

The Implication of 4cs Marketing Theory to the Fitness Club

Wei qin Chen

Jiangxi Normal University, Nanchang Jiangxi 330022, China

ABSTRACT. Sports development is developed with the development of society and economy, the development of fitness clubs in the category of sports is also closely related to social development. With the rapid development of the economy and the vigorous promotion of the state, the fitness club industry has a good opportunity for development. But in the development of the fitness club for more than ten years, there are also many problems. In this paper, the methods of literature, questionnaire, interview and logical analysis are used. Through the understanding of 4Cs marketing theory, the investigation and analysis of the development of the traditional gymnasium in China shows that there are the following problems in the construction of the fitness club, Such as: not to the membership interests in the highest, not very well play coach advantage or coach can not mobilize the work enthusiasm, the club in the operation process from the early heart lead fuzzy positioning, the vicious competition within the industry, lack of management talent, business philosophy and other birth defects.

KEYWORDS: 4cs marketing theory; Fitness club; Build

1. Research results and analysis

1.1 Brief Interpretation of 4cs Marketing Theory

4Cs marketing theory was first proposed by the American professor R.F. Lauterboru in 1990 in the context of a free economy in capitalist countries. Corresponds to the 4P theory of traditional marketing. Traditional 4P takes the marketing planning of a company as its core. The four basic elements are product, price, place, and promotion. They focus on value, cost, convenience, and communication. The 4Cs theory has been upgraded to take customer needs as the core, and has re-set the four basic elements of marketing, namely customer, cost, convenience, and communication. Beyond the previous model of corporate marketing planning as the core. It emphasizes that enterprises or companies should put customer satisfaction first, that is, the customer is God; secondly, from the perspective of customers, reduce customer purchase costs; then, pay attention to the convenience of customers in the purchase and consumption process; finally, Consumer-centric and effective marketing communication. I have to say that the 4Cs marketing theory savely uses the spirit of humanism.

Regardless of whether it is a capitalist country or a socialist country, under the condition of insufficient social productivity, supply is less than demand and belongs to the seller's market. Therefore, the operation and development of the enterprise should be based on the enterprise itself and make good products. Under the condition of the rapid development of social productive forces, the supply seems to exceed demand on the surface and belongs to the buyer's market, so consumers have the opportunity to choose fully. Facing this situation, they must be customer-centric. Only by doing so can we deeply understand the real needs of customers and improve the core competitiveness of their own products. In this way, there are actually not many companies that can truly focus on customers and strive to improve their services. As a matter of fact, the market is still the seller's market-the few sellers operating under the guidance of 4Cs theory. Although the 4Cs marketing theory has been proposed as early as the end of the last century, domestically, there are still not many companies or companies that can meet the requirements of this theory, and the coastal areas will be better.

1.2 Development Status of Domestic Fitness Clubs

Fitness clubs were first developed in developed countries in Europe and the United States. At that time, Europeans and Americans had the need to pursue better exercise. In order to meet their needs, fitness clubs emerged. After many years of development, this wave has spread worldwide-including China. In the 1980s, China gradually had the first fitness clubs. By the end of the last century, gyms had gradually increased. Since the 21st century, Chinese athletes have won more and more gold medals in the Olympic Games, but the physical

fitness of the people has begun to decline. The General Administration of Sports began to think about how to build a true sports power. To build a true sports power, it is not just a requirement for competitive sports to stand out, it is also necessary to involve all people in the country in sports. Since then, the number of fitness clubs in China has increased. Today, in the wave that the nation has promoted national fitness as a national strategy and vigorously promoted national fitness, the construction of the club should usher in spring. Through consulting the data, we found that the number of clubs has changed greatly in recent years. Figure 3-1 is a statistical chart of the number of fitness clubs in China in recent years.

It can be seen that from 2010 to 2013, the number of fitness clubs in China has gradually increased every year. The number of fitness clubs in China in 2010 was about 3,815, the number of fitness clubs in China in 2011 was about 4,128, the number of fitness clubs in China in 2012 was about 4,502, and the total number of fitness clubs in China in 2013 was about 5,056. But in the following years, the number of clubs began to decline. In 2014, the number of fitness clubs in China was about 4,834. By 2015, the number of fitness clubs in China was about 4,300. After 2016, the number of fitness clubs in China began to increase by about 6,000, and the number of fitness clubs in China in 2017 was about 7,200.

Checking the public data of the fitness industry found that, no matter how the number of fitness clubs changes, the number of Chinese fitness members has basically been increasing year by year. Figure 3-2 is a statistical chart of the number of fitness members in China in recent years.

It can be seen that from 2010 to 2011, the number of fitness members in our country decreased slightly every year, from 4540525 to 4,449,683. Since 2011, the number of fitness members in China has increased every year.

