly expenses for physical education and recreational activities;
- The amount of potential expenses of buyers of fitness services, provided that their consumer requests are as satisfied as possible;
- Consumer requests in the construction of new sports facilities on the basis of the population's residence.

The results of the study show that the majority of the respondents (98%) show a high interest in their health. An attentive attitude to one's own health gradually takes shape of an important value setting of a person in modern Belarusian society. At the same time, it should be noted that when answering the question of the questionnaire "What do you usually do to improve your health?" respondents did not always answer in accordance with the previously stated interest in their own health. The answers to this question are presented in table 1 in order of importance according to the survey results.

**Table 1.** Results of the answers to the question “What do you usually do to improve your health?” (n = 607 people).

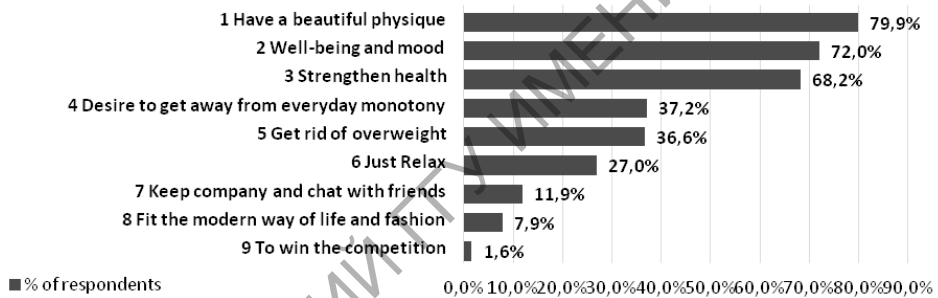
№	Question answer option	Result	
		%	peo.
1	Doing regular exercise	82	498
2	I don't smoke	65,1	395
3	I try to monitor my diet	63,6	386
4	Strolling outdoors	51,9	315
5	I do not consume sugary drinks Coca Cola, Sprite, Pepsi, etc.)	49,4	300
6	I hardly drink alcohol (I can only afford to drink on holidays)	46,3	281
7	Taking various vitamins and/or biologically active supplements	44,8	272
8	Regularly drink enough water (8-9 cups per day)	41,2	250
9	I follow the sleep and rest mode (I sleep for at least 7-8 hours)	38,1	231
10	Do not drink alcohol (never, even on holidays)	18	109
11	I regularly go to the bath	16,3	99
12	I am engaged in hardening and quenching	6,8	41
13	Do not drink drinks containing caffeine (coffee, tea)	5,8	35
14	I visit medical sanatoriums, recreation centers	4,6	28
15	Do nothing	1,2	7

As it is shown in table 1 about 65% of respondents follow their diet and do not smoke, while only over 41% regularly drink enough water and take various vitamins and/or biologically active supplements. Less than 7% of respondents are engaged in hardening and quenching, do not consume caffeine containing drinks such as coffee or tea, and periodically visit sanatoriums, recreation centers and other health facilities. Half of all respondents find time for outdoor walks and do not consume sugary drinks. It is encouraging to note that 85% of respondents regularly perform physical exercises, despite the fact that all these people are visitors of fitness centers, and it can be concluded that about 15% of all respondents are those who visit such institutions from time to time. As for the attitude to alcohol, only 18% of respondents practice complete refusal, while slightly less

than half of fitness centers (46.3%) occasionally allow themselves to drink alcohol on holidays. These numbers are significantly different from what we received in the population study. Living in various areas of the city of Gomel, published by us earlier in the peer-reviewed collection "Economic Science Today" (issue 8, 2018). Here are some of the results of those studies: "less than 40% of respondents monitor their diet and regularly exercise, only 50.9% of respondents do not smoke and a little more than 20% never drink alcohol, and 27.2% can afford to drink only on holidays. It turns out that more than 80% of the population of Gomel drink alcohol. This is clearly evident from two completely independent studies. Less than a third of respondents pay sufficient attention to the quality of their sleep and the amount of water consumed"<sup>18</sup>.

The data show that Belarusian society, despite the high level of awareness, still does not take its health seriously and sometimes even lightly.

