

Impacts of relationship marketing on customer satisfaction, relationship commitment, and repurchase intentions in health/fitness clubs

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**Poster
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Dramatic changes in the competitive environment have prompted many health/fitness clubs to rethink the fundamental role of marketing. As part of this initiative, relationship marketing is providing to be a significant change in both marketing theory and practice (Morgan & Hunt, 1994). Relationship marketing is typically described as a process of establishing, developing, and maintaining successful relational exchanges (Berry & Parasuraman, 1991; Morgan & Hunt, 1994). Organizations have discovered that relationships with loyal customers can be extremely profitable in the long run, while lost customer relationships are often too costly to regain (Page, Pitt, & Berton, 1995; Reicheld, 1996). Given the environmental changes taking place within many industries of the services sector including health/fitness clubs, relationship marketing can be clearly a powerful tool of differentiation.

The purpose of this study was to investigate the impact of relationship marketing on customer satisfaction, relationship commitment, and repurchase intentions among members in health/fitness clubs. 320 surveys were distributed at seven sport centers in Seoul, Korea and 307 surveys were returned usable. Multiple regression analyses using SPSS/PC 11.0 showed that relationship marketing had positive impacts on customer satisfaction and relationship commitment. Results also showed that customer satisfaction had positive impact on relationship commitment. Finally, it was revealed that both customer satisfaction and relationship commitment had positive impact on repurchase intentions.

The findings of this study shed some light on the nature of relationships between key elements of sport center marketing and, thus have substantial implications for managers and researchers alike. Although relationship marketing strategy may costly to initiate and maintain and often requires a firm's long-term commitment, results of this study showed that relationship marketing has a significant, positive impact on customer satisfaction and relationship commitment, and eventually customers' intentions to repurchase.