33 - THE INFLUENCE OF MANAGEMENT MODELS SPECIFICALLY ON WOMEN-ONLY GYMS

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INTRODUCTION

Throughout history it is noticeable the general concern of the population around the combat ofsedentariness, behavior characterized by the absence or lack of physical activity, which, as emphasized by Pitanga and Lessa (2005), is associated toseveral cardiovascular and coronary heart diseases. An important option of space to practice physical activity are the gyms, which provide appropriated structure and orientation, and where it is observed, simultaneously, aninfinity of marketing possibilities. In this sense,the women-onlygyms call the attention, which provide a specific service, ' identified ' to itspublic, providing access in a more comfortable way to physical activity, which, as pointed out by Rocha, Peito and Zazá (2011), brings several benefits to the body such as the possibility of maintenance of health, in addition to improvements in the socio-emotional and psychological field.

Among the women-only gyms, we highlight the franchised models of Curves and Contours, both of Noth-American origin and with other salient characteristic in common: the own management model and training. However, in Brazil, it is not difficult to find gyms for women that offer services of weightlifting and aerobic exercises, common in mixed gyms, contrary to the 'franchised' gyms, that, as evidenced by Neiva, Gomes and Costa (2007), use specific methods of training, in circuits, lasting thirty minutes, with cardiovascular and muscle-strengtheningactivities, focusing on weight loss. Another characteristic of these gyms is the absence of mirrors and other equipmentusually seen in gyms.

However the success of these franchised gyms is remarkable, due to its spread in the fitness market, there is still a considerable number of gyms that do not adopt a own management model, which gets closer to that used in mixed or 'common' gyms. It is noteworthy that, regarding management models, adapting to the reality of the gyms, it is about managing routines, that allow the best processing and organization of spaces and materials used for physical activity, making these spaces available for the idealization and development of new projects and / or methodologies that attend the market where it is inserted (PIRES and LOPES, 2001).

Thus, this study aims to understand and compare the customers' satisfaction and characteristics of women-only gyms franchised or not in cities of Zona da Mata region, in Minas Gerais.

METHODOLOGY

For the present study, of qualitative-quantitative nature, were performed, along the gymsthat agreed to participate in the study, allowing the data survey regarding the active and inactive customers. It was still applied aquestionnaire for the students registered in the gym, consisting of questions referring to characteristics of the gym, reasons of adherence and satisfaction with the amenities and services.

The sample consisted of 98 women, 66 of the Performance Gym, in Ubá, Minas Gerais, and the remaining 32 of the Curves Gym, in Juiz de Fora, MinasGerais. It was used the descriptive statistics of Microsoft Excel ® program to analyze the data.

The Project regarding this study was submitted and approved along the Human Research Ethics Committeeof the Federal University of Viçosa, registered by CAAE number 16372413.0.0000.5153.

RESULTS

With the data surveyed in two gyms, one franchised and the other not, it may be perceived different dropout rates between the two organizations. Table 1 shows the dropout rate of female customers in each academy, and it was noted a higher dropout rate in the franchised gym, which uses its own management model.

Distribution offemale studentsactiveand inactive between women-only gyms

Gym	Active students	Inactivestudents
Curves - Juiz de Fora	106	357
Performance - Ubá	458	874

Table 1: Quantity of active and inactive female students of the gyms studied

When comparing other aspects related to women gym goers, it was drawn from the questionnaire responses, a profile for each one. Tables 2 to 5 show the characteristics of the users profile, such as age, monthly revenue, marital status and education.

Age distribution of women-only gym goers

Age	Franchised	Non-franchised	Total
Between 18 and 25	9*	30*	39
Between26 and35	8	20	28
Between36 and40	8	5	13
Between41 and50	1	8	9
Above 51	6	3	9
Total	23	36	98

* Band with highest number of respondents.

Table 2: Age distribution ofsubjects in age groups.

Monthly Revenue Distribution of women-only gym users

MonthlyRevenue	Franchised	Non-franchised	Total
Until1minimumwage	4	23*	27
1 |-- 2 wages	8*	21	29
2 |-- 4 wages	7	18	25
4 |-- 7 wages	7	3	10
7or morewages	6	1	7
Total	32	66	98

* Band with highest number of respondents.

Table 3: Distribution of Average monthly revenue of subjects

Distribution of women gym goers by marital status

Marital Status	Franchised	Non-franchised	Total
Single	11	37*	48
Married	20*	24	44
Divorced	1	2	3
Separated	0	1	1
Widow	0	2	2
Total	32	66	98

* Band with highest number of respondents.

Table 4: Distribuiton of women gym goers by marital status at the franchised or non-franchised gyms, Minas Gerais, 2013.

