



Certificate

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Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: V. Jyothirmai Topic:- Influencing Factors Behind Customers Attending Fitness Centre -a Study On Fitness Centre Clients In Visakhapatnam College:- Assistant Professor, Dept of Management Studies, Vignan's Institute of Information Technology (Approved by AICTE and Affiliated to JNT University, Kakinada) Beside VSEZ, Duvvada (PO) Visakhapatnam, A.P. India. The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of May Year 2014



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Article Review Report



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Happy Writing...

ABSTRACT:

The point of any commercial organization is not just “to create a customer”, but to retain the customer. To achieve a competitive advantage, it has become necessary for organizations to differentiate themselves in the minds of customers as customers are the central focus of any organization. Therefore the mission of an organization should be to create, grow and nurture ongoing relationships with them by understanding them in terms of their very needs and requirements, perceptions and various factors influencing their behaviour.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

At this juncture the people across the world are more awake than past by considering their career, income, standard of living and physical fitness. Fitness club is a place where last group of people try to attain their physical fitness through exercise. Again, the fitness industry has been contributing in a great deal in various economies in terms of generating revenues, employment and physical harmony of the Nations. Fitness industry has great contribution in the world economy. It is one of India's largest sectors, in terms of income and employment, and the sector is escalating rapidly.

Introduction Report: The introduction introduced ideally. It explains the background very well enough that researchers outside understand current knowledge.

METHODS & MATERIALS:

As the study is to find motivational factors behind joining fitness centre, the population included is mainly the members of the different fitness centres in Visakhapatnam city in India. 100 members were selected randomly throughout the Visakhapatnam city for the study.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Must add the result to your article.

Result Report: Result is blank.

CONCLUSION:

Physical exercise is an age-old concept. Since the beginning of human civilization, physical exercise is being practiced to maintain the harmony of human body. Early researchers found that the industry is contributing a lot to the GDP of various developed economies in American and European Countries and various reasons behind practicing exercise. The present study found that the members joining in the fitness centres are able to improve their physical condition, enhances their self control and confidence levels as well it has a very positive psychological and social impact on their lives. Members of the clubs prefer to join the clubs based on proximity to their locations and feel pleasant to practice physical exercise.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

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Reference Report: There are Places where the Author V. Jyothirmai Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

	Very	High	Average	Low	Very Low
1. Interest of the topic to the readers			✓		
2. Originally & Novelty of the ideas	✓				
3. Importance of the proposed ideas			✓		
4. Timelines	✓				
5. Sufficient information to support the assertions made & conclusion drawn		✓			
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)		✓			

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



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