

## ATTRIBUTES ON PICKING RIGHT GYMNASIUM AND IMPORTANCE OF PROFILE OF FITNESS TRAINER: A STUDY ON CLIENTS PERSPECTIVE

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### **ABSTRACT**

*In the present study, Data was randomly collected from 124 male gymnasium clients who were in the age group of 20 to 30 years and undergoing physical fitness training were included. A structured schedule questionnaire was used to gather responses from respondents. Garrett's ranking technique was adopted to rank the attributes with regard to selection of gymnasium and components in trainer's profile. In order to select and get enrolled into gymnasium, recommendation of friends was ranked first key criterion followed by other factors like cost involved, distance from the residence, profile of trainer, equipments and parking facility. Physical fitness of the trainer emerged as the most important factor in the profile of the trainer to attract the clients. Education, training and soft skill of the trainer recorded moderate role to influence the clients in ranking the profile of the trainer.*

**KEYWORDS:** *Attribute, Garrett's Ranking, Profile, Trainer*