Distribution of women gym goers by education level

EducationLevel	Franchised	Non-franchised	Total
IncompleteElementarySchool	0	8	8
Complete ElementarySchool	4	9	13
Incomplete High School	4	16*	20
Complete High School	4	16*	20
IncompleteHigherEducation	1	0	1
Complete HigherEducation	9	12	21
Post-Graduate	10*	5	15
Total	32	66	98

*** Band with highest number of respondents**

Table 5: Analysis of education level of women gym goers of franchised or non-franchised gyms

Table 6 shows the distribution regarding the reasons which led to the use of women-only gyms.

Average distribution of reasons for choosing the women-onlygym.

Reason for choosing the gym	Franchised	Non-franchised
Professionals' Quality	4,02*	4,56**
EnvironmentandStructure;	4,07**	5,34
Customerservice;	4,1	4,5*
Location;	5,02	5,75
Privacy;	5,55	5,41
Price;	5,92	6,44
Presence/AbsenceofMen;	6,15	6,09
Amenity;	6,4	4,81
Differentiatedtreatment	6,69	4,72
Friendsindication;	6,76	7,38

* Mostrelevantvalue;

** Secondmostrelevantvalue.

Table 6: Distribution of average indication of reasons of women's insertion in women-only gyms.

Regarding the reasons that led the insertion of the women in the women-only gyms environment, we obtained the results observed in figure 1.

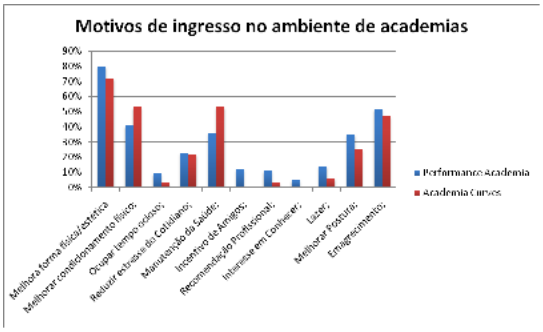


Figure 1: Reasons that lead to physical activity practice at the gyms.

In the figure 2, we presented the data obtained regarding the customers' satisfaction according to gym characteristics.

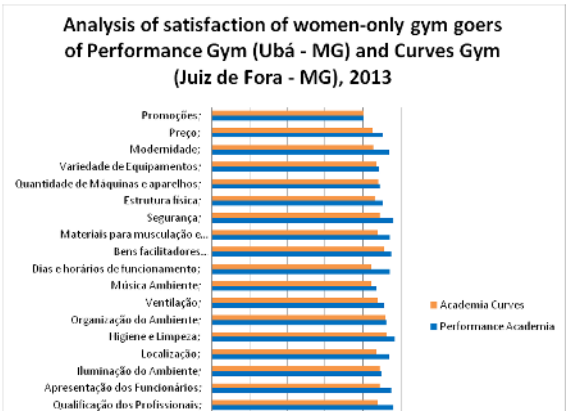




Figure 2: Comparison and analysis of satisfaction of women-only gym goers.

DISCUSSION

The results show that , from the use of different management models , even for a public already delimited, as in the case, women , there is a change in customer profile attended , as it is possible to perceive in the data presented in Tables from 2 to 5 . It isalsopossible to perceive changes regarding the customers' intentions about the use of gyms .Analyzing at figure 1 we note the reference to the difference in perception of who attended the franchised gymregarding questions related to health, which allows to infer as a determining cause, the philosophy of work imposed by management model followed, while those who attended the non-franchised gym,that uses a more flexible management model, present anxieties faced toquestions related to aesthetics and welfare. It is noteworthy that both gyms use a management model, however, one has a 'standardized' management model, while the other uses a common model, present in most of gyms , being themwomen-only or mixed.

Regarding the reasons for choosing the women-only environment, the population studied differs from others, as the one approached in the study of Lima and Maffia (2005), which shows that the absence of men is a determining factor when choosing the exclusively women-only environment, since the public studied valorizes more question such as attending and location instead of women exclusivity in the environment.

Customers' satisfaction, however, exposes data in detriment to the implementation of the management model at the franchised gym, since the non-franchised gym goers showed higher levels of satisfaction with the services and how they are provided, contrary to the ideas defended by Capinussú (1979), that the sports management models aim to improve the way to manage administrative matters and / or sports practice aiming to get better results.

Comparing this to the previous study, in the city of Divine-MG (Costa and Lobato, 2013), the interviewees appeared to be more satisfied with the services provided and have a very different profile, especially in questions of age, education and monthly revenue. Still, studies like Araujo et al. (2007) emphasize the importance of motivation to participate in physical activities, and, in large-sized cities, there is a greater general concern with maintaining the health and general living conditions, increasing the interest for physical activity.