A survey of residents of Gomel engaged in fitness centers made it possible to determine significant target settings (motivations for consumption) of direct consumers of fitness services (Table 2).



**Figure 1.** The main motives for the consumption of fitness and sports services engaged in fitness centers in Gomel.

As can be seen from figure 1, the main motive for fitness and sports activities in fitness clubs (more than 79% of respondents) consider it possible to have a beautiful physique; have good health and mood - 72% and the desire to improve health – 68.2% are the second and third most important consumer motive for regular recreational training.

So, through the determination of significant motives for training in fitness clubs, it was established that in the city of Gomel, fitness and sports services play a significant role in the practical realization of the diversity of social functions of physical culture, which satisfy not only the individu-

<sup>18</sup> Gusinets E.V. (2018) Peculiarities of consumer preferences of residents of Gomel in the choice of sports and recreational services // Economic science today: col. scient. art. BNTU. Minsk. Issue. 8. P. 194-203.

al's need for health improvement but also the emotional, recreational and communicative needs, as well as in improving physique, in the formation of a beautiful and attractive appearance, matching fashion trends, etc.



**Figure 2.** The results of the answers to the question “Were you engaged in any sport or exercise in childhood (under 16 years old) in addition to physical education and health lessons at school?”.

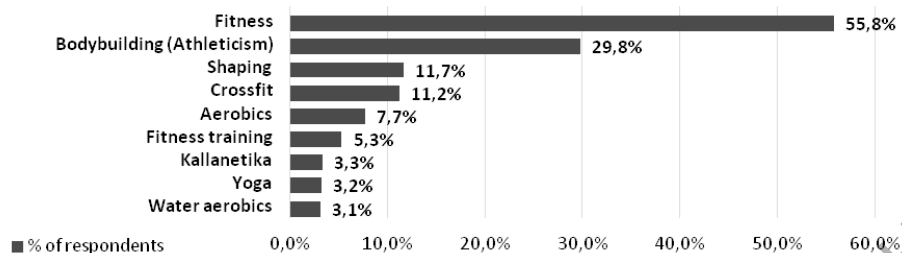
A study of consumers of Gomel fitness services market made it possible to establish that 64.4% of respondents, even at a young age (under 16), were engaged in sports sections and clubs or were student-athletes of specialized educational and sports institutions: children's and youth sports school, a specialized children's and youth school of the Olympic reserve, etc., 85% of them – more than two years old.

According to a long-term survey, the most popular sports in Gomel were highlighted: athletics and weightlifting, powerlifting, game sports and various types of martial arts (wrestling, karate, boxing, etc.). It is also noteworthy that 27.7% of those participating in the survey did not engage in regular physical exercise in childhood past physical education and health lessons conducted at school and 4.9% of respondents had an exemption from exercise for health reasons (Figure 2).

As it is seen from Figure 3, the top five of the most popular sports and recreational areas in Gomel are represented by the following sports and recreational activities:

1. Fitness classes - 55.8%;
2. Athleticism and bodybuilding in the gym - 29.8%;
3. Shaping activities - 11.7%;
4. Functional training “Crossfit” - 11.2%;
5. Aerobics activities - 7.7%.

As you would expect, fitness wins here, which has gained great popularity throughout the world, which continues to grow, especially among



**Figure 3.** The most popular sports and recreational areas according to the questionnaire survey (n = 607 people).

women, as a fashion for sports, even rather athletic female figure has not stopped over the past decade. Given that almost 2 times more women participated in the survey than men (65.2% versus 34.8%), the results of athleticism compared to fitness are clear to us, since the bodybuilding and athleticism gym is chosen mainly by men (83% of men surveyed versus 17% of women). The most attractive here in our opinion is crossfit. It has grown recently not only in Belarus, but also in Russia and the fact that more than 11%, and this is every 10 visitors of fitness clubs, and considering that the men in the survey were 2 times smaller, than women, then every fifth man is ready to choose today a branded physical training system created by Greg Glassman, high-intensity training under the name “Crossfit.”

The study focused on the activities, education, age and material well-being of Gomel fitness service users. In our survey, we also did not bypass the issues of accessibility and satisfaction with the quality of sports and recreational services consumed.

The majority of those involved come to training alone – 69% of respondents, 23.6% are engaged with friends and colleagues in work and only 5.6% with family. We associate such a low percentage of family visits of fitness centers with the lack of full-fledged family fitness clubs in our city and those respondents who visit with the family most likely mean their second half or adult children, not toddlers.

More than 30% of respondents note the fact that their fitness center is in the most convenient place to visit and they are not going to change it to another, while 15.7% are ready to easily moving to another fitness club, located in a place more accessible to them, only if, that its equipment will be no worse than that which they are currently visiting, and 2.6% of those involved would change their health club for another only because of the appearance of a closer one, regardless of its equipment. To the question “Would you change the place of study to a closer place to your place of



residence or work if there was such an opportunity?” 24.1% of respondents said: “No, I really like the way the instructor of this fitness center works and 9.2% answered the same question in the affirmative, but only if it was a branch of the center that they visit. The above question caused difficulties with the answers to 5.9% of respondents.

Analyzing the presented data, we see that the success of the modern fitness club is primarily its walking accessibility or convenient location, as well as high-quality equipment, the availability of highly qualified specialists and a developed branch system located in the main areas of the city. Applying such a strategy, you can be sure that more than 80% of customers will remain in such a fitness center.

**Table 2.** Gomel Fitness Club Monthly Expenses and Total Monthly Income for the Whole Family in rubles (BYN).

Costs of fitness services (in RUB, BYN)	Result (%)	Total monthly income for the whole family in rubles (BYN)	Result (%)
5 – 10	1,6	till 265	2,8
11 – 15	1,3	265 – 400	4
16 – 20	3,8	401 – 567	8,3
25 – 30	10,2	568 – 767	12,9
31 – 40	16,3	768 – 1133	27
41 – 50	23,2	1134 – 1500	16,6
51 – 70	18,8	1500 – 2000	13,1
71–90	6,9	2000–2500	9,8
90–200+	9,2	2510–3000+	2,7

As it is seen from Table 2, the actual monthly expenses of those engaged in fitness clubs in Gomel for the payment of the corresponding services vary quite a lot and, as expected, largely depend on the total monthly income for the whole family. In gray, the table indicates the corresponding values that most accurately reflect the dependence described above. 23.2% of respondents have the opportunity to spend 41-50 rubles a month on fitness services, while only 17.3% of residents of the regional center can afford expenses for these services that exceed 70 Belarusian rubles or about \$29 (US dollars); at the same time, more than 75% of respondents spend 25-90 rubles (BYN) or \$10-37 monthly on these services.

The data presented in the table also show that more than 79% of consumers of fitness services have an average monthly income for the whole family in the range between 568 and 2500 Belarusian rubles (BYN) or 235-1037 dollars, respectively, and they represent the main share of consumers in the market of fitness and sports services. "In this regard, the planned growth of the average wage by the Government of the Republic of Belarus will undoubtedly have a positive impact on the demand of citizens for better physical education and health services, thereby increasing the number of services consumed per capita and, accordingly, the total cost of their consumption"<sup>19</sup>.

Examining the financial capabilities of fitness services consumers, we managed to find out that almost 70% of them have their own housing and 62.6% have at least one car, while the quantitative composition of the family interviewed is as follows: 32.1% are a family of three, 27.2% are 2 people, 26.9 - 4 people, 7% are one person and less than 5% are families with 5 or more members.

From the presented data, it turns out that the main share of the market for fitness services belongs to small families, since the income and cash expenses of large families, as well as the time spent on raising and managing children, do not allow many of them to attend fitness clubs.

Quite often it happens that people cannot attend sports and sports facilities and classes in fitness clubs for various reasons. By studying the consumer preferences of the residents of the regional center of Belarus, we could not circumvent this problem. According to the study, the main factors limiting the possibility of physical education and sports are:

- 1) lack of free time - 42.7% of respondents;
- 2) lack of required funds - 11.9% of respondents;
- 3) there is no company to visit together and 4.1% of respondents are hindered by their own laziness;
- 4) the consumer is a novice, so it is too early to increase the number of workouts -1.8%;
- 5) inconvenient location of places for occupations - 1.2% of respondents;

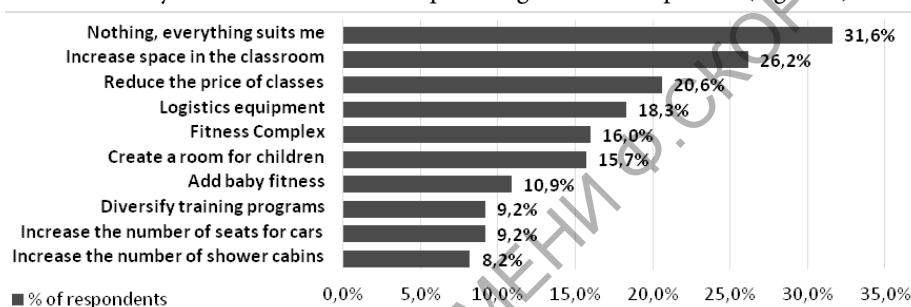
At the same time 33.8% of respondents note the complete absence of obstacles limiting the possibility of training, believing that they are already engaged in quite often.

Most users of services provided by Gomel fitness centers have higher education - more than 70% of respondents and only 23.9% received secondary or secondary special education at the time of participating in the questionnaire, while the main age of the majority is 24-40 years (more than 68% of respondents).

<sup>19</sup> Gusinets E.V. (2019). Study of the features of the sports and wellness market in Gomel // Youth in science and entrepreneurship. P. 484-487.

As for their type of activity or profession, here the data of the questionnaire survey were distributed as follows: more than 30% are employees of private companies and businessmen, about 22% are employees of state-owned enterprises and the public sector, over 16% are students and undergraduates, 6.8% are housewives and about 2.8% are schoolchildren and unemployed.

One of the most important issues in the field of marketing of fitness services provided by fitness clubs is the understanding that they would like to improve or change customers in the work of the fitness center they visit. In our study, we also did not sidestep this significant component (Figure 4).



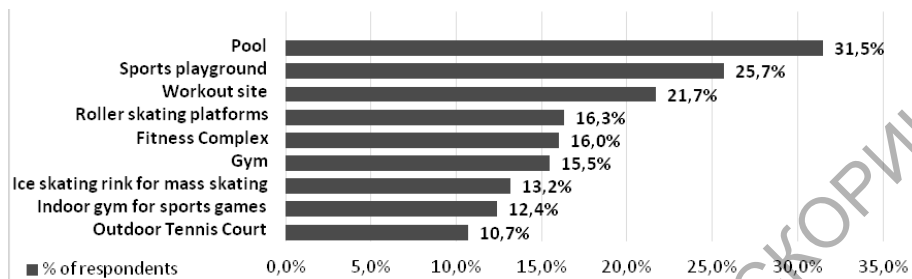
**Figure 4.** Customers need to improve or make changes to the work of the visited fitness center (n = 607 people).

The results presented reflect the need for changes both in the specific fitness clubs and in Gomel fitness industry as a whole. The constant problem of limited occupancy was often related to the cost of renting or building new premises and the price of the services provided rested on the conditions for their provision. Material and technical equipment is also a constant and completely unsolvable problem of many centers offering fitness services. There may be several reasons: from the lack of available financial resources of the enterprise to the constantly growing demands of consumers for the regular updating of simulators, treadmills and various equipment at least once every 5 years due to the constant improvement of IT technologies and increasing material and technical progress.

Despite the fact that the majority (79.4%) consider the price of the services they consume to be quite adequate, at the same time, every 5th visitor of Gomel fit non-clubs considers an important change that needs to be taken into account in the work - this is a decrease in the cost of classes.

To the question "Is there enough sports facilities in your area of residence?" 56.8% answered in the affirmative, against 43.2%, who believe that such facilities are clearly not enough, while 62.8% of respondents

would like to be engaged in some other sport if the necessary facilities in their area were within walking distance. This contradiction, it seems to us, can be explained only by the presence of factors limiting the possibility of classes in fitness clubs presented above.



**Figure 5.** The most popular sports facilities in the area where respondents live (n = 607 people).

Figure 5 shows the most popular sports and sports facilities in the area where respondents live. According to the version, the top three most necessary objects engaged in fitness clubs in Gomel included: pool-31.5% of respondents, sports ground for children – 25.7% and workout ground - 21.7% of respondents, respectively.

**Conclusion.** The study shows that at first glance, the desire and the desire of fitness clubs visitors to improve their bodily nature turned out to be only an external reason for consumption, behind which, as it turned out, completely different needs and motives were hidden: to have a good self-feeling, a desire to get away from everyday monotony, just to relax or meet with their friends (more than 70% of respondents).

The results of the study made it possible to establish the fact that among those engaged in fitness clubs in Gomel, 15% are non-permanent consumers who come to training from time to time, usually purchasing a one-time or mini-small monthly subscription. As for the attitude to their health 35% of respondents did not indicate that they do not smoke in their questionnaires, in this regard, we assume that most of them are either regular or periodic smokers who are actually very frivolous about their health and attend a fitness club for any reason other than preserving and strengthening health. A very small number of people - less than 20% refuse to completely use alcohol, regularly visit a bath or sauna, are engaged in hardening or quenching, visit medical sanatoriums and do not consume drinks containing caffeine. Only about 40% people are engaged in fitness centers and clubs, regularly drink enough water (8-9 glasses per

day) and monitor their sleep and rest patterns (sleep for at least 7-8 hours).

All these data encourage us to organize and conduct special training and seminars for visitors of fitness clubs in order to raise awareness of the importance of healthy life principles. The programmes should involve clubs' visitors in practicing healthy habits themselves, offering them discounts or free subscriptions to health activities as bonuses, as well as instructors, doctors or teachers who led a healthy life and had a high profile in society.

The main visitors of Gomel fitness centers are people with a middle and higher income (600-2000 rubles (BYN)), mainly those with higher education. Their age range is 24-40 years. Most of them have small families (no more than two children), have their own car and own housing.

The most popular activities that most fitness service users prefer are fitness, athleticism, shaping, CrossFit and aerobics with everything and its varieties. In this regard, the work of most fitness clubs should be based on these most popular areas.

Analysis of the presented data also shows that the success of the modern fitness club is primarily its walking accessibility or convenient location. In addition, important components are: high-quality equipment, the availability of highly qualified specialists and a developed system of branches located in the main areas of the city. The application of such a strategy, in our opinion, will save and increase more than 80% of customers in their fitness centers.

The results of the mass survey of residents of the regional center encourage us to further study of the fitness services market not only in the Gomel region, but also in other regional cities, as well as in the capital of the Republic of Belarus - the city of Minsk.

Studies like this can find practical application in the development of conceptual proposals for the creation or improvement of regional programs for the development of physical culture and sports organizations, aimed not only at maintaining and intensifying the cultural and entertainment leisure of citizens, but also at the formation and development of the concept of a healthy lifestyle based on the mass nature of the consumption of physical education services by various categories of the population.

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**Исследование потребительских запросов  
клиентов фитнес-клубов и оздоровительных центров г. Гомеля**

В статье представлено исследование потребительских запросов и предпочтений активных клиентов фитнес-клубов и оздоровительных центров г. Гомеля (Республика Беларусь). Исследование раскрывает результаты многолетнего опроса занимающихся в фитнес-клубах и фитнес-центрах по следующим направлениям физкультурно-оздоровительного и спортивного маркетинга: отношение к своему здоровью, цели и мотивы потребления фитнес-услуг, возрастная активность потребителей, их материальное положение и род занятий, а также количество и оценка качества потребляемых услуг в комплексе с рекомендациями потребителей по улучшению условий их предоставления.

**Ключевые слова:** Физическая культура и спорт, маркетинг физической культуры и спорта, здоровье, фитнес, физкультурно-оздоровительные и