The number of fitness members in China in 2012 was 4,838,647, the total number of fitness members in China in 2013 was about 4,990,608, and the number of fitness members in China in 2014 was about 5,469,276. The number of fitness members in China in 2016 was 7015621, and the number of fitness members in China in 2017 was about 8254263. By 2017, the total number of fitness members in China has reached more than 8 million, which seems to be huge, so let's calculate the penetration ratio-as the name implies, the proportion of fitness people in the total population is about 0.593%. Such a penetration ratio What is the concept, let's find a data to compare. There were about 56 million fitness members in North America in 2016. At that time, the total population of North America was about 354 million, so the penetration rate of North American fitness members was about 15.8%. In short, according to the current social development and the actual situation of developed countries, China's fitness clubs should still have a fairly broad prospect.

There are three major types of fitness clubs: personal investment, wholly foreign-owned investment, and Chinese-foreign joint ventures, but no matter what type of club, it must be for profit and continue to develop while ensuring the club's income. But by looking at the public data of the fitness industry, it seems that it is not the same as imagined. Figure 3-3 shows the current status of fitness club operations in China in 2016.

It can be seen that in 2016, in China's fitness clubs, clubs with losses accounted for 42%, clubs with a flat profit and loss but still insisting accounted for 17%, and only 21% of the clubs were able to gain.

1.3 Development Analysis and Countermeasures of Domestic Fitness Clubs

From the above three aspects, the number of clubs and the number of club members in China have all increased. This seems to be a huge profit market, but only a few can really make a profit. Most clubs are at a loss. The margins are even losing money. In order to understand why the club has such a strange phenomenon, I have conducted multiple interviews with Ganzhou, Hangzhou, Guangzhou and other places, people who have been engaged in club management for a long time, and club coaches, and analyzed the results of the interview.

1.3.1 Contradictions in the Development of Domestic Traditional Fitness Clubs

The contradiction theory in Mao Zedong's philosophy of materialist dialectics states that contradictions exist in the development of everything, and in the development of everything, there is a contradictory movement from beginning to end. So the same, the development of fitness clubs cannot be calm and easy, that is, there must be challenges and crises in the development of fitness clubs. At the same time, the theory of contradiction also points out that contradiction has universality and particularity, that is, the commonality and individuality of contradiction. In the development of the fitness club industry, there are also general problems and problems specific to the individual club itself. Contradiction theory also points out that contradictions include major contradictions and minor contradictions. The major contradictions are the key points that affect the development of things. Under certain conditions, the opposite parties to a contradiction can switch between each other. In the analysis of a specific club, we found that during the development and construction of each club, there are large

and small problems. Only by grasping the key points, deciding the main problems, and making up for the defects can we turn the disadvantages into Advantages, better development.

At the current stage of the construction and development of domestic fitness clubs, the foundation is poor, and macro-control and support are lacking. As a result, most of the domestic fitness industry is still fragmented. Unlike mature western clubs, they have advanced management experience and completeness. This is the more contradictory part of the chain system. When it comes to individual clubs, there are many small problems: 1 The lack of a modern core management and management concept leads to a vague positioning of itself and cannot reflect its core competitiveness. 2 As a tertiary industry, I didn't realize that the customer is the highest and the service is the highest. At the beginning of business, many clubs have fraudulent consumption behavior. In order to increase sales, blindly make promises to customers to attract customers in a short time. Significantly increase sales, but after a period of testing, many promises often fail to be fulfilled, resulting in a lack of security for customers and damage to the image of the fitness club, so it is difficult for members to make further purchases, such as purchasing private education courses, or The membership expiry follow-up card has seriously affected the long-term interests of the club. 3 Not enough attention to the interests of coaches, less investment in coach training and improvement. When personal trainers sell personal education courses, the sales threshold is high. Most clubs set a minimum sales threshold of 20,000 yuan. Below this performance, the share is extremely low. And after the personal trainer successfully sells personal education courses, the share is only about 30%. Only a handful of coaches have worked hard for many years and the sales ability is very outstanding. In the high season, the sales performance can be divided into about 40%. This makes it difficult for the coaches in the club to be a key force supporting the operation of the club. The club's business philosophy needs to be passed to the members through the coaches; the good image of the club is also established by the coaches in the service process for members ; Similarly, the club's interests are also directly linked to the coaches, such as: attract members to buy personal education courses, because of the reputation of an excellent coach, attract members to renew their cards or introduce their relatives and friends to apply for a card and so on. However, many clubs not only fail to protect the interests of the coaches, but also make use of their specialties, but they harm the interests of the coaches and discourage the enthusiasm of the coaches. 4. The operating cost of a fitness club is huge. A traditional fitness club covers an area of 1,000--5000, and the specific area varies depending on the local conditions. For such a large area, whether it is in a bustling commercial street or an office building or a university campus, the store rent is a huge expense. The interior of the gym is generally divided into classrooms, bicycle rooms, yoga rooms, public fitness areas, personal training fitness areas, toilets, swimming pools, bathroom dressing rooms, front desk lounges and other functional sections. Each section is equipped with different equipment. The total cost of these hardware facilities is amazing. The club needs full-time sales, personal coaches, patrol coaches, receptions, cleaning staff, and manager managers. The number of people is also a huge expense. In fact, factors such as storefront, equipment, personnel, etc., cannot be added together to maximize the value during the operation of a club. For example, in a club, the area that can really create value only accounts for 40% of the total area. Most of all staff members also have no way to mobilize their enthusiasm to the highest level due to various restrictions at work. These problems are often faced by traditional fitness clubs.