CONCLUSIONS

Indirectly, this study demonstrates the important awareness of the women population in medium and large-sized cities of the state of Minas Geraisregarding the practice of physical activities, and of the population studied, there was a wide variation between age and intentions regarding the practice of physical activities. The results also indicate that the use of a rigid or flexible management model does not implyin significant differences on the customers' satisfaction.

Still regarding the satisfaction of both groups analyzed, when compared according to the gym where they are inserted, however the average satisfaction of the gym goers that does not count with a “rigid” model of management is superior to that relative to the franchised gym, there is no significant difference, which can be justified by the unawareness of monthly feesand / or promotions established and the small number of participants.

This study has raised many questions and may still determine other studies, and can serve as a basis to entrepreneurs who have some interest in the construction of gyms' management that attends specific public.

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THE INFLUENCE OF MANAGEMENT MODELS SPECIFICALLY ON WOMEN-ONLY GYMS

ABSTRACT

This surveyispart of the study"Users profileandcharacteristicsofwomen-onlygyms". The understanding of women's perception concerning the market ofwomen-onlygyms constitutes inpertinent instrument oforientation and analysis in order to allow the expansion and improvements in this segment, as well as identify and analyze the assumptions that havesubsidized this process.This study aimed to understand and compare the customers' satisfaction and characteristics of franchised women-only gyms or not ofcities of Zona da Mata region, in Minas Gerais. The sample consisted of 98 women, 66 of the city of the non-franchised gym and 32 of the franchised gym. It was applied a non-validated questionnaire to the gym goers who were disposed to participate of the study, having previously signed an informed consent form. For data analysis, it was used the descriptive statistics of Microsoft Excel program. The study was submitted and approved by Human Research Ethics Committee (HREC) of UFV, have being approved in PlataformaBrasil, registered by CAAE number 16372413.0.0000.5153. In the present study, it was also analyzed the characteristics thatcompose the users profile, testifying that the goers of franchised gyms have a more 'formal' profile than the others. This study testified that despite the use of a management model interferes in the customers' decisions,

considering the female public exclusively, those using processes similar to a “ordinary” gym were more satisfied with the services and forms of treatment . It was also verified that the results differ from the results of previous studies, such as Lima and Maffia (2010), concerning the subjects' goals and the environment choice for the physical activity practice.

KEYWORDS: Gym Management; Sedentariness; Physical Activity; Gyms for women; Users profile.

L'INFLUENCE DE MODÈLES DE GESTION SUR DES CENTRES DE REMISE EN FORME RÉSERVÉS AUX FEMMES

RÉSUMÉ

Ce sondage fait partie de l'étude intitulée “Profil des utilisateurs et caractéristiques des centres de remise en forme réservés aux femmes”. La compréhension du regard des femmes sur le marché des centres de remise en forme constitue un outil très pertinent d'orientation et d'analyse, permettant l'expansion et le développement de ce secteur, ainsi que l'identification et l'analyse de prémisses qui conduisent ce processus. Le but de cette recherche a été celui de comprendre et de comparer la satisfaction des clientes et les caractéristiques de centres de remise en forme réservés aux femmes, franchisés ou non, de villes de la région de la Zona da Mata, située dans l'intérieur de l'État de Minas Gerais. L'échantillon était composé de 98 femmes, soit 66 provenant de la ville du centre non franchisé et 32 provenant du centre franchisé. Un questionnaire non validé a été appliqué aux habituées des centres concernés; celles-ci ayant signé préalablement un formulaire de consentement libre et éclairé. L'analyse des données a été réalisée à l'aide de statistiques descriptives sous Microsoft Excel. L'étude a été soumise à l'évaluation du Comité d'Éthique de la Recherche avec des Êtres Humains (CEPH) de l'UFV qui l'a approuvée. Elle a également été approuvée sur la Plataforma Brasil; enregistrée par le CAAE numéro 16372413.0.0000.5153. Cette étude compte aussi l'analyse des caractéristiques qui composent le profil des utilisateurs, grâce à laquelle nous avons pu constater que les habituées du centre franchisé présentent un profil beaucoup plus “formel” que celui des autres. Nous avons observé que malgré le fait que le modèle de gestion intervienne dans le choix des clientes, tenant toujours en compte que le public comprenait seulement des femmes, celles qui fréquentaient le centre faisant l'objet d'une gestion plus “simple” ont fait preuve d'une plus grande satisfaction à propos des prestations et du traitement du personnel. Nous avons également vérifié que les résultats de cette étude divergent de ceux obtenus par des études précédentes, comme celle de Lima et Maffia (2010) où des questions comme les objectifs des individus et le choix de l'environnement pour la pratique d'activités physiques sont abordées.

MOTS-CLÉS: gestion de centres de remise en forme; sédentarisme ; activité physique; centres de remise en forme réservés aux femmes; profil des utilisateurs.

LA INFLUENCIA DE LOS MODELOS DE GESTIÓN SOBRE LAS ACADEMIAS ESPECÍFICAMENTE FEMENINAS

RESUMEN

Este levantamiento es parte del estudio “Perfil de los usuarios y características de academias femeninas”. La comprensión de la percepción de las mujeres en relación al mercado de academias femeninas se constituye en pertinente instrumento de orientación y análisis con la intención de permitir, la expansión y mejorías en este segmento, como también identificar y analizar los presupuestos que subsidian ese proceso. El objetivo de la investigación fue buscar entender y comparar la satisfacción de los clientes y características de academias exclusivamente femeninas franquiciadas o no de las ciudades de la región Zona da Mata, en el interior de Minas Gerais. La investigación se dio con 98 mujeres, de las cuales 66 pertenecían a la academia no franquiciada y 32 pertenecían a la academia franquiciada. Fue aplicado un cuestionario no validado a las mujeres que frecuentaban las academias y que se dispusieron a participar de la investigación, firmando de antemano un término de consentimiento libre y aclarado. Para el análisis de los datos fue utilizada estadística descriptiva del programa Microsoft Excel. El estudio fue analizado y aprobado por el Comitê de Ética em Pesquisa com Seres Humanos (CEPH) da UFV, y aprobado también en la Plataforma Brasil, registrado por el CAAE número 16372413.0.0000.5153. En este estudio también fueron analizadas las características que componen el perfil de los usuarios, observando que, las mujeres que iban a la academia franquiciada poseían un perfil más 'formal' que las otras. Fue posible comprobar también que aunque la utilización de un modelo de gestión interfiera en las decisiones de las clientas, considerando que es un público exclusivamente femenino, aquellas que utilizaban procesos similares a de una academia no franquiciada, se demostraron más satisfechas con lo que ofrecía la academia y con la calidad del atendimiento. Se averiguó también que los resultados presentados divergen de los resultados de estudios anteriores, como el de Lima y Maffia (2010), en relación a los objetivos de los participantes y la elección del ambiente para la práctica de actividad física.

PALABRAS-CHAVE: Gestión de Academias; Sedentarismo; Actividad Física; Academias para Mujeres; Perfil de usuarias.

A INFLUÊNCIA DE MODELOS DE GESTÃO SOBRE ACADEMIAS ESPECIFICAMENTE FEMININAS

RESUMO

Este levantamento é parte do estudo “Perfil dos usuários e características de academias femininas”. A compreensão da percepção das mulheres em relação ao mercado de academias femininas se constitui em pertinente instrumento de orientação e análise no intuito de permitir, a expansão e melhorias neste segmento, como também identificar e analisar os pressupostos que tem subsidiado esse processo. O objetivo desta pesquisa foi compreender e comparar a satisfação de clientes e características de academias exclusivamente femininas franqueadas ou não de cidades da região da Zona da Mata, no interior de Minas Gerais. A amostra foi composta por 98 mulheres, 66 da cidade da academia não-franqueada e 32 da academia franqueada. Foi aplicado um questionário não-validado às frequentadoras das academias que se dispuseram a participar da pesquisa, tendo previamente assinado um termo de consentimento livre e esclarecido. Para a análise dos dados foi utilizada estatística descritiva do programa Microsoft Excel. O estudo foi submetido e aprovado pelo Comitê de Ética em Pesquisa com Seres Humanos (CEPH) da UFV, tendo sido aprovado na Plataforma Brasil pelo, registrado pelo CAAE número 16372413.0.0000.5153. No presente estudo também foram analisadas as características que compõem o perfil dos usuários, constatando-se que, as freqüentadoras da academia franqueada possuem um perfil mais 'formal' do que as demais. O presente estudo constatou que, embora a utilização de um modelo de gestão interfira nas decisões das clientes, considerando o público exclusivamente feminino, aqueles que utilizam processos similares ao de uma academia 'comum' mostraram-se mais satisfeitos com os serviços e formas de tratamento. Verificou-se também que os resultados apresentados divergem dos resultados de estudos anteriores, como o de Lima e Maffia (2010), nas questões dos objetivos dos indivíduos e escolha do ambiente para prática de atividade física.

PALAVRAS-CHAVE: Gestão de Academias; Sedentarismo; Atividade Física; Academias para Mulheres; Perfil de usuárias.