1.3.2 A New Force in the Development of Domestic Fitness Clubs

Through consulting the Internet and reading the literature, I collected a lot of information about the new gym. After a comparative analysis of the data, I found that the new gym has the following characteristics: 1 In new clubs, there are often only classrooms, fitness areas and locker room. It covers an area of 300--500 square meters, and some mini gyms only have 4--20 square meters. This will undoubtedly greatly reduce the pressure on store rents. 2 There are very few staff in the new club, and only the coaches can be seen in the store. Occasionally, the store manager and maintenance staff can be seen, and a small number of employees are doing online work in the office area behind the scenes. 3 Membership cards are cheap. In Hangzhou and other places, it only takes 99 months. Even Beijing and Shanghai, it only takes 199 months, and it is free to renew the card. In the case of dissatisfaction, you can even terminate the refund in advance. In the new fitness club, the Internet economy is an important business concept. The new fitness club has no salesperson to send street flyers, no front desk, no reception, no sales and no bundling, membership appointments and selection of coaches, all through the online app. Members can choose coaches based on their own observations and online app evaluations of coaches, and it is very convenient to change coaches without any pressure. Coaches do not need to sell their courses. They only need to publish their expertise to the relevant pages of the online app for members to browse. After each course, members can evaluate it. And a single private lesson coach can share 75% of the profit. So under such conditions, the enthusiasm of the coach is well mobilized. The coach only needs to give play to his strengths and serve the members with heart, without worrying that even if he is able to take a good class, he does not know how to sell himself. In contrast to the traditional gym, in the traditional gym, the recruitment of members requires

salespeople to distribute leaflets on the streets, enter stores in the stores to inquire, and it is indispensable to sell by phone in the club. Obtaining a large amount of basic information in this way, and then further screening, and finally attracting interested customers to apply for membership, the efficiency is very low, this result is a lot of energy and time wasted. After the members apply for the card, the coaching department is under pressure from the company's operations and must obtain the corresponding sales performance, so the coaches have started to sell personal education courses among the members. This approach has two shortcomings: 1. Frequent sales during member exercise will greatly affect the mood of members during exercise. Frequent sales and the exaggerated commitments made during sales will make members bad for coaches. The impression, which affects the image of the club. The 2 ancients said in Korean: "There is a sequence of smells and a specialty in the art industry." Everyone has his own expertise, and the staff in the club are the same. Not every coach is good at selling. Some coaches have very solid professional skills, or are very good in class, and the service is very good, but they do not necessarily have a strong sales ability.

2. Conclusions and Recommendations

At this stage, there are many problems in domestic fitness clubs. Some are congenital defects, some are lack of management, and partly because they have not kept up with the trend of the times and have not integrated into the new economic operation model.

Among the huge operating costs of traditional fitness clubs, store rental costs account for a large proportion. A traditional fitness club covers an area of 1,000--5000, and the space utilization in the store is insufficient. There are many hard-to-use values that have always occupied effective areas. layout.

The homogeneity of traditional fitness clubs is too serious, and there is no core competitiveness to attract members, leading to competition in the industry mostly for price wars, which greatly harms the interests of the entire industry and is not conducive to long-term development and improvement.

The satisfaction of members of traditional fitness clubs is not high, and many members hope that the club can change, such as reducing membership card fees, card fees are not bundled annually, reducing the cost of personal education courses, opening more favorite group exercises, and reducing sales Wait.

For the long-term development of the club, it is inseparable from macro-control. As an emerging industry with excellent market prospects, the relevant state institutions should pay attention to the development of the club, issue relevant advocacy recommendations, and promote the establishment of the region to a larger Within the scope of the fitness club guild, to adjust the contradictions in the past club industry, to create a good environment compatible with cooperation and competition, and to coordinate the development of the club.

The club itself should keep up with the trend of the times, put customer satisfaction first, and introduce the business philosophy of nationwide fitness under the sharing economy into the club's marketing management. According to the characteristics of this club, build core competitiveness, absorb the characteristics of new fitness clubs, reduce the cost of club construction and operation, and protect the interests of members and coaches